

# EDUCATIONAL PREPARATION A GROWING REQUIREMENT FOR SUCCESS IN MODERN BUSINESS

Death-Knell Sounded for Guesswork and Slipshod Methods by Advancing Technical Proficiency in Finance, Trade and Industry—How Banks Are Developing a Professionally Qualified Generation of Younger Bankers.

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American Bankers Association

THE great school of Experience is still holding classes in America, but the scientific spirit of the age has so generally invaded the workshops of industry and trade that they have largely become technical research and training laboratories in themselves and are no longer run on the old-fashioned cut-and-try methods of former generations when Experience was considered the only teacher. It would be hard to find a working force in any pre-eminently successful business or industrial organization in the United States today but what the dominating leadership is schooled in the scientific principles of its specific field, whether manufacturing, merchandising or finance. The rapidly advancing standards of business in this country, with their relentless demands for efficiency as the only hope for survival in the competitive struggle for economic existence, has sounded the death-knell for guesswork and slipshod methods.



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As a result, educational preparation in the techniques of commerce, industry and finance are virtually essential to outstanding success in these fields, as it is already an absolute prerequisite in the various recognized professions. This is not to depreciate the value of

native ability and experience in business, but education after all is merely a means for helping the individual to apply the net good of the accumulated experience of many to his own day's work—a means for helping special native ability to come into its own more rapidly and surely and for enabling all classes of ability to gain the maximum of success to which they are entitled. These facts are plainly recognized by practical, work-a-day business in every line. Every progressive business organization in America is emphasizing the importance of education as never before. Education has come to be looked upon as the answer to many of the problems within the organization as well as to problems affecting industry as a whole.

**Business Organizing Institutes**  
Institutes for developing specifically qualified workers are being operated or organized in many fields of commercial and industrial activity. These institutes are trying various types of educational work with a distinct trend toward more and more emphasis upon education for the rank and file of business employees of all grades.

We have been having business failures in this country at the rate of about 2,000 a month. This score speaks for itself. It is glaring evidence of incompetence on the part of thousands of business men in handling the problems inherent in their fields of endeavor. The detailed records show that practically 75% of business failure in this country is due to lack of training and competence on the part of those who failed. This is conclusive evidence that no one can afford to undertake executive business responsibilities without adequate education and training. It is for that reason that every enlightened business organization is today insisting as never before that its employees take advantage of some type of technical training.

American banking is fortunate and has just cause for pride in that it has a record of twenty-eight years of definitely organized educational activity among its workers to its credit for developing trained bankers. People in banks in large numbers are taking advantage of the educational opportunity given by the great non-commercial college of the banking business, the American Institute of Banking. They see on every hand evidence of the value of the training it gives. Of the 10,000 graduates of this Institute, 70% now occupy official positions in American banks. The other 30% are still too young to have attained such heights. Here is an example and an encouragement to the people of all lines of business.

The American Institute of Banking has a membership of 64,320. Of these 33,851 are class enrollees, comprising younger bank people, both men and women, who are learning the scientific technique of their chosen business at the same time they are engaged in the practical work of earning their livings at it. The difference between the 33,851 enrolled in classes and the 64,320 total membership comprises older bankers who have taken the Institute courses in the past or are at the present time sponsoring some type of educational work in the organization.

**Banking Educates Its People**  
It has been estimated that there are probably 375,000 bank officers and employees in the United States at the present time. These figures would mean that about one banker in every six is either enrolled in Institute classes in banking or is actively supporting some educational function of the organization. No statement could possibly give more emphasis to the importance placed on education by the banking interests of America than these facts.

This American Institute of Banking

is the educational section of the American Bankers Association. It was formed twenty-eight years ago by bank employees and officers and has been carried on ever since as a voluntary organization. Many students who have graduated continue their membership in order to give active support to some type of educational work other than the actual class program.

