

This Week



By Arthur Brisbane

**Well, John D. Won.
Now, Therefore, I.
The Quick Hoover Mind.
Goodbye, Tom Taggart.**

John D. Rockefeller, Jr., wins his fight in the Standard Oil Company of Indiana and Colonel Stewart is defeated.

There have been few more bitter fights in the history of high finance.

On Tuesday John H. Perry, learned editor of Reading, Pennsylvania, Jacksonville, Florida, and other places, predicting the Indiana result, said:

"It is hard to fight dollars. In fact, you can't do it."

He added as an afterthought:

"It is absolutely impossible to fight dollars when they happen to be right."

Colonel Coblenz of San Francisco and New York remarked:

"To the victor belongs the oils."

Colonel Stewart, bidding farewell to Standard Oil of Indiana, and probably preparing to run some other big oil company, had the satisfaction of reporting financial success for 1928.

In the last year Standard Oil of Indiana has earned more than eighty-three million dollars profit, or 16.76 per cent on its capital. Earnings of the company increased more than fifty millions, as compared with 1927.

President Hoover, who summons the extra session of Congress to meet on April 15, is not an emotional man. But he must have been moved on writing the words, "Now, therefore, I, Herbert Hoover, President of the United States of America, do hereby proclaim and declare," etc.

After you have done farm chores as a small boy there must be considerable satisfaction in writing, "Now, therefore, I, President."

On April 15 farmers will have their day and Congress will tell them, if it can, how to put a disorganized industry on a substantial paying basis.

No manufacturer could make his plant pay if he had to close down all winter. The farmer must do that, and it is part of the problem.

President Hoover has a quality more important to executives than an, except sound judgment. HE MAKES UP HIS MIND QUICKLY. No "wait a day or two."

When told of the Mexican revolution, the President did not wait a week. In five minutes he had told his Cabinet "our business interest and duty demand support of the existing Mexican Government."

He shipped guns and ammunition from army stores to President Portes Gil, stopped shipments of ammunition, guns and airplanes to the revolutionists, and arranged for shipments of fighting planes to Mexico's Government.

This does not imply complete approval of all that the Mexican Government has done, or disapproval of the revolutionary causes. It means that the President means to uphold stability of government.

Tom Taggart of Indiana is dead. He had an interesting life while it lasted, and it lasted seventy-two years. He was a political boss for a generation, controlling his State. He defeated Champ Clark and nominated Woodrow Wilson for the

presidency.

Now that he is in heaven, and presumably knows everything, Mr. Taggart knows just how useful he was when his influence gave Woodrow Wilson the presidency.

-Smiles-

Not Guilty

A man was charged with kissing a girl against her will, and during the proceedings the girl went into the box. "You say," said counsel for the defense, "that my client took you by surprise, and that you gave him no encouragement?" "I do," replied the girl. "Doesn't it strike you as strange that he should have managed to kiss you as you were unwilling?" added counsel. "Look at my client, and then consider your own height. Why, you are nearly a foot taller than he is." "Well, what of it?" retorted the girl. "I can stoop, can't I?"

Wife: "I thought, James, you were only going out for a second." Husband: "Yes, dear. And I've had it."

She was only a shoemaker's daughter, but she was good to the last.



Love guards the roses of thy lips
And flies about them like a bee.
—Thomas Lodge

Palmists will tell you that you have a Hand of Promise and a Hand of Achievement. And in the Hand of Achievement the lines change with life's experience. But we need no palmist to tell us that the lines of the mouth change as our characters change, for better or for worse.

Hardships and disappointments harden the curves of the lips, and corners droop unless you call will and power and courage to your aid and smile in the face of bitter things as well as sweet.

And a hard mouth is a dreadful thing because it shows to all the world that life is bigger than YOU are; that you cannot rise above difficulties; are complaining for what you cannot gain. A hard mouth has lips firmly, closely held together, drawn tight against the teeth, and the soft curves are thin and very harsh.

In the domineering person the lower jaw is apt to give away the secret, assuming a pugnacious, protruding angle. The dissipated mouth has lost its fine lines; has become loose-lipped. The thickened lower lip usually betrays weakness and sensuality; curves are downward.

A sense of humor makes a beautiful mouth, lips are curving, generous and mobile. A humorous mouth has an eternal little curve at the corner of the mouth as though it would break into a sunny smile at the merest hint of provocation. It is a beautiful mouth to look at, a beautiful one to have.

