

In Way of Life

BRUCE BARTON

DIRECTNESS

Years ago it became necessary to discharge a man from a certain company with which I happened to be associated. His short-comings did not reflect upon his character or ability; he was just temperamentally out of place. Everybody liked him. Nobody wanted to hurt his feelings. Hence many conferences were held. It was suggested that we might get another company to offer him a position. Or he might be given a year's leave of absence in the hope that he would not come back. Or we might persuade some one to speak to some one else who could suggest to him in a round-about way that he ought to resign. Meanwhile, time drifted on. Finally it occurred to us that in scheming around to find a way to be kind to this man we were actually being very cruel. We were allowing him to waste precious days in a position where he could have no future. Whereupon we sent for him, drew a long breath and spoke as follows: "Joe, it is necessary to tell you that you are through. . . . Now that's over, and we don't need to talk about it any more. Let us, therefore, sit down to a serious discussion about your future plans, because every man in the company wants to see you happy and successful." We helped him find the proper environment; he is today prosperous

and contented, and I believe that he counts us all as among his very good friends.

The incident was recalled the other day by a conference in aid of an important charity. The question was how to obtain a large donation from a certain rich man. All the usual expedients were suggested. We might "approach" him through his bankers. Perhaps some one could induce some one to speak to his wife. It might be possible to have a good friend of his in Los Angeles put us in touch with a friend of his in Chicago.

Finally a large and restless member of the committee rose. "This makes me tired," he exclaimed. "I know this fellow. He gets to his office every morning at 8 o'clock. I'll go in tomorrow morning and tell him I have come to ask for a million dollars. And I think he'll like it."

Said Walt Whitman, speaking of Sheridan, "Genius is ninety per cent directness, and Phil Sheridan was a genius."

If one could gather up all the time that is wasted annually in scheming how to do the clever or polite thing, he would have hours enough to relieve all the farmers, kill each fruit fly individually, and dig the canal from the ocean to the lakes.

Millions of dollars would be saved if every business conference opened with the blunt inquiry, "What is the simplest and most direct way by which this thing can be done?"

the oil and you get more gasoline out than you put oil in. Too much hydrogen in gasoline causes knocking in the combustion chamber of your automobile engine. Another new application of pressure is the "gasoline wringer," which squeezes excess hydrogen out of gasoline. One reason for the lower price of gasoline most everywhere is the adoption of these and other new scientific discoveries by the big oil companies.

LEMONADE

Making lemonade out of nothing but cane sugar is a scientific achievement which has actually been put into commercial practice. Chemists of the U. S. Bureau of Chemistry told a scientific meeting recently of a fungus which, when placed on cane sugar in a shallow pan and fed with the proper amount of nitrogen, will convert the sugar into citric acid, which is the acid of lemons.

This process is so cheap, they said, that one manufacturing concern which uses citric acid in large quantities has adopted the new method with satisfactory results.

There is no product of nature which will not some day be made in factories.

METHANE

Methane is natural gas. Pipe lines carrying it from the oil fields to the big cities for fuel are multiplying so rapidly that it may not be long before even the Atlantic seaboard will be using natural gas. When the supply gives out, as it will in time, Professor A. M. Buswell of the University of Illinois suggests that farmers along the routes of the pipe lines can manufacture methane from farm wastes and pump it into the pipes. He has experimented with certain bacteria which turn everything into methane. He has fed them corn stalks, soy beans, bean vines, straw and excelsior and they turn it all into natural gas.

The difficulty with utilizing farm waste is the expense of transporting the waste to a central factory. If every farm could have its own natural gas plant, that difficulty would be eliminated.

SAFETY

One reason why flyers like Lind-

A Future Monarch of the Forest



This baby bull moose, only 24 hours old, was deserted by his mother in an apple orchard in Fredericton, New Brunswick. Major H. H. Ritchie, Chief Game Warden, is trying to rear it on the bottle.

burgh, Coste and Byrd are acclaimed as heroes is because everybody appreciates the risk they ran in their historical flights. When we think of their feats we think of the pilots, not of the planes.

