

# In the Way of Life

by BRUCE BARTON

## Only A Few Ideas

Twenty years ago I heard a famous editor deliver a talk on advertising before the Chicago advertising club. I was just out of college and had seen very few great men, so the talk made a deep impression. I remember the editor said that "reputation is reputation," and he told some stories to illustrate the point.

The other night in New York I heard the same great editor speak on the same subject. To my surprise it was the very same speech.

Another speaker was a celebrated banker whom I had heard on two previous occasions. He, also, repeated himself.

As we left the dining room one of my friends who had noted the repetitions remarked on them gloomily.

"Rather discouraging to see that even the big minds have so little in them," he said. "Makes you wonder if human ingenuity is coming to an end."

"They say that though the stars appear so numberless, you can not count more than a thousand," he said. "Well, there are few thoughts. Count the books and you would think that there was immense wealth; but any expert knows that there are few thoughts which have emerged in his time. Shut him in a

closet and he could soon tell them all. They are quoted, contradicted, modified, but the amount remains computably small."

It is a good thing for humanity that this is so. Nature apparently designed the game of human progress to last a long time, and provided that only a small advance should be made in any one generation. Suppose one mind should suddenly discover everything. How it would take the zest out of the game!

Moreover, it is decidedly heartening to us average folks to know that only a very little difference separates us from the smartest. Lincoln remarked on it. "I have talked with great men," he said, "and I can not see wherein they differ from others."

Generally speaking, the great achieve greatness by industry rather than by mere brilliance. The editor whom I quoted is said to be the highest paid in the world. But if you divide his salary by the more than two hundred newspapers which print his editorials, he is the lowest paid worker whom each of those papers employs. He produces more than anybody else and works longer hours to do it.

I was glad that I went to that dinner. It reminded me how little wisdom and genius really rule the world; how far industrious effort can stretch the few ideas, or even one idea.

of the electric telegraph, which will be 100 years old this Spring.

It is hard to realize that only a century has passed since men first learned how to communicate at a distance electrically. It is hard, for that matter, to realize that electric telegraphy without wires—what we call radio—is only thirty years old.

The names of Morse and Draper, of Marconi and De Forest, will live for all time as those of men who made it easier for people to communicate with each other, and so hastened the day of universal friendship and peace.

## "REALISM"

Sinclair Lewis, author of "Main Street," "Babbitt" and other popular novels which hold up certain phases of American life to ridicule, if not to contempt, was awarded the Nobel Prize for literature for 1930. The prize was given to him because the European judges thought his picture of American life must be a true one, since it was so different from that which other American writers presented, and gave European readers a chance to sneer at the United States.

Mr. Lewis belongs to the school of modern writers who have discovered that one way to get people to read your books is to attack everything which most folks hold in respect or reverence. They call this "realism." Nobody can object to their writing whatever they please. But most readers read to be entertained, and prefer the sort of stories which "leave a good taste in the mouth." Most of us come in contact with the ugly side of life sufficiently in our daily occupations.

Calabash was seated in his office when the phone rang. "Hello, is this Mr. Calabash?" came the voice over the wire.

"Yes," replied Calabash. "Who is this?"

"This is Johnson, Johnson, Johnson and Johnson, lawyers."

"Oh, good morning, good morning, good morning, good morning."

Marg—Jim said my face was a poem.

Phil—So it is—like one of Brownings.

Marg—How do you mean?

Phil—Some of the lines are so deep.

# Hints for the Home

by Nancy Hart

## CHICKEN FAT

It is not simply a matter of economy to use chicken fat instead of throwing it away. From the point of view of most expert pastry cooks it is much to be preferred. You may put aside the pieces of fat that come in the chicken, or when you have made chicken broth or chicken fricasse you may cool the liquid until the fat rises to the top and can be easily removed.

If you use the whole pieces of fat then they should be put in a pan with water and left in an oven when it is hot until the fat has melted from the tissue that contains it. After you have skimmed off the fat if it does not appear to be perfectly clear you may melt it and then pour it through cheese cloth.

Chicken fat may be used instead of butter in any sort of cookery and is preferred by many for pastry. In any cake having a marked flavor, such as spice cake, or a chocolate loaf cake, it may be used without concern lest the flavor be detected.

## Orange Jelly

Two tablespoons powdered gelatin soaked in cold water. One and one-half cups boiling water, juice of one orange and sugar to taste. Heat and strain. Cool half of jelly in cup

but don't let it harden. When other half begins to harden beat one egg white stiff, add jelly, beat more. Pour in mold. Put plain jelly in center. Serve with custard made from egg yolk.

