



FOOD

Long Island ships dressed ducks to California. California sends turkeys to New York. Florida ships trainloads of celery to the North and Jacksonville stores sell California celery. New Jersey raises strawberries, onions, cabbages, but Jersey suburban housewives buy them from grocers who in turn buy them from New York City wholesalers.

The Federal Farm Board should find ways to eliminate these round-about methods of food distribution, with their expensive freight charges and profits to half a dozen middlemen. The food supplies of big cities will some day be grown in regions adjacent to the cities. It will be cheaper to grow winter vegetables under quartz glass in electrically-heated hothouses than to haul them across a continent.

BUILDING

The last stand of the hand-worker against the machine is in the building trades. Building costs are excessive all over the country and are still mounting. Wages go up without corresponding increase in productivity. In the mechanized industries higher wages reflect higher production.

It is perfectly possible to erect houses of any size out of standardized, machine-produced elements, which any unskilled workman can put together under competent direction. Plastering is unnecessary; many wallboards on the market are better and more economical. Painting can be done more efficiently and cheaper by spraying.

Some day some group of capitalists will finance a building project which will utilize engineering skill and mechanical process as the automobile industry does. Then homes will be so cheap that every family can own one exactly fitted to its needs.

MARCONI

Thirty years ago a young man with an inquiring mind succeeded in sending a signal across the Atlantic without wires. That was the beginning of radio. Everybody knows some of the things that radio has accomplished since then, but there is more to come.

Marconi looks for the transmission of power by radio, before very long. Television—seeing at a distance—is just around the corner, already here in the laboratory. A photograph sent across the ocean by radio enabled the London police to catch an American crook the other day. Short radio waves raise the body temperature, so that we may yet keep warm in winter by having radio terminals on opposite sides of each room.

LAND

Chicago is building a new skyscraper on land which was bought for \$5,000,000 an acre. One family owned this land for ninety-two years. It cost that family \$2.50 an acre in 1827. The present value is just two million times that, which is not a bad profit, even if one's heirs have to wait a hundred years for it.

More fortunes have been made in America by buying land and hanging on to it than in any other way. The biggest gains are in the biggest cities, but who knows where population will center a century hence? Except for occasional speculative land booms nobody has ever lost money by buying land anywhere in the United States, if he held it long enough.

Somebody, some day, will write a history of the United States in terms of real estate. This country was settled by landless men who wanted to own a piece of ground and couldn't do that in Europe.

THINKING

If you want to get your pay raised, think. A big automobile factory needed more space. A young engineer climbed a girder and looked over the machinery floor. He thought for half an hour, then showed his boss how overhead carriers could displace the trucks which carried parts to and from the machines. The space saved in aisles and passageways provided room for additional machines, to house which the company had contemplated spending a quarter of a million. The salary raise the young engineer got represented interest on a fifth of that.

The world pays more for ideas than for anything else. They must be sound, constructive ideas, the product of real thinking. Every step the world takes in advance is the result of somebody's thinking.

Retires at 86



Dr. Harvey W. Wiley, world-famous chemist who fathered the Pure Food Law, announced his retirement from active work after a severe illness in his 86th year.



Perpetual Motion

Some day, go into the Patent Office in Washington and look at the applications that have been made for patents on perpetual-motion machines.

You will see some very ingenious devices.

For instance, a machine to be run by the power of gravity—iron balls dropping down a chute and turning a wheel.

The inventor of that machine provided for everything. He even added a brake to stop the machine, in case it should run so fast as to become unmanageable.

He forgot only one thing—that it requires just as much energy to lift the balls up against gravity as they develop by falling down.

In England, between 1617 and 1903 more than six hundred separate applications for patents were made on perpetual motion machines.

They stand—this unending procession—as a magnificent monument to the unchangeableness of human nature.

A testimony to man's unquenchable belief that somehow, somewhere, it is possible in this world to get something for nothing.

Every man who goes downtown to business in the morning should pass a perpetual-motion machine and be reminded of its lesson.

There is one great law that runs through all life. Many men have discovered it; Emerson named it the Law of Compensation.