The Graf Zeppelin has flown around the world, crossed the Atlantic four times without mishap. The R-100, British dirigible, was the first aircraft of any kind to cross the ocean, eleven years ago. The R-100 recently voyaged from England to Canada and back. Our own Los Angeles cruises all over the American hemisphere. Nobody remembers the names of the pilots of these ships; we think of the ships, not the man.

The reason is that we sense the immensely greater safety of the dirigible. The latter's passengers and crew can hardly be said to be risking their lives at all. The important air travel of the future will be done by dirigible rather than by plane.

Salem City Council Opposes Free Power

(Special to Heppner Gazette Times) SALEM, Sept. 30, (UP)—Municipal power and light ownership was defeated in the Salem city council meeting last week. The city's attorney had evolved a plan whereby the city of Salem could purchase or construct a power plant "at no cost to the taxpayers," which phrase is heard frequently during the present political campaign.

The proposal was to issue \$5,000,000 in bonds without obligating the city to one penny. The bonds would be retired from income of the plant. The only security for the bonds would be the water plant, its water rights and franchise. The Salem city council voted down the issue.

"You have a splendid collection of mounted fish—but what are the long empty panels for?" "Oh, those are some that got away!"

Latham: "Ever eat in those arm-chair lunch rooms?"

Gray: "Just once. A lefthanded man sat next to me and ate my dinner."

HOUSEWIVES PLAN FALL RADIO CLUBS

College Station KOAC Announces Series of Child Training Lectures for Groups.

Homemakers of Oregon who follow the adventures of Aunt Sammy in her afternoon chats over the state college radio station, KOAC, have been invited to join a Radio club to follow a new series of programs just beginning on child care and training.

The series of lectures arranged deals with subjects on which parents are constantly asking questions. The talks will be given by specialists of the home economics department on alternate Tuesdays beginning October 7. The lecture topics with dates follow: Oct. 7—What Makes a Good Dad and Mother? Oct. 21—How Can You Teach Desirable Habits? Nov. 4—What Do You Do When Your Child Says 'I Won't?' Nov. 18—Can Children be Taught to Eat What They Should? Dec. 2—How Can You Guide in Sex Education? Dec. 16—How Can You Teach Care of Belongings?

Any existing club may enroll for these programs or any group of homemakers may form a club for this purpose, the station officials announce. The only obligation the local group has is to hold its meetings where there is a radio and to send in a report immediately following each meeting on a blank provided.

It is suggested that the clubs meet from 2 to 4 o'clock following a program sent from the station for the first hour. At 3 o'clock KOAC will come on the air with the lecture for that day by Mrs. Sara Matt Prentiss, outstanding specialist in child care and training at the college. Enrollment blanks and other details of the plan may be had by writing Aunt Sammy at Station KOAC, Corvallis. An alternate series of lectures on

the other Tuesdays is also provided for those clubs which care to have a member listen in and report at the regular meeting. These cover seven other related subjects.

PIANO BARGAIN—Piano near Heppner. Will sell for unpaid balance on terms of \$10 a month. Write Pendleton Music House, Pendleton, Oregon. 26-29.

For Sale—1 registered Holstein bull calf, Meadow Brook Farm, Lexington, Ore. 26-9.

TASTY, FRESH Shell FISH

Eat them here now. Prepared to your order.

FOR A GOOD MEAL ANY TIME or just A LIGHT LUNCH OR FOUNTAIN REFRESHMENTS

ELKHORN RESTAURANT

ED CHINN, Prop.

Don't Get CAUGHT! Prepare NOW for Winter Driving

We have foreseen your needs and are prepared to give complete, speedy, economical service. You will find here—

A large stock of Rings, Fan Belts and Head Gaskets for popular make cars. Guaranteed NATIONAL BATTERIES \$6.35 up. Recharging done in a modern way. Fully equipped battery shop.

"PRESTONE" and Alcohol—Fill before the damage is done.

Weed Chains. No skidding when you put on U. S. ROYAL tires—now priced low.

WE DO—Oil Changing, Greasing, Brake Lining, Reboring and Repairing.

COMPARE OUR PRICES

FERGUSON Motor Company



BOOKS

Two hundred million books were bought by readers in the United States last year. Another 200,000,000, probably, were read by persons who borrowed them from public and private lending libraries. That means that the average American reads about three books a year. That is not very many books.

