

# Way of Life

## BRUCE BARTON

### GIVING

A man met his lawyer and said: "One of these days I shall want you to revise my will."

The lawyer nodded encouragingly. "When you drew it," the man continued, "I hadn't accumulated much. Naturally I left everything to my family. Now I am better fixed. I'd like to provide for relatives, give to the men who have helped me make my money, and contribute to charities. There's no hurry about it, of course. In another ten years I ought to be considerably richer. The amounts I can give now are small in comparison with what I expect to do then."

The lawyer advised him to have the will rewritten that very day.

"If you live ten years and prosper you can revise the figures upward," he said. "But suppose something should happen to you tomorrow. You would die leaving a self-will."

Two very rich men have died in recent years, leaving very self-will. The great business of one of them is already dwindling. The men who manage it were given no share in it; their hearts are not in their work.

The other rich man, a bachelor, who paid small salaries but promised his younger associates that

they would be "taken care of," left his millions to a museum. By those who do not know the facts it was hailed as a princely gift. It was no gift. Having trained every faculty to get, get, get, he simply could not give. He merely dodged the issue by writing in the name of a museum which he had hardly even seen.

You say, "What has this to do with me? I am not a millionaire." The fact that you, an average American, have more money today than you used to think you'd ever have. Are you giving any?

The muscles of the soul are like the muscles of the body. If you say, "Some day in the future I'll take physical exercise," you find, when the time comes, that you can't. The muscles have atrophied. "If you say, 'Some day when I have more I will begin to give,' you will never give. The habit requires cultivation.

We are about to have new standards in this country. Our day of worshipping wealth is past. Money no longer confers distinction; a millionaire is no more uncommon than an automobile, and not nearly so uncommon as a horse.

The givers will be the heroes of the future. And the time will come when those who merely get will be held up to scorn. And their children will hang their heads.

thousands of buildings only three or four stories high. London has only two or three buildings more than seven stories high, but very few under five stories. The London County Council recently refused an application to build a new hotel ten stories tall, and fixed nine stories as the limit.

### FOOD

Food fads and faddists cost the American farmer millions of dollars a year according to Henry Stude, president of the American Bakers association. Mr. Stude's organization is trying to get people to go back to the habit of eating bread—not whole wheat bread or Graham bread or any kind of "health" bread, but just ordinary white bread.

There is a good deal in the suggestion that many persons have been frightened away from bread by the idea that it is fattening.

The craze for slenderness is not confined to women; men have been taught that fat is dangerous. The real danger is in not eating enough nutritive food to supply the necessary bodily energy.

"Eat what's set before you," was the rule for children, when I was a boy. It is still a good rule. Most of us can digest anything and the wider our range of diet the more healthy we are likely to be.

### WHEAT

In every state but Georgia the August price of corn was higher than the price of wheat. Such a state of things occurs only once in a long time, wheat usually being the highest-priced grain. This year there is a big wheat surplus and a short corn crop.

The U. S. Department of Agriculture and the Federal Farm Board are advocating using the wheat surplus to feed livestock. It is figured that the food value of wheat is so much higher than that of corn, that with corn at a dollar a bushel the farmer can afford to pay \$1.12½ for wheat for feeding.

Many farmers have reported their experience in feeding wheat in the past, for cattle, hogs and poultry, with uniform satisfaction. Some say that it fattens hogs faster than corn does.

It would be strange if wheat should become the stock farmer's mainstay as well as the backbone of human diet.

### RAILROADS

George Gould's ambition was to own a railroad system which would stretch from the Atlantic to the Pacific. He died with his ambition unrealized. E. H. Harriman, James J. Hill and Commodore Vanderbilt failed in their similar efforts. The Canadian Pacific and the Canadian National systems run from coast to coast in Canada, but only this year the first system under one control to cover the whole United States

was completed.

In 1916 the Van Sweringen Brothers of Cleveland wanted a right of way for a trolley line to their real estate development, Shaker Heights. They could get it only by buying the decrepit Nickel Plate railroad which they did, mostly on credit. That gave them a line from Buffalo to Chicago and soon they were up to their ears in the railroad business. Now, after 14 years, they control also the Erie, the Chesapeake & Ohio, the Hocking Valley, Pere Marquette, Wheeling and Lake Erie, Chicago and Eastern Illinois and Missouri Pacific.

Their 18,000 miles of road is the largest railroad system in the United States. It is capitalized at \$908,000,000 and valued at over two billions.