The greater part of the educational work is carried on in 200 cities and towns in the United States. Here the local chapter of the American Institute of Banking has its regularly organized courses of study under supervision of the national body with local instructors and directors to fulfill the standard requirements regarding text material, classwork and examinations. Instructors are recruited from the staffs of leading universities, from members of the legal profession and from among accountants and bank men who have made a record in some field of activity in banking that marks them as experts. All instructors must be approved by the national organization. They are compensated by the local units. The students pay tuition, in which they are frequently aided by their employing banks, and this, together with contributions made by the banks for general classroom overhead, finances the educational program.

**Education a Pathway to Advancement**  
Leading banks in various parts of the country are insisting that their employees take work in the Institute. This is frequently a part of their contract of employment at the time they enter the bank. It is also now quite generally understood in the field of American banking that study in the American Institute of Banking is considered one of the basic factors in the promotion of the individual to a place of importance in a bank.

The Standard Certificate of the American Institute of Banking is annually gaining a greater and wider recognition among practical bankers throughout the United States. These certificates are coming to have the same importance in the banking world that certificates of education have in the field of the general professions. This is a practical example and one thoroughly well demonstrated by seasoned experience of the new spirit of American business.

## ONE COW VS. ONE DOZEN

"Why milk twelve poor cows when one good cow will do the work of the twelve?" asks the bulletin of the American Bankers Association Agricultural Commission. It declares that analysis of more than 100,000 individual yearly records from cows on test in dairy herd improvement associations indicate that on the average: Cows that produced 100 lbs. butterfat a year returned \$14 each over feed cost; Cows that produced 200 lbs. butterfat a year returned \$54 each over feed cost; Cows that produced 300 lbs. butterfat a year returned \$96 each over feed cost; Cows that produced 400 lbs. butterfat a year returned \$138 each over feed cost; Cows that produced 500 lbs. butterfat a year returned \$178 each over feed cost.

In other words, one 500-pound producer will return \$10 more over feed cost than twelve 100 lb. producers. This does not take into account, either, the added labor of milking and caring for the larger herd, or the much greater expense of providing stable room for a dozen instead of a single animal. The figures are based on farm prices from all parts of the country.

## Ailing Heart Requires Quiet, Rest to Get Well

Take care of your heart. You have only one. You give it a huge amount of work to do and it does it without telling you how you are mistreating it. But when it does rebel and tells you, pay attention to the warnings.

This is the advice of Dr. Louis M. Warfield, writing in Hygeia, the health magazine published by the American Medical Association.

Doctor Warfield describes the evidence of a worn-out heart. You are short of breath on exertion that had not previously produced distress. You may notice that your shoes are tight in the evenings, but that you have no difficulty in putting them on the next morning. Then one day you take cold; the next day you are short of breath; you have a distressing cough and your feet are swollen.

As soon as the symptoms are relieved the average person wants to get up, rather than go about slowly and gradually getting back to his usual activity. It would not be undiluted bad fortune for a person with a bad heart to have a broken leg, too, Doctor Warfield declares.

## One Birthday Present

### Bobby Surely Needed

"Next Thursday is my birthday, daddy," Bobby announced one evening.

"Uh-huh," grunted dad, without looking up from his paper.

But Bobby was not to be put off that easily. He came over and climbed up on dad's lap.

"I say, daddy, next Thursday is my birthday."

"Well, well; so it is," dad agreed.

"And how old will my little pal be?"

"Six," Bobby answered importantly.

"Six years old," mused dad. "Quite a lad, aren't you? And what would you like to have for a birthday present?"

"There's lots of things I'd like to have."

"But you can't have a lot of things, Bobby. Tell me just one that you'd like to have most of all."

Bobby studied desperately. This was an important occasion.

"Well, dad," he decided, "I believe I'd like to have a new bank that someone can't get nickels out of with a hairpin."