## Chartreuse of Fruit

Prepare a quart of lemon or orange jelly. Line a mould with a pipe in the center of an angel's food tin with glace fruits cut into neat small pieces, quartered slices of banana, orange sections with the thin connecting skin removed, skinned and seeded grapes cut in halves. Pour in a thin layer of jelly. When it has set, put in another layer of fruit. Set that, and continue until the mould is full. An occasional layer of plain jelly may be used, without the fruit. When the mould is full place in a pan of cracked ice until it is solid, or else leave it several hours in the refrigerator. At serving time put the mould, inverted on a cold plate, hold a warm, damp cloth about the sides and bottom, until the jelly is loosened, and remove the mould. Fill the space in the center with whipped cream.

## Chocolate Custard

Heat a quart of milk with five tablespoons of grated chocolate rubbed smooth with water. Cook until smooth. Take from fire and add one cup of sugar or less. Cool. Add four well beaten eggs. Mix, turn into custard cups, set in pan and bake. Stir down twice in first ten minutes to keep chocolate distributed.

Touzalain—I hear that Dr. Chestem isn't going to take any more vacations.

Fozzelo—No, after he got back from his vacation this summer almost all his patients were well.



## ORANGES

In California 78 percent of the orange and lemon growers ship through cooperative organizations. In 1930 California grew 30 percent fewer oranges than in 1929, and got fifteen million more dollars for it.

In Florida more than 100 different shipping agencies control the shipment and sale of oranges. Florida growers, except a few large ones maintaining their own marketing organizations, make very little money for their work. They are nearer the great orange-consuming centers, but they have never been able to organize cooperatively and pull together.

## INVENTORS

An "inventor" was indicted in New York the other day on charge of swindling gullible investors out of more than a million dollars in the past four years. He had an invention which would revolutionize automobiles and airplanes, a new kind of engine—so he said. The great corporations were trying to steal it from him, but he wouldn't let them. Instead, he was letting the common people have a share in the enormous profits which the invention would earn.

That was his story, and the common people bit, as usual. Nothing is more persistent than the erroneous belief that the great industrial companies always try to rob the inventor. The fact is just the other way. There is no limit to the price

which any one of a dozen concerns would pay for an engine which could do what this inventor claimed his engine could do. But if the experts of the big manufacturers decided that it would not do what he claimed, it is a safe bet that they were right and he was wrong.

Ordinary people would better buy shares in established companies using inventions which have been proved practical, than in new inventions which are so good that nobody will buy them.

## THRIFT

The week beginning January 17 is National Thrift Week. Everybody is supposed to think about saving money during that week, and to begin some sort of saving program.

That is not what is needed now. There is too much thrift. Too many people are hoarding money, keeping it out of use. What is needed this year is not more thrift, in the narrow sense of merely saving the symbols of wealth, but real thrift in the sense of investing money where it will create more wealth.

The new crop of millionaires five years from now will be the ones who are putting every penny they can rake or scrape into securities and real estate that are going begging at prices far below their real values. The foundations of great fortunes are being laid now by that sort of intelligent thrift. The mere saving of surplus income never made anybody rich.

## CELEBRITIES

The practice of honoring men who have contributed to the world's progress by issuing special postage-stamps is one which is growing. The newest proposal in this line is to honor Morse and Draper, inventors

## When Minutes Mean Dollars

YOU are out on the road—your oil gauge shows low—your hear a slight tap in the motor—just a few miles, it becomes perceptibly louder—clack, clank, knock—beads of perspiration rise as you realize it is 50 miles to the next service station.

Just a little forethought forestalls an overhaul.

## GEMMELL'S Service Station

F. M. GEMMELL, Prop.

"Our Service Will Please You; Your Patronage Will Please Us"

Start before the 15th and receive the FULL MONTH'S CREDIT

OPEN an account by mail on or before the 15th with "Western Savings" and receive credit for the full month's earnings.

USE THE MAILS and make your money earn more. There is magic in guaranteed 6% compound interest and two sure pay checks a year. There is safety in first mortgages held in trust by the state. "Western Savings" is under state supervision. Six per cent pays you 50% more than a 4% investment.

Send for Free Money-Making Plans No matter whether you want to build a cash surplus in lump sums or in regular small amounts, there's a way for you to get ahead faster. "Western Savings" free folder, "Doubling Your Principal By Compound Interest" explains them. Send us your name and address and we will forward it.