That is going a long way in 14 years.

### Sargon Is Powerful Invigorating Tonic

Increase Your Bodily Vigor, Eat With a Keen, Hearty Appetite, and Enjoy a New Kind of Sound, Refreshing Sleep by Taking Sargon.

The instant and record-breaking success of Sargon is easily explained. Its effect is almost immediate. Right from the first few doses people who are suffering from lowered vitality, loss of appetite, poor assimilation and elimination, begin to feel its stimulating tonic effects. Thousands of toxic, run down men and women who have taken it report it seems to pick them right up and put them on their feet.

It is not only a powerful reconstructive tonic, designed to impart tone and strength to the entire system, but it is an influence upon the processes of assimilation and elimination. It also contains ingredients of recognized therapeutic value which are valuable for their influence upon the appetite and digestion.

If you do not wake up in the mornings feeling rested and refreshed and ready for a good hearty breakfast; if you are not brim full of energy and ready for a good day's work; you are not enjoying the blessings of health that should be yours.

It is not natural for people to simply drag through life never knowing what it is to enjoy a well day. Nature never intended it and unless you are suffering from some organic or specific disease, Sargon and Sargon Soft Mass Pills are designed to overcome your troubles and give you a new grip on life.

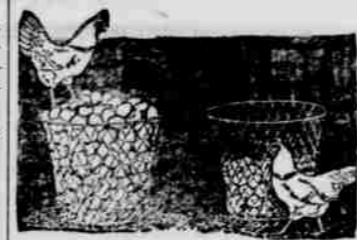
Wherever constipation exists Sargon Soft Mass Pills are a necessary part of the Sargon treatment and should be taken daily until regularity of bowel movement is well established.

Sargon now has the largest sale

of any medicine of its kind in the world today and may well be considered one of the greatest health giving remedies of the age.

Patterson & Son, druggists, local agents.—(Adv.)

**FARM TOPICS SCHEDULED.** Pastures farm crops and poultry are on the radio bill of fare from KOAC for the week October 20-25 between 7 and 7:30 o'clock in the evening. Professor G. R. Hyslop will deal with recent farm crops developments on Tuesday evening, "Fall Fertilization of Pastures," by



### Purina Makes the Difference

Equal in laying ability. But the hen on the right was fed a common grain ration while the other was fed Purina Chicken Chowder and Purina Hen Chow.

Purina Poultry Chows form a complete ration, containing material for an equal number of yolks and whites.



Heppner Trading Co. Phone 1482

Dr. R. E. Stephenson of the O. S. C. soils department is the Wednesday offering. A chat on Oregon's poultry industry by A. G. Lunn, head of the college department, is coming Thursday.

**AIR INSTITUTES STARTED.** Retail merchants of Oregon interested in the question, "What's Wrong With Our Advertising," may find some answers by tuning in on the "Business Institute of the Air," broadcast each Friday evening from KOAC at 7:30 o'clock. Pro-

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.

fessor H. T. Vance, head of the department of advertising and selling in the school of commerce, is making these air programs an extension of the business institutes conducted through the state this summer.

A TRIUMPH IN TRAIN COMFORT

# The Portland Rose

HOME VISITORS' Excursion Fares East

Fare and One-Third for Round Trip to

OMAHA  
CHICAGO  
DES MOINES  
SIOUX CITY  
COUNCIL BLUFFS  
KANSAS CITY  
ST. LOUIS  
DULUTH  
ST. PAUL  
MINNEAPOLIS  
MILWAUKEE

Departure Dates:  
NOV. 1, 8, 15, 22, 24, 29  
DEC. 6, 13, 18, 19, 20

Return limit Feb. 28, 1931

Stopover privileges

# UNION PACIFIC

Chester Darbee, Agent, Heppner, Oregon



### AUTOGIRO

Before the gas engine was invented, before anybody had ever believed the airplane possible, Thomas A. Edison invented a flying machine which was to be lifted into the air by a horizontal windmill propeller, the power derived from a series of gun-cotton explosions.

The other day Mr. Edison saw James Ray and James Faulkner land at Newark after a flight from Philadelphia in a machine called

an "autogiro" which, except for the engine, was just like the early Edison dream. It is entirely possible that the autogiro, which can rise vertically, land "on a dime" and fly as slow as 20 miles or as fast as 115 miles an hour will be the airplane of the future.