## Origination of Term "Old Glory"

The origin of the term "Old Glory" is contained in a letter written by Robert S. Rantoul, president of the Essex Institute, Salem, Mass., where the flag about which it was said is still kept. According to a report, Captain Driver of Salem in 1831 commanded the brig Charles Doggett, which sailed on its famous voyage which resulted in the rescue of the mutineers of the British ship Bounty. A letter acknowledging this service contains Driver's autograph, dated November 16, 1830, and bears the words "My ship, my country and my flag, Old Glory." It may be fairly assumed, therefore, that the phrase "Old Glory" originated with Captain Driver. The flag which was so designated by him was presented to him by a friend before starting on this voyage.

## An Odd Letter Box

A quaint letter box is to be found on one of the front doors of Connaught place, London. It is in the form of a man's head, through the vertically elongated mouth of which the letters are put. The mouth is so very widely opened that it almost makes one's jaws ache in laughing sympathy.

The bell (an old-fashioned wire pulling one) is still more quaint. Again a man's face is the model, and, in order to ring the bell, you must catch hold of his protruding tongue, and pull it well out!

In Stratford-on-Avon they have been making use of William Shakespeare as a door knocker for very many years, though not with such liberty as this existing in London.

## "Corn" or "Maize"

An English writer says: "What a pity it is that we cannot come to some agreement with North America about 'corn' and 'maize.' Corn with us means wheat. Across the Atlantic it means maize. So when I read, as I have done just now, that paper has been successfully made from 'corn stalks,' I don't know what is meant. On this paper a daily journal has been printed in the state of Kansas. This looks like being a discovery of far-reaching consequence."

## ADDITIONAL LOCAL

A land deal was closed Wednesday whereby Otto Lindstrom became owner of the 347 acres of land recently purchased by Antonio Holub from the defunct Bank of Ione.

Mrs. Weddle returned to Pendleton Tuesday after a pleasant week's visit with her daughter, Mrs. Walter Eubanks.

While Norton Lundell was splitting wood Monday, he cut his hand quite badly. It required ten stitches to close the wound. Valgene Clark, the little daughter of Henry Clark, has been quite ill.

EJ Dick made a business trip to Pendleton, Tuesday.

Harold Dobyns was seen on our streets, Wednesday.

Gilbert Pettes, of Walla Walla is here visiting relatives for a few days.

The Food Sale, Saturday, under the auspices of Locust Chapter, No. 119, O. E. S., was well patronized. The ladies cleared \$37.10 which will be placed in a special fund and used to buy flowers and other incidentals.

Dr. John Balsiger, of Food River was in our town, last week for a brief visit with relatives.

Mrs. Walter C. Chan is the proud owner of a new Chevrolet coach.

An interesting Missionary meeting was held Thursday, April 4, at the Congregational church.

Mr. Martha Dick was leader and the subject under discussion was Missions in Turkey. The next meeting will be held Thursday afternoon, May 2. Everyone is invited to attend.

## Lodge Directory



IONE LODGE No. 129, A. F. & A. M. Meets every first and third Wednesday of each month.

W. M., Harlan M. Carey  
Secy., V. E. Bullard

Locust Chapter No. 119, O. E. Meets the second and fourth Tuesday of each month.

W. M., Lucy E. Harrison  
Secy., Ruth Mason



IONE LODGE No. 135, I. O. O. F. Meets every Friday evening.

N. G., H. G. Rankin  
Secy., Lee Howell

BUNCH GRASS REBEKAH No. 9, I. O. O. F. Meets first and third Thursday of each month.

N. G., Lucile Britton  
Secy., Verda Ritchie

## Think It Over

In case from freedom and opportunity and to strengthen oneself with some vital interest accelerates the thrill of health.

## Learn to Clarity

The Northwest chapter of American was organized in 1923 by a small group of women who recognized the great need for education in hospitals, homes and other charities. From this small beginning the work has been extended so that branches now function in forty states, the District of Columbia, Long Island and the territory of Hawaii. It is a paper-stamped its simple form of membership, the giving of two or more new garments or a sum of money.