Everywhere that law is operative. In physics, action and reaction are equal. In electricity, if the north end of a magnet attracts, the south end repels.

When I started in business I used to be somewhat worried by the good fortune of the wicked. I saw men who worked one half as hard as I and were paid twice as much money.

I saw other men lift themselves into the good graces of the boss on the golden wings of golf and funny stories.

But I have seen the Law of Compensation get in too much deadly work ever to concern myself any more about anybody else's success.

I have seen good fellows who thought they were perfectly secure because they called the boss by his first name, be fired by the same boss, who called them by their first name when he did it.

And I have seen men grow very rich—and I know there are many ways in which the Law of Compensation can work when a man has the ambition to become very rich.

It can make him pay in health. It can turn his home into a counting-room. It can make his children snobs and hypocrites. It can destroy his joy in simple things.

Another gentleman discovered the Law of Compensation even before Emerson. He stated it in this form:

Be not deceived; God is not mocked: for whatsoever a man soweth, that shall he also reap.

New Clover Seed Sent To Oregon From Ohio

Sixty tons of clover seed from long established winter-hardy strains are on their way to Oregon from Fostoria, Ohio, where George B. Hyslop, chief in farm crops at Oregon State college, selected it as most suitable for Oregon conditions.

The seed is being shipped to the Portland Seed company, the C. C. Bunting seed company of Forest Grove, and the Jenks-White seed company of Salem. These seed firms have agreed to distribute it at cost to farmers and other dealers in the state.

The college extension service will establish a system of field certification with inspections before seeding and before harvest in a state-wide program to put Oregon's clover seed industry on a more satisfactory basis.

Sydney surprised his teacher as he was about to go home.

"What have I learned to-day, teacher?" he asked.

"What a curious question!" the teacher replied. "Why do you ask?"

"Well," said Sydney, "they'll want to know at home."

There Is a Santa Claus!



The Postmaster of the little town of Santa Claus, Indiana, was almost snowed under at Christmas with letters sent in from all over the country to be mailed to children with the Santa Claus postmark.

SUCCESSFUL MEN Build Fortunes on This Plan

All successful men use the force of Compound Interest. They know that money has amazing power to grow rapidly when placed at interest. So they made many investments, and today they are men of influence.

You, too, can build a fortune. Simply make regular deposits in our Savings Department. Then invest in A No. 1 security. For example: \$50.00 deposited every month in your Savings Account—\$600.00 a year—and invested in good bonds or property can in a few years grow into a fortune of \$20,000 to \$40,000.

Regular weekly or monthly deposits quickly lead to financial independence. It is never too late to start the right way. Open and use your Savings Account with us today.

Farmers & Stockgrowers National Heppner Bank Oregon

Start Before JAN 12 and receive the Full Month's Credit

6% and Safety



MAIL THIS COUPON and learn how you can buy \$1,000.00 for \$629.00 CASH

Western Savings & Loan Assn., Y.M.C.A. Bldg., Portland, Oregon. I am interested in 6%—Safety of my principal and your accumulation plans. Send me information.

Name _____
Street _____ City _____

No time to waste now if you want that Extra Dividend

WHILE the 18,000,000 market speculators lost in the 20 billion dollar crash—the 12,000,000 thrifty savers in America's Building and Loan Associations kept right on harvesting their regular dividends as usual. This year these dividends totalled over THREE HUNDRED AND SEVENTY-FIVE MILLION DOLLARS—and every cent of the principal is earning these savers hundreds of millions of dollars more, and is SAFE.

Good old 6% and Safety can be yours also for any amount from \$3.50 to \$10,000 through Western Savings. You can set aside a lump sum from \$100 up, or put aside as little as \$2.20 a month—just as you desire. We always mail you TWO dividend checks a year—July 1 and January 1.

All Investments Opened Before Jan. 12 Receive the Full Month's Credit

Western Savings & Loan Association

Sixth and Yamhill, Portland, Oregon Assets Over \$1,600,000

STATE SUPERVISION—SAFE—RESPONSIBLE

Coast-Wide BIRTHDAY FOOD SALE

WESTERN-WIDE FIRST BIRTHDAY CELEBRATION SALE!

