

An Interview With Dr. Frank Crane

Popular Gifted Author Began at Dollar a Day to Put Across His Idea; Now One of America's Great Writers; to Contribute Regularly to Heppner Gazette Times.

By R. G. P.

As I sat opposite Dr. Crane at a broad flat-topped desk in his commodious study I was impressed by the great breadth and depth of his human sympathy, his anxiety to serve his fellow men. Of course I knew that originally the church had been his calling and that as a young man he had dedicated his life to such a service. But I had felt that possibly it was either a latent literary talent asserting itself or a desire to preach through the press rather than from the pulpit that switched his course and converted him into the world's foremost newspaper feature writer. It was surprising to learn it was wholly another motive that changed his career—a sincere sympathy for human foibles and a deep-seated yearning to serve mankind.

"Early in my life as a preacher," he told me when I asked him how it came about, "I learned that people didn't want to hear long sermons. So I made mine short. They never ran over twenty-five minutes. In that space I generally tried to develop five outstanding points. Gradually I discovered even this was too much. In overbearing comments about them after their delivery it became apparent to me that most people carried away only one point, never more than two. The other three were wasted."

Dr. Crane opened a volume of his editorials lying on the desk to show me the brevity of his articles.

"This set me to thinking," he proceeded. "If people only seemed to grasp one point at a time why not give it to them just that way? But I found that the clear and concise development of one point was not enough even for a short twenty-five-minute sermon. I felt if they could see this one point briefly stated right before their eyes in print it would impress it on their minds as no speaker could possibly do."

So Dr. Crane resigned his pastorate in Worcester, Mass., and came to New York to try out his idea. It was a bold step. But he was willing to risk it as he was convinced he had something serviceable for the world.

Finally a syndicate editor thought he would take a chance on "this Crane stuff." He wasn't at all sure it would go—rather doubted it, in fact—and offered Dr. Crane \$1 a day to write six editorials a week. This wasn't even a clergyman's salary. But it was all he could get so Dr. Crane accepted it, so great was his faith in his idea.

That was less than fifteen years ago. Today his editorial is one of the most widely read newspaper features in the world.

"My job is to study people, to write for and to people," said Dr. Crane. "I know them enough to know they don't want to be preached at, nor to moralize about them. They are after knowledge about themselves. That's what they want to know—themselves. And they don't want to be told in fancy language, but in clear, simple words they understand on sight. They don't want to be talked down to, nor up to, but on a level with them, just like neighbors."

With such a conception of his job as this I realized how it was that the college professor, the high school girl, the bishop, the actor, the grocer, the clerk, the shop girl, the club woman, the scrub woman, the business man, the financier all read Dr. Crane's editorials with such consecutive interest. He made it clear that it was his chief hope to make himself considered the sincere friend of the saint and criminal, the poor man, the rich man, the learned and the ignorant alike.

And, with it all, his main effort is to keep clear of all sectarian arguments and have the confidence of the adherents of all sects. He does this so successfully that many think he is a Roman Catholic, many think he is a Christian Scientist, while almost every sect of Protestantism has claimed him. And some of his most enthusiastic admirers are Jews.

"To tell people about themselves in clear-cut language with a punch that drives the point over every time—one point at a time—so that they will be encouraged and become self-reliant," he concluded, "I consider is one of the most vital services any man can render."



Dr. Frank Crane

SUTTLES LAKE MEET WILL OPEN JULY 26

(Madras Pioneer)

Final arrangements for the conducting of the fifth annual Epworth league institute at Suttles lake were made last Sunday at Redmond by a group of league representatives from Madras, Redmond, Terrebonne and Bend, who met at Redmond.

J. O. Gibson, of Bend, president of the organization, presided, and every detail for the coming institute was provided for. Arrangements were completed whereby the grounds and buildings will be put in shape for the opening day of the institute. A vanguard of workers will be put on the ground several days in advance to see that everything is ready for the first day.

The management are congratulating themselves on the selection of the faculty for the present season, since every department will be conducted by some one eminently fitted to fill his particular place. All instructors scheduled to be at the lake will report with the exception of District Superintendent, Dr. A. S. Hisey, who has been summoned to attend a conference of the district superintendents of the northwest area which will be held in Tacoma the last of July. Dr. Hisey expects to be at Suttles lake the latter part of the week. J. H. Seacor, pastor of the Methodist church, Toppish, Wash., will again act as dean of the faculty; Dr. B. E. Parker, pastor of the First church at Portland, will have charge of the morning watch; Rev. G. O. Oliver, vice-president of Willamette university, will have charge of the mission work; Dr. Paul Edwards of Sunnyside church, Portland, will have charge of the evening sermons; Rev. C. I. Andrews, from



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Salem, will conduct the school methods; Rev. Henry Young from Hermiston, will handle the church department of stewardship; Rev. C. C. Rarick will conduct the department of evangelism. Others who will assist are Rev. E. C. Alford from Heppner, Rev. M. A. Marcy of Forest Grove, Rev. W. S. Gleiser and Mrs. E. C. Alford.