But what can you do about your mouth? Absolutely everything! You can remember not to clench your teeth, to pull your lower lip, to overwork your mouth and jaw muscles through that most unpleasant of all bad habits—gum chewing.

You can bear in mind that teeth kept slightly apart make for a greater fullness of the lips and for a sweeter expression. You can remember to set a watch on your mind, to refuse to permit anger or

cruelty or bitter thoughts to run away with you. You can remember not to bottle up your feelings, either the good or the bad ones.

For suppression is good neither for the soul nor the face. And while we are on the subject of suppression, let me warn you not to mistake self-control for suppression. When you suppress a thought it is still there in your mind, brooding, waiting to spring to life at the earliest opportunity. Self-control is not only control of action. It is thought control as well.

Helena Rubinstein



By Farmer Smith

Ting-a-ling!! Ting-a-ling!!
The telephone rang and Br'er Rabbit answered.

"Yes, indeed—what?—yes?—certainly—you don't tell me!—I'd be glad to—well, well, well, well—and the children, too—mercy on me—yes, right away."

The old fellow hung up the receiver and went over to where Mother Rabbit was seated. "You

know," he began, "to-morrow is Easter and I was just talking to Mrs. Squirrel on the wire and she says she is going to have her children make little nests and put them all around and then the hens will lay eggs in them—colored eggs and that will be a lovely present for the darlings on Easter morning. Let's do the same. Are the dears up yet?" "This is Saturday and I let them sleep a wee bit longer," replied Mother Rabbit.

In a few minutes there was a noise upstairs and in a few moments the two Bunnies were downstairs. Mother Rabbit outlined the plan to them and they were perfectly delighted!

Just as soon as the Bunnies had swallowed their breakfast they ran out to get the material for the nests. They came back and asked their mother where they should put them.

"Under the trees, and in the bushes," replied Mrs. Rabbit.

In about an hour the two came back empty handed and told their mother where they had put the nests. Then they went out to play.

Easter morning the two bunnies were up bright and early to peek in their nests. Billie found a blue egg and Bobbie found a red one and who DO you suppose put them there?

The little hens?
I wonder!

Sheep Range for Rent.

Have range near Elgin, Ore.; Pat Healey ran a band of sheep on this

range for several years; suitable for ewes and lambs. Mike McEntire, 835 Brooklyn St., Portland; phone Sellwood 3091. 3-4.

The used car market has been quite active at the garage of Ferguson Chevrolet company the past week, Henry Robertson, Ad Moore, L. L. Bennett and Lewis Cason taking out reconconditioned machines, and Art Reid an International truck. New cars purchased were a Chevrolet coupe by John Bergstrom and a roadster by Lowell Turner.

His hand is cold
His eyes is dim;
Friend wifey
Waited up for him.

