

# The Way of Life

by BRUCE BARTON

## SLIDE LINES

This is the business record of John Smith, who is now forty-one. He started work on a newspaper, and while he was there, he pieced out his income by selling real-estate. Then he transferred into the bond business and sold insurance on the side.

He is now selling wall-paper, which, according to him, is such a poor job that he has to carry samples of floor-wax and a patent attachment for radiators in order to keep going.

John is honest and hard-working. His complaint about the meager returns which the business world has given him caused a friend of mine to make an investigation. It revealed the following facts:

One of the men who started on the newspaper with John Smith is now part owner of the paper and has an income of more than twenty-five thousand dollars a year.

Real-estate has steadily advanced in the city where John Smith played with real-estate as a side-line, and a number of real-estate men, no older or smarter than John, are now very well-to-do.

Both the insurance business and the bond business have prospered in John's old town, providing automobiles and comfortable homes for several men who were formerly his colleagues.

As for wall-paper, I myself happen to be riding with the sales

manager of a wall-paper company a few days after hearing John's story.

"I understand your business is a poor business," I said. "Does anybody ever make a really good thing out of it?"

Said he: "Old Adrian Meeker is the best answer to that. He worked for us as a salesman for twenty years. Hard territory his was, too. The other day he retired with one hundred and fifty thousand dollars and took his family out to California."

So it seems that each of the businesses which John Smith tried on the side has been very good to the people who stayed with it on full time.

J. C. Penney told me the other day about a young man who might have been one of his first partners. The young man played the trombone and was compelled to leave the store early every night because he made five dollars a week by tooting his horn in an orchestra. He is still tending store in the daytime and tooting at night. Mr. Penney is the head of more than eight hundred stores.

There are men who made fortunes by running bootblack stands, by buying junk from automobile factories, and even by contracting with a city to collect its garbage. Almost any business seems to be a good business if a man gives it all he's got.

But the side-line is the slide-line.



## BAKER

George F. Baker celebrated his ninetieth birthday the other day. He is still the active head of the First National Bank of New York, one of the world's greatest financial institutions, in which he owns a controlling interest.

George Baker was a country boy on Cape Cod when he heard his uncle tell about lending money out at interest. It struck the boy as a new idea that you could make your money work for you. He resolved then to go into the business of making money earn money.

He has never been a speculator, a promoter or anything but a banker. Every other banker in New York looks up to him and relies upon his judgment. He never made a speech. He says that to a man who wants to borrow money from him it is as convincing as if he had talked for an hour.

## "HICKS"

I went to a movie theater the other night and saw a "comedy" which made me boil.

It was a "talkie" taken direct from the vaudeville stage, and it represented the people of a country town in caricature and costumes which might have been worn forty years ago, and with manners, dialect and habits which prevail nowhere in the United States today.

I live a good part of the time and vote at every election in a country town of a few hundred inhabitants. It is distinctly rural, yet its people are as up-to-date in their clothes and as correct in their manners and speech as well-bred people in any city; much more so than the general run of New Yorkers. Yet New York and the other cities get their impression of small towns from such movies as this one.

No wonder they call village folk "hicks." They forget that the men who head the business enterprises of their cities—New York, Chicago, and all the rest—nine times out of ten grew up in these country villages and have proved themselves better than city-bred folks in the competitive game of life.

## MOVIES

According to Mr. Will H. Hays, president of the Association of Motion Picture Producers, the movies are going to clean themselves up again. They are going to eliminate indecency and suggestiveness, incentives to vice and crime and about everything else that censors have objected to.

That is all very good as far as it goes, but it doesn't go far enough. What the movies need more than anything else is some relation to real life. Their real danger to the young is the false impression they give of the way in which people of different kinds and classes act and live.

Elmer Rice has written a book, "A Voyage to Purilia," in which he satirizes the movie standards of truth, morals and ethics. It is a book which everyone concerned with the training of children ought to read and profit by.

## HOUSING

The British government propose to rebuild all of the unsanitary dwellings in the British Isles. The program will take forty years. Owners can be compelled, under this plan, to tear down old houses and rebuild them.

We rebuild everything every forty years. That is the average life of a building in America. Many dwellings are much older than that; I

## Good Future Foreseen In Frozen Pack Fruit

The frozen pack method of preserving strawberries, raspberries, loganberries and to some extent sour cherries, in small containers for domestic use offers considerable promise in the opinion of H. C. Diehl of the department of agriculture, commenting on frozen pack experience in the Pacific northwest last year.

Primary requisites of a satisfactory pack in small containers, he says, are fully matured, clean, well graded raw material; a fruit mass covered with syrup or sweetened juice and having an attractive color, free from fading or surface discoloration; quick cooling and adequate freezing; agreeable texture, flavor and aroma; absence of surface mold, fermentation or decomposition; an attractive package that is satisfactorily full when thawed and is tightly sealed.

Burton Hutton, who represented the Pendleton East Oregonian in Morrow county and had headquarters in Heppner until about two years ago, became a Royal Arch Mason, being initiated into the lodge at the grand chapter sessions in Corvallis last week.

## Political Announcements

### FOR COUNTY JUDGE.

To the Republican Voters of Morrow County: I hereby announce myself a candidate for the office of County Judge of Morrow County, subject to your will as expressed at the primaries on May 16, 1930.