Arrangements have been made for all those desiring to have board at the mess for the week at a price of \$5.50 for the full time. Reasonable rates have been made for young children. A charge of 50 cents a meal or a dollar a day will be made for those desiring to stay only a short time.

It is expected that there will be large representations from all parts of Central and Eastern Oregon, since the holding of these institutes has proved very popular for those desiring to combine a recreational education with a real outing.

NINETEEN MILLION PEOPLE TAKE TOLLS

From State Market Agent. January 1 of this year there were 30,665,000 people on the farms of the United States who produced and put on the market from eight to nine billion dollars' worth of farm products.

When these products had run through all the middle channels and reached the consumer they had risen in price from the eight and nine billions that the growers received to twenty-eight and twenty-nine billions of dollars that the consumer paid for them. These figures are from the comptroller's report.

Between the producers of the eight and nine billions worth of farm products and the ultimate consumers, nine-million people were in some manner connected with their handling, and profit was from twenty to twenty-one billion dollars, or an average of \$1072 for each person who had something to do with the products in their journey from the fields to the kitchens. The producers of these products received but \$280 per capita, or 75 cents per day. They received only one fourth as much per capita as those who handled them after they were harvested.

And one of the results of this condition has been this: The report of the comptroller shows that from June 30, 1921 to June 30, 1925 there were 340 national bank failures and 2148 bank failures other than national banks, making a total of 2488 bank failures in the four years, or 622 per year—nearly two per day. The total loss of deposits was \$598,524,055.

Of these failures, 1388, not national banks, and 242 national banks were in ten of our agricultural states. The failures ran low in industrial centers and abnormally high in agricultural sections.

These statistics conclusively prove

that the one great industry of agriculture is hampered, held back, discriminated against, preyed on, while other industries are enjoying profits and prosperity. Far seeing men know that the time will come when this falling of our basic industry will be reflected on other industries. With the buying power of over thirty million people curtailed to necessities, there can be no other result.

Pacific States Drop Behind.
In figures given out on the growth and development of co-operation in

the United States, California, Oregon and Washington show the smallest percentage of increase in the country. The greatest gains, 430 per cent, while the Pacific coast states show but 112 per cent. One of the reasons given for this slow development is that so many different products are grown on each farm that it is very difficult to embrace them into selling organizations. In states where two or three staple crops are grown, like wheat, cotton, tobacco, etc., it is not difficult to control the products, but in diver-

sified farming states one would have to become a member of several different organizations to cover the products.

Observe the Potato Law.
The state market agent warns farmers, dealers and retailers to observe the grading and sack stenciling of potatoes. The law prescribes severe penalties for anyone who does not grade his stock and mark his sacks before selling or offering for sale. Grades, rules and regulations may be had by writing the market agent at 712 court house, Portland.

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FALL TERM BEGINS SEPTEMBER 20

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From the popular novel by Elmer Davis.

Building the Panama Canal was mere child's play in contrast to Denny's job in showing four women the town. They ran him ragged and left him flat. It's easy to laugh at another man's troubles—and you will double up in laughter at this side-splitting comedy. It's as dizzy as a kiss between drinks.

Also MONTANA OF THE RANGES, two reel Western, and 9th episode of THE FIGHTING RANGER.

SATURDAY, JULY 24:

MATT MOORE and KATHRYN PERRY in
"THE FIRST YEAR"

On the "battle front" with a newly married couple. Cheer up! It's the first year of marriage that's the hardest—after that it's a habit. A comedy drama for two kinds of people—those who are married and those who are not.

DON'T MISS "THE FIRST YEAR"
Also STRONG FOR LOVE, two reel comedy, and INTERNATIONAL NEWS REEL.

SUNDAY and MONDAY, July 25 and 26:

ZASU PITTS, ANN PENNINGTON, LILYAN TASHMAN and TOM MOORE in
"PRETTY LADIES"

Based on the story by Adela Rogers St. John. You've never seen the Charleston done the way they do it in "Pretty Ladies." More dazzling beauties than you have ever seen before on the screen, doing the fascinating new dance that has the whole world by the heels. You'll be thrilled by this colorful picture that brings gay Broadway to you. The true life story of the star of a girly-girly show, and of her struggle for happiness and love.

Also GOING GOOD, two reel comedy.

TUES. and WEDS., JULY 27 and 28:

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With "Baby Peggy" Montgomery playing the juvenile part. A masterly adaptation of two outstanding triumphs—Frances Hodgson Burnett's novel "Edith's Burglar" and Augustus Thomas' stage play, "The Burglar."

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NEXT WEEK:
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Baby Peggy in THE LAW FORBIDS.
Harold Lloyd in FOR HEAVEN'S SAKE.

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