PRESSURE

One of the greatest discoveries of science is that if you squeeze anything hard enough it will change into something else. If you put two or three things into one pressure-chamber and apply sufficient pressure they will combine into something new.

SAFETY

Applying this, Dr. Freidrich Bergius of Germany discovered that you can get 100% gallons out of 100 gallons of crude oil! You simply put the oil into a pressure chamber in company with a quantity of heated hydrogen gas and apply a pressure of 3,000 pounds to the square inch. The hydrogen combines with



A few Eggs cost a lot—A lot of Eggs cost little

IT doesn't cost those who are feeding their hens Purina Poultry Chows one single penny more to get eggs. It actually costs less! That's because it costs a lot to get a few eggs. Poor layers eat almost as much feed as heavy layers. The only kind of feed that really costs little is the feed that makes lots of extra eggs.

Give your hens Purina Poultry Chows, for you will be taking no chances. An egg record card, which we will furnish you free, will aid you to check up that Purina Chows make a lot more eggs at less cost.



Heppner Trading Co.
Phone 1482



Out of the "House of Magic"

GENERAL ELECTRIC RADIO . . .

SEE IT AND HEAR IT HERE . . .

Twenty-five years of radio research in General Electric's "House of Magic" made possible radio as we know it today. And now—General Electric offers you its own set—General Electric Radio! More selective, more sensitive, with fuller richer tone than any radio you've ever heard until this marvelous set was produced. Come in and see the three beautiful models—Radio-Phonograph Combination, Highboy, Lowboy.

GENERAL ELECTRIC FULL RANGE RADIO

Pacific Power & Light Company
Heppner Oregon

SOMEDAY YOU'LL BUY FOODS THIS

NEWER BETTER WAY

"Why not NOW?"

Perhaps you've been saying to yourself that some day you would stop spending so much for the foods you buy, but you just haven't started to buy this newer, better way. Just come in this week and see for yourself the clean, bright stores, fresh attractive foods, neat, courteous salespeople, and the savings we offer. Then you'll make our stores your permanent food headquarters.

SATURDAY & MONDAY SPECIALS

SUGAR PURE CANE 100 Lbs. . \$5.39	LARD Pure Lard—Fresh Stock No. 10 Pail \$1.45	FLOUR MacMarr Quality, the Best by Test in the West 49-Lb. Sack . . . \$1.49
--	--	---

PICNIC HAMS, Delicious Baked or Fried, Med. Size, Per Lb. 24c

BREAD Fresh Baked and Delicious 4 Loaves . . . 30c	COFFEE SATURDAY is Last Day of Our Annual Coffee Week Sale The Wonderful MAC MARR with that Wonderful Flavor, with that Wonderful Guarantee at such a Wonderful Low Price. We sold 216 pounds of this coffee last Saturday here in Heppner alone. A truly wonderful record, only proving what real quality will do. FRIDAY-SATURDAY ONLY 3 lbs. 94c	Corn Flakes Fresh Stock, Rich Jerseys, Just Arrived 6 Large Pkgs. . . . 49c
SOAP Crystal White, the Nation's Favorite 10 BARS . . . 39c	BEANS Mexican Reds RICE Blue Rose Head 10 Lbs. . . 79c	CLEANSER Old Dutch, Chases Dirt and Makes It Fly 4 TINS . . . 29c
BEANS Mexican Reds RICE Blue Rose Head 10 Lbs. . . 79c	MILK , Darigold Brand, A Western Product . . . 11 Tall Tins 98c	Dried Prunes Fresh Shipment, Just Delicious 5 LBS. . . . 49c

MILK, Darigold Brand, A Western Product . . . 11 Tall Tins 98c

BANANAS Ripe, Golden, Delicious Fruit 3 Lbs. 25c	POTATOES Clean Stock Netted Gems 25 lbs 75c; 50 lbs \$1.25 100 LB. SACK . \$2.00	CABBAGE Med. Size, Solid Heads Per Lb. 3c
---	--	--

SWEET POTATOES, Med. Size, Smooth, Delicious . 4 Lbs. 29c

MACMARR STORES

Phone 1082 STONE'S DIVISION Hotel Heppner Bldg.