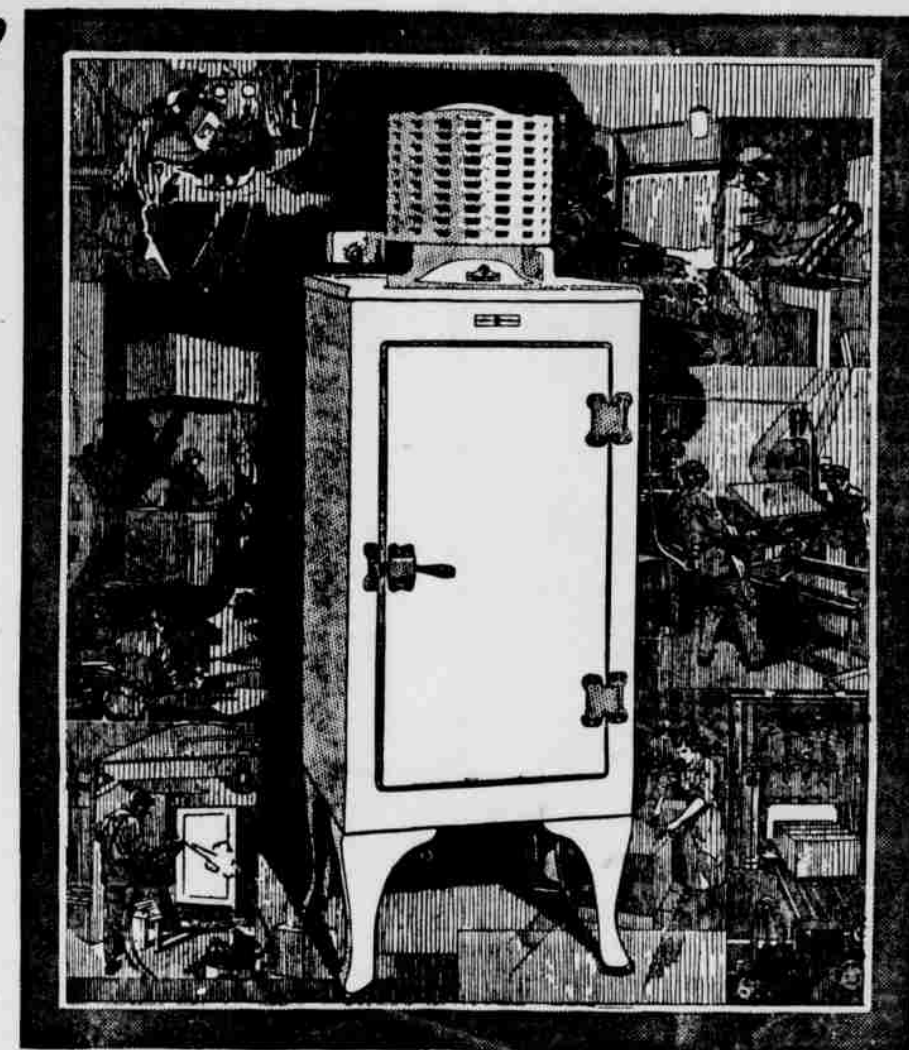
Don't you think he's fresh?
Not exactly; merely inquisitive.



NEW! ALL-STEEL GENERAL ELECTRIC REFRIGERATOR

on
new

From billboards has flashed the news. From the magazines you've admired it—and now the Pacific Power & Light Company makes it possible for you, yourself, to own one at once—the new, all-steel General-Electric refrigerator!



\$227, cash delivered, or \$10 down and \$10 monthly with a small carrying charge

Liberal Payment Plan

The Pacific Power & Light Company's new plan enables you to enjoy an electric refrigerator right now! You make a small initial payment. You pay the balance over the most extended payment period the Pacific Power & Light Company has ever offered! It is now a simple and easy matter to own an electric refrigerator!

Refrigeration is vital!

Your daily foods kept fresh and wholesome! Your family's health safe-guarded! Then think of the delicious frozen desserts! Tempting frozen salads! Sparkling beverages! These are the big things the new all-steel General-Electric refrigerator will do for you.

Quiet—runs itself!

These are the qualities that will make your refrigerator your most efficient helper! The General-Electric refrigerator is quiet, you can scarcely hear it run! It won't interfere with

Pay now only

\$10

our new plan on balance

your radio. It oils itself! It runs itself—needs no servicing. Freezing control at your finger tips.

Porcelain lined!

Like china, smooth and snowy white is the inside of your refrigerator. And it is as easy to clean as a china plate. It's as spick and span on the outside for it is finished in white

**On Display Now!
See It!**

lacquer. Lastly, the General-Electric refrigerator illustrated above has 6½ square feet of shelf space (3½ cubic feet)—lots of room to keep your cream, milk, butter and cheese, fruits, vegetables and meat fresh and wholesome.

Why all-steel?

Because, first and foremost, an all-steel refrigerator will serve you a lifetime! Then, the all-steel doors will never sag; the all-steel trims will never warp; the all-steel joints will never leak; the all-steel walls will never decay, or send out odors to taint your food.

Behind your refrigerator

—is the wealth of experience of the General-Electric Company. Their motors have been tested and found worthy in hundreds of lines of industries. Their products penetrate to the core of every producing field. When you place the all-steel General-Electric refrigerator in your kitchen, you are adding equipment proven dependable and reliable!

**Oh, Boy!
They're
Good!**

Have you tried our delicious ice cream sodas, Sundaes, or milk shakes?

Ice cold drinks of all kinds at all times at our fountain.

**AND A GOOD
MEAL ANY TIME**

**ELKHORN
RESTAURANT**

ED CHINN, Prop.

Pacific Power & Light Company

"Always at your service!"