

Serv-U
CHAIN **RED & WHITE** STORES

The Largest chain store organization of its kind in the United States. Our Motto: Quality always higher than the price.

SPECIALS FOR SATURDAY AND MONDAY

- Campbell's Spaghetti
2 cans 29c
- Peets Granulated Soap
2 pkgs. 79c
- Red and White Ripe Olives, No. 1 size
2 cans 43c
- Serv-U's Spinach, No. 2 1/2 tin
2 cans 43c
- Serv-U's Sweet Potatoes, No. 2 1/2 tin
2 cans 47c
- Serv-U's Strawberries and Raspberries No. 2 tin
2 cans 69c
- Serv-U's Tomatoes, No. 2 1/2 tin
4 cans 89c
- Blue and White Matches, 6 box cartons
2 for 38c
- Mothers Oats, with premium, large pkg.
39c
- Swansdown Cake Flour
34c
- Crisco, 3 lb. tin
79c

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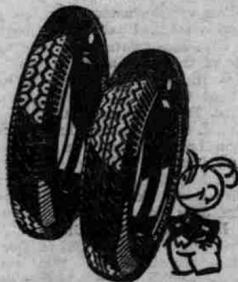
By Zerba

Dangerous days are ahead for slippery, smoothworn, easily punctured tires. Drive in and see us about new Goodyear's. We will demonstrate and prove to you the tread and carcass superiority in Goodyear's—superiority made possible at no extra cost to you, by reason of Goodyear's factory production being nearly TWICE that of any other company.

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Athena, Oregon

**YOUTH--AND THE
NEW LEADERSHIP**

By **CRAIG B. HAZLEWOOD**
President American Bankers Association

LEADERSHIP is a picturesque word. With it, one pictures Hannibal fighting his way through the passes of the Alps—Napoleon in his campaigns—or Washington holding together his half-frozen army by the sheer magnetism of his character at Valley Forge. But I visualize something that holds a more astounding spectacle in many respects than any of these.



It is the onrush of our business life. Our economic progress plunges ahead at a rate unheard of in the history of the nations of the world and every industrial and financial leader is daily brought face to face with new and perplexing problems requiring the highest courage and intelligence for their solution.

Ninety billions a year, they tell us, this country is now producing in new wealth. The rate of increase is even more staggering than the amount. It is difficult to say where it may lead us in even ten or fifteen years.

We are moving exceptionally fast. Our economic and industrial structure is placing before us problems of greater and greater magnitude. Few men can see far ahead. Few are in complete control, for this is a changing world, as even the most inexperienced business man will readily testify. Our methods of adjusting ourselves rapidly to economic changes and of cooperating are far from perfect.

What an opportunity the leadership of five, ten or fifteen years from now presents! What an adventure it will be! What responsibilities it will lay upon the broadest shoulders that may be found! This is the challenge to leadership as I see it. In the hands of the young men must rest the responsibility for this leadership.

Boys Who Reached the Pinnacles

Business is full of the romances of youngsters whose chief characteristic was working hard and keeping at it. There was a green farmer boy who decided he would rather stand behind a counter than follow a plow. He seemed so obviously lacking in sales ability that for a time no merchant would hire him. He failed in his first position, and in his second his salary was reduced. He even agreed that he was a misfit—but he stuck. Out of his first five stores, I believe, three failed. But he persisted and worked hard. And that boy, Frank W. Woolworth, became the greatest retail merchant in the world with a store in every city of eight thousand or more population in this country.

There was another lad who clerked in a grocery store sixteen hours a day and studied mathematics in his odd moments. He became interested in the doings of the steel plant whose employees traded at this store. He began to study steel and sought a position in the plant. He carried a surveyor's chain and drove stakes. At night he studied mathematics and engineering. He did not despair. He kept the pressure on for seven years. And that boy, Charles Schwab, mastered the iron industry and became one of the country's great industrial leaders.

There was a lad who sold papers on a train. When he grew up, several million men and a score of billions of dollars of capital were given profitable employment through his inventions. Even in middle life, Thomas Edison continued to work twenty hours a day, if necessary to achieve his purpose.

Leadership is not play. Leadership offers countless positions of varying opportunity, of which the highest pinnacles will mean almost unbearable responsibility in the new era. There will be men with the fire and iron to qualify even for these places. Such men must have had the very finest preparation and the most grueling tests. Their reward will be the attainment of these highest pinnacles of achievement, and the rendering of an immeasurable service to their times.