Now comes the climax of a year of wonderful values. Our great Western-wide Birthday Celebration Sale—the biggest food event in our history is here! Carloads of your favorite foods from the finest producing centers are gathered here for you at economical prices. Our stores—bright with food displays, pennants and banners—our sales-people ready, eager to assist you—welcome you here. Come celebrate with us! You'll profit by it!

EFFECTIVE FRIDAY, SATURDAY, MONDAY, JAN. 10-11-13

CATSUP HEINZ BRAND Large Bottle Per Bottle 27c	Old Dutch Cleanser A WONDERFUL PRODUCT FOR CLEANING 3 Cans 19c	CATSUP DEL MONTE BRAND Large Bottle 2 for 35c
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PINK SALMON LIBBY'S BRAND—Tall Tins 3 Cans 65c 6 Cans \$1.25 12 Cans \$2.40	SNOWDRIFT FRESH STOCK 1 lb. Can 28c 3-lb. Can 79c 6-lb. Can \$1.55	Mac Marr COFFEE 1 Pound 45c 3 Pounds \$1.25 ECONOMY COFFEE 1 Pound 35c 3 Pounds \$1.00
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STANDARD CORN NATURE'S BEST BRAND 3 Cans 40c 6 Cans 75c 12 Cans \$1.45 Per Case \$2.80	STANDARD BEANS 3 Cans 42c 6 Cans 80c 12 Cans \$1.55 24 Cans, Case \$3.05	STANDARD PEAS SUN HEALTH BRAND 3 Cans 40c 6 Cans 75c 12 Cans \$1.45 24 Cans \$2.79
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MAC MARR FLOUR A SPERRY PRODUCT 24-lb. Sack . \$1.05 49-lb. Sack . \$1.79 Per Bbl. \$6.89	Standard Tomatoes SILVER DALE BRAND 3 Cans 40c 6 Cans 75c 12 Cans \$1.45	MAC MARR CORN Yellow DEL MAIZ Brand 3 Cans 4 55c 6 Cans \$1.05 12 Cans \$2.05
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MAZOLA OIL ½ Gallon Size \$1.00	WESSON OIL Gallon Size . \$1.99	MAZOLA OIL Quart Size 52c
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PORK & BEANS VAN CAMP'S—Medium Size 3 Cans 30c 6 Cans 59c 12 Cans \$1.15	CANNED MILK DARGOLD BRAND 6 Cans 59c 12 Cans \$1.15 48 Cans \$4.55	SPAGHETTI HEINZ BRAND 3 Cans 57c 6 Cans \$1.10 12 Cans \$2.05
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MALT SYRUP BUCKEYE BRAND Per Can 65c	MALT SYRUP AMERICAN BRAND Per Can 47c	MALT SYRUP PURITAN BRAND Per Can 65c
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PINEAPPLE, No. 2½ SWEET TREAT BRAND 3 Cans 85c 6 Cans \$1.65	PINEAPPLE No. 2 Both Sliced and Crushed 3 Cans 72c 6 Cans \$1.40	PINEAPPLE, No. 2½ BROKEN SLICE 3 Cans 72c 6 Cans \$1.40
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RAISINS THOMPSON SEEDLESS 4-lb. Package . 29c	RICE BLUE ROSE BRAND 10 Lbs. 79c	DRIED PRUNES AN OREGON PRODUCT 5-lb. Package . 55c
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PURE LARD A SWIFT PRODUCT 4-lb. Pail 82c 8-lb. Pail \$1.45	PRESERVES KERR BRAND No. 5 Tins 85c No. 10 Tins . \$1.43	JEWELL Shortening A SWIFT PRODUCT 4 lb. Pail 82c 8-lb. Pail \$1.45
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CHOCOLATE GHIRARDELLI'S BRAND 1 Lb. 35c 3 Lbs. \$1.00	HAMS Walla Walla Meat Co. Product Per Lb. 29c	COCOA HERSHEY'S BRAND ½ Pound 19c 1 Pound 32c
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MACMARR STORES

Phone 1082 STONE'S DIVISION Hotel Heppner Bldg.