C. W. McNAMER, Heppner, Ore.

### FOR COUNTY COMMISSIONER.

To the Democratic Voters of Morrow County: I will be a candidate for County Commissioner at the May Primary Nominating Election, May 16, 1930, subject to your will.

SAM J. TURNER.

### FOR JUSTICE OF THE PEACE.

I hereby announce myself as a candidate for the office of Justice of the Peace for the 6th district of Morrow County, subject to the will of the democratic voters of said district as expressed at the May primaries.

E. R. HUSTON.

### FOR COUNTY COMMISSIONER.

At the next Primary election I will be a candidate for the office of County Commissioner on the Republican ticket. If nominated and elected I will carry out the duties of such office to the best of my ability.

CREED OWEN.

### FOR COUNTY JUDGE.

At the coming May primary election I will be a candidate for the office of County Judge of Morrow county on the Democratic ticket. If nominated and elected, I will, to the best of my ability, endeavor to carry out the program of the past five years.

R. L. BENGE.

### FOR COUNTY COMMISSIONER.

To the Republican Voters of Morrow County: I hereby announce myself as a candidate for the office of County Commissioner at the May primaries; if nominated and elected, I promise to serve the people of Morrow county to the very best of my ability.

JOE DEVINE.

### FOR COUNTY COMMISSIONER.

I hereby announce myself a candidate for the office of Commissioner for Morrow county, subject to the will of the Republican voters, expressed at the May primaries.

GEO. N. PECK.

### FOR COUNTY ASSESSOR.

I hereby announce myself as a candidate for the office of Assessor of Morrow County, subject to the will of the Democratic voters at the May primaries.

JESSE J. WELLS.

### FOR COUNTY JUDGE.

To the Voters of Morrow County: I hereby announce myself as a candidate at the coming primaries for the office of County Judge of Morrow County on the Republican ticket. If nominated and elected, I pledge the same faithful and sincere service that has characterized my long term with the County Court as commissioner.

G. A. BLEAKMAN.

### FOR COUNTY TREASURER.

This is to announce that I will be a candidate for the office of County Treasurer, subject to the will of the voters of Morrow County, at the Primary elections, May 16th, 1930. I wish to thank my friends, both republican and democratic, for their generous support in the past, and hope I have proved worthy of their confidence.

LEON W. BRIGGS, present incumbent.

### FOR COUNTY JUDGE.

To the voters of Morrow County, I wish to announce that I will be a candidate for the nomination of County Judge on the Democratic ticket at the next primary election, and if nominated and elected, I will perform the duties of such office to the best of my ability.

G. L. BENNETT.

### FOR COUNTY JUDGE.

At the next primary election I will be a candidate for the office of County Judge for Morrow County on the Republican ticket, and

if nominated and elected I will carry out the duties of such office to the best of my ability.

WM. T. CAMPBELL.

**FOR COUNTY COMMISSIONER.**  
I hereby announce myself for the office of County Commissioner of Morrow County, subject to the will

of the voters of the Republican party at the May Primaries.  
GEORGE W. DYKSTRA,  
(Paid Adv.) Heppner, Ore.

# FOR I AM A DEALER IN HEALTH



PURE FOODS is my name and I make my headquarters in all MacMarr Stores. I supply you and your families with the necessary elements to build strong, sturdy bodies, clear minds and lots of vitality, for I am a dealer in HEALTH. You will find the foods I endorse in these bright, clean stores where purity and high quality come first in selecting foods for your needs.

<b>SOAP</b> CRISTAL WHITE The Million Bubble Soap 10 Bars 39c	<b>LARD</b> FRESH STOCK At a Real Saving 8 Lb. Pail \$1.29	<b>Cocoa</b> HERSHEY'S High Grade Quality 1 Lb. Tin 27c
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**RAISINS** Fresh and Appetizing 4-lb. Pkg. 32c

<b>Berries</b> Logan or Black. For Delicious Pies. PER GALLON TIN 63c	<b>FLOUR</b> Our Own MacMarr Brand. Hard Wheat. 49-lb. sk. \$1.74	<b>Coffee</b> MAC MARR BLEND As Good as Any and Better Than Many. NOW 3 LBS \$1.10
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**WHEATIES** New cooked cereal of whole wheat and all bran 2 Large Pkgs. 25c

<b>SHRIMP</b> FANCY PACK 5-oz. Tins 2 for 35c	<b>HAMS</b> Armour's Star FANCY CURE. At a Big Saving. Lb. 29c	<b>OYSTERS</b> GULFKIST or DUNBAR 5-oz. Tins 2 for 35c
<b>TUNA FISH</b> WHITE STAR BRAND 7-oz. Tins 2 for 45c	<b>CRAB</b> Fine for that light lunch 2 Large Tins 69c	

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**EGGS** We pay the same in trade as we sell them for Doz. 20c

<b>CARROTS</b> BEETS-TURNIPS 3 LARGE BUNCHES 25c	<b>MILK</b> DARIGOLD BRAND A Western Product CASE \$4.29	<b>Bananas</b> RIPE, GOLDEN, LUCIOUS FRUIT 3 LBS. 25c
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