Warm Birdie's Feet

A housewife at Greenleaf, Lane county, did more for feathered visitors in her back yard than merely feed them, according to word from there. She wrapped a heated stove lid in paper and placed it on the snow for the birds to stand on that they might be comfortable while they ate grain she had spread for them. The birds, she said, seemed to enjoy the luxury of warm feet.

Red Cross To the Rescue

The American Red Cross has moved to rescue 500 families flood-bound in southeastern Missouri and north-eastern Arkansas. The situation in the temporary camps and marooned homes was aggravated by rain, snow and cold which was general over the flooded sections.

Mrs. Bryan Dead

Mrs. Mary Baird Bryan, widow of William Jennings Bryan, the late commoner, died Tuesday at 8:30 o'clock at the home of her daughter, Mrs. Grace Bryan Hargreaves, wife of a Beverley Hills, California, bank-

**Surveys To Be Made
Of Oregon's Counties
and of Her 922 Cities**

New and complete facts and data surveys of Oregon's 36 counties and 922 cities and towns will be completed during 1930 by the Oregon State Chamber of Commerce, according to an announcement made by R. S. Hamilton, President of the organization. Completion of the surveys is a part of the state-wide program of "Build Oregon!" being conducted by the State Chamber this year.

The data compiled will serve as a basis for the publication of literature and national advertising on the state. Industrial facts and data surveys of the larger cities of the state will also be made in cooperation with the local chambers.

"Every phase of the State Chamber's activities in attracting settlers, tourists and investors to Oregon is based on facts and accurate information and by bringing all the data about Oregon up to date we hope to strengthen and increase our results and activities," Hamilton said.

Forms for the surveys are now being completed. A corps of workers are to be employed to collect and correlate the information.

**Brodie Is Agreeable
To Finnish Republic**

As a flaming torch, Rose Eggers, 8, of Tacoma, raced from her mother's home to a neighbor's house and fell unconscious at the feet of her mother, Mrs. Flora Eggers. She died a few hours later in a hospital.

The mother had stepped from her home a few minutes before to run to a nearby house.

The little girl was busy working about the kitchen and in attempting to put a stick of wood in the stove her dress became ignited.

Panic-stricken, she raced into the open air and the flames were fanned about her body. She burst into the room where her mother, a widow, was talking and crumpled to the floor.

**Fire Turns Girl Into
Torch; She Dies Later**

Washington.—Senator McNary was advised by the state department that the republic of Finland has sent word that appointment of E. E. Brodie of Oregon as minister to that country will be agreeable to the Finnish government.

The department has completed its check and it is expected that President Hoover will send the nomination to the senate soon.

Brodie was recommended by the Oregon senators and his selection brings recognition to their state in the diplomatic corps for the first time since Brodie resigned as minister to Siam.

Drowns in Rogue

Gold Beach.—T. E. Meriwether, 56, was drowned Monday in Rogue river at Two-mile riffle above Agness. With his wife he was going to a mining claim at Illabe in a small power boat. Arriving at two-mile riffle, he landed his wife to walk around a stretch of treacherous water. In attempting to ascend the riffle the boat swamped. He attempted to swim ashore, but the swift current carried him under. His body has not been recovered.

Pilot Rock Worker Hurt

Falling 25 feet through a skylight on a grain warehouse at Pilot Rock, Walter Smith suffered serious injuries Monday. While clearing snow from the roof he backed through a skylight and fell to a concrete floor. His pelvis, five ribs on the left side, left arm broken and left ankle were fractured.

School District Number 2

Community News
Virgil Zerba was in Milton Tuesday. Mr. and Mrs. Roy Cannon and Marguerite Herford were in Pendleton Saturday.

Mrs. Jesse Smith is with her mother Mrs. Patterson who is ill at the home of Mr. and Mrs. Joe Cannon.

Last week the neighbors went together and helped Louis Stewart finish his house so he could bring his family home from the hospital. Jewell Pinkerton spent Tuesday night at the home of Rachel Smith.

CLASSIFIED

Alfalfa Hay—Frank Jackson has alfalfa hay for sale at his ranch.



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rectly before a file that contains the history of our service to you. Your telephone problem then becomes his or her personal interest. It will be properly recorded and then carefully followed up. Telephone service is a personal service. We want you to feel that we are working for you.

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