### LONDON

The municipality of London is still the largest city in the world, with 7,849,000 population, compared with New York's 1930 census figure of 6,981,927. But in the area known as "circled New York" the territory included in a radius of 19 miles from the City Hall, which takes in part of New Jersey and of three New York counties not included in the city proper, there is a population about 1,400,000 greater than in the so-called "London traffic area" which extends nearly thirty miles from the center of London.

Contrary to the general idea, the average height of buildings in London is higher than in New York. The many huge skyscrapers, rising from 30 to 60 stories, in New York, are counterbalanced by the tens of

# POWER IS ONLY THE "SEED" OF OUR ELECTRIC SERVICE



ABSOLUTELY FREE electric energy at the power plants would be only a starter on Pacific Power & Light Company's intricate and expensive job—the job of bringing dependable electric service to the 8,000 farmers and tens of thousands of city and town dwellers served by its lines. For, despite the fact that costly plants are required to generate electric energy, the far-flung distribution system, the transmission lines and the operating expenses necessary to maintain this dependable service constitute the major costs in our business.

To serve Pacific Power & Light Company rural users at rates lower than prevail in almost any other similar section of the Uni-

ted States demands also the services of a capable staff of engineers and technical men, working under the direction of seasoned executives who have spent their lives in the power and light industry.

Like the experienced farmer, who knows that seed alone is not crop money in the bank, these trained workers realize the need for sound management as well as expensive equipment, in developing their "seed"—electric energy—into finished service. Their ability to make a good "crop" is proved by the fact that your district enjoys an ample supply of electric energy at unusually low costs. Utilize more Pacific Power & Light Company service—it cuts farm production costs.

### FREE SEED ISN'T ALL

Few thinking farmers would contend that free seed would cure all of their business problems. They know the same is true of political "cheap power," even if it could be achieved. Both seed and electricity are relatively small items in the total cost of production. Stick to sound business principles. Vote down proposals to put politics into the power business with your money!

## PACIFIC POWER & LIGHT COMPANY

HEPPNER, OREGON

This company's 1928 taxes, paid as to be paid, were \$433,235.73. Political Management of power would saddle this tax bill onto your property and your neighbors' property.

# IF YOU DON'T PAY CASH

If you haven't been paying cash for foods, there's a new profitable adventure ahead of you. We are paying special attention to customers this week who are trying our system of food buying for the first time. Just let us know and we'll show you article for article how much you are saving by paying cash. (Our present customers KNOW the advantages of paying cash!)

## SATURDAY & MONDAY SPECIALS

<b>SALMON</b> Libby's brand, tall tins, pink. Delicious for that loaf. 2 TINS <b>29c</b>	<b>CATSUP</b> , New 1930 Pack In Gallon Tins, Per Gallon <b>65c</b>	<b>FLOUR</b> MacMarr Quality. Best in the West. Priced Down Again. 49-LB. SACK <b>\$1.45</b>
<b>COFFEE</b> The popular Mac Marr quality blend. 3 Lbs. <b>\$1.00</b>	<b>VEGETABLES</b> for Salad 1930 pack. 2 No. 2 Tins <b>45c</b>	<b>COFFEE</b> Economy Blend—Others may be better but not at this price. 3 LBS. <b>74c</b>
<b>SUGAR</b> Pure Cane—we sell no other kind. 100-LB. BAG <b>\$5.39</b>	<b>Fall Canned Goods Sale</b> New 1930 Pack. Corn, Pumpkin, Peas, String Beans, Tomatoes. 8 TINS NO. 2 SIZE ..... <b>\$1.00</b> PER CASE ..... <b>\$2.75</b> 24 TINS	<b>MILK</b> Darigold Brand—A Western product. 11 Tall Tins 98c Per Case \$3.98
<b>TOILET PAPER</b> An extra fine grade of tissue. 6 Lge. Rolls <b>37c</b>	<b>SHORTENING</b> —A pleasing combination of veg. oil & beef fat. No. 10 pail <b>\$1.29</b>	<b>MATCHES</b> A fine quality match, every one a light, large boxes 12 BOXES <b>33c</b>
<b>JELLWELL</b> —The Nation's favorite dessert, comes in all assorted flavors, 4 Pkgs. .... <b>29c</b>		
<b>CHOCOLATE</b> - - - Ghirardelli's—A Pleasing Combination of Chocolate and Cocoa. - - - 3-Lb. Tin <b>99c</b>		

# MACMARR STORES

Phone 1082      STONE'S DIVISION      Hotel Heppner Bldg.