# BASEBALL

## IONE

VS

## ARLINGTON

Come on Fans

SEE A SNAPPY GAME

On Ione Grounds

Sunday, April 14

## HOW LONG

## WOULD IT TAKE

for an investigating committee to swing into action if an executive department of the government should include in its budget a section like the following?

For finding out why a flag waves	\$1,000,000.00
For chasing rainbows	1,090,000.00
Incidental expenses in connection with above items	1,000,000.00
Contingencies (same)	1,000,000.00
<b>Total</b>	<b>\$4,000,000.00</b>

## Sounds silly does'nt it?

Well, it isn't. The scientific research necessary to find out why steam turbines above a certain size might blow up, involved chasing rainbows and finding out why flags wave, and it cost millions of dollars. Greater efficiency with safety was the result.

This is one reason why the cost of generating electricity with steam plants has been held down, and why the average unit cost of electricity has decreased.

## PACIFIC POWER & LIGHT CO.

### Protestants' First Church

The first Protestant church west of the Alleghenies was built near the present town of New Philadelphia, Ohio, in 1772. A town was started there in that year by Rev. David Zeisberger, Moravian missionary, and his band of 28 Christian Indian followers. Soon a larger body of Christian Indians arrived and the place acquired a log schoolhouse (also the precursor one in the Middle West), the above mentioned church, about 40 cabins and the community thrived. Much religious and educational work was carried on, but about five years later the town was destroyed by hostile Indians; its location was lost and not rediscovered until 1923.

### Among the Best Sellers

On the shelves of book stores in Paris, the New Testament, bound in paper covers is to be found. Its price is the same as that of any paper-covered novel—fifteen francs. There is no preface and the matter is not arranged in texts, but is printed solid.

Cross heads give it a modern appearance and guide the reader through the Gospel. A table of contents arranged like the contents of a novel, ends the work.

### Morning Glory Blossom Saved for Count's Eyes

A legend tells of the introduction of the morning glory into Japan, says the New York Times. A Japanese prince heard of a vine that blossomed only in the early morning, and notified the foreign nobleman who owned it he was coming to see it. When he arrived the vines no longer were trailing over the walls. The entire garden had been uprooted and there was no sign of the flower.

Being angered, he started to leave. Having been invited to tea, however, his sense of politeness compelled him to turn back. On entering the tea-room he saw a single morning glory blossom in a vase in a raised alcove. Inquiring of the nobleman why the garden had been ruined, the prince received the reply, "I ruined the garden in order that you might really see the blossom. If it were in plenty, you could not really have observed it so well as you did this single last flower saved for your eyes alone."

### A Professional Man

"Are you a doctor?" she asked the young man at the soda fountain. "No, madam," he replied, "I'm a fizzician."—Vancouver Province.

## 1929 PLAYING SCHEDULE WHEATLAND BASEBALL LEAGUE 1920

TEAM	At CONDON	At FOSSIL	At HEPPNER	At IONE	At ARLINGTON	At WASCO
CONDON	BATEBALL FANS!	April 7. June 9.	May 12	May 19.	April 21. June 23.	June 2.
FOSSIL	May 30.	READ THE NEWS	May 26.	April 28. June 30.	May 12.	April 14. June 16.
HEPPNER	April 14. June 16.	May 19.	EACH WEEK IN	June 2.	May 30.	April 28. June 30.
IONE	May 5. July 7.	April 21. June 23.	April 7. June 9.	IONE. INDEPENDENT	May 26.	May 12.
ARLINGTON	April 28. June 30.	June 2.	May 5. July 7.	April 14. June 16.	RENEW OR	May 19.
WASCO	May 26.	May 5. July 7.	April 21. June 23.	May 30.	April 7. June 9.	SUBSCRIBE TODAY!