GUARANTEED 6% STATE SUPERVISION

## WESTERN SAVINGS AND LOAN ASSOCIATION

Sixth and Yamhill Y. M. C. A. Building Portland, Oregon

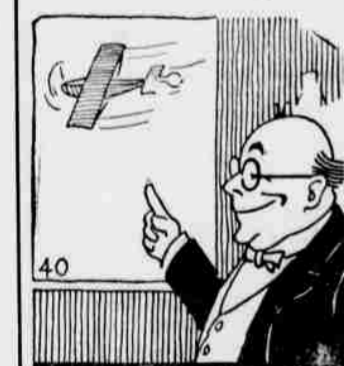
Gentlemen: Good old-fashioned 6% and safety interests me.

Name \_\_\_\_\_ City \_\_\_\_\_

Street \_\_\_\_\_

Safe, Responsible, Resources Over \$1,600,000

## U.B. Thrifty



Money has wings and it is no Homing Pigeon

ONE of the Hohenzollern grandsons has waited an entire year for a needed dinner coat, and almost any princess will be pleased to endorse your soup or cigarette for a modest stipend.

While you are earning money—is the time to save it. Big incomes don't last forever.

FARMERS & STOCKGROWERS NATIONAL BANK

There is No Substitute for Safety

THERE ARE SMILES THAT MAKE US HAPPY

says Lee S. Roberts, the composer, on the "Sperry Smiles" program over the NBC every Tuesday, Thursday and Saturday evening at 8:45—KFSO KECA KGO KGW KOMO KHQ



## "THERE ARE SMILES THAT MAKE MOTHER HAPPY"

For instance, the smiles that go 'round the family table when she brings in "good things" made with Sperry Drifted Snow Flour—the perfect flour for all home baking. Your grocer has this "flour that makes smiles". Ask him today for a sack of

# SPERRY

## DRIFTED SNOW FLOUR

THE LARGEST SELLING FLOUR IN THE WEST

# Meters that mean what they 'say'

ALL-DOING as your Electric Service is, not a little satisfaction from its use is found in the fact that you pay only for what you use! Back of the Meter which measures this Service, there is an investment in millions making the motly sums you pay the merest mite in comparison. To insure that you pay only for Electricity you actually use, the meter is ever-present to accurately record the passage of this mightiest of servants to your command.

Electric Meter check-ups disclose a degree of accuracy in billing for Electricity as true as your grocer's measures or your butcher's scales. Like them, there is nothing mysterious about meter reading.

## Pacific Power and Light Company

"Always at your Service"

"You say that your engagement was broken as the result of a misunderstanding?"

"Yes," replied the girl with weepy eyes. "I told him I never wanted him to speak to me again and he thought I meant it."

Angus—What would you do with \$1,000 if I was to give it to you?

Sandy—The first thing I would do would be to count it.

Local ads in the Gazette Times bring results.

"In time of trial," said the lecturer, "what brings us the greatest comfort?"

"An acquittal," responded a heckler in the back row.

January Clearance Sale—Winter coats and dresses greatly reduced; hats one-half price; also one lot at \$1.00 while they last. CURRAN READY TO WEAR AND MILLINERY. a42-46

3 years for \$5—where can you get more for your money?—The G. T.

# Just a Matter of Policy

It's just a matter of policy with us to carry a stock of automotive parts and accessories large enough to meet the most common demands. And we give you quick service on uncommon ones, too.

Another matter of policy is quality for the price.

TRY AND "STUMP" US

## FERGUSON MOTOR CO.

Now IS THE TIME TO START SAVING FOR NEXT CHRISTMAS

Did you feel you must economize on gifts this Christmas or leave out a friend or two whom you would have liked to remember? How fine it would have been if you had had a special fund all ready when you started your Christmas shopping. You can have JUST THAT for next Christmas if you start saving right NOW. Buy foods at one of our modern stores and let the savings you make buy your gifts next Christmas.

## Saturday & Monday Specials

DATES A delicious quality. 2 LBS. <b>25c</b>	FLOUR MacMarr, the most wonderful flour. 49-LB. SACK <b>\$1.29</b>	KRAUT Libby's best, in bulk. 2 QTS. <b>25c</b>
Coffee MacMarr Blend, the real quality coffee of Heppner. 3 LBS. <b>\$1.00</b>	Soap Peet's Washing Machine soap. 2 LG. PKGS. <b>79c</b>	Coffee Economy, true to its name. Many use it in Heppner. 3 LBS. <b>79c</b>
COCOA Hershey's, the popular Brand. Per LB. TIN <b>27c</b>		
Shortening White and fluffy. Sold in bulk. 8 LBS. .... <b>99c</b>	PANCAKE FLOUR MacMarr Quality, acclaimed by many to be the best on the market. 2 1/2 LB. PKG. .... 19c 10-LB. SACK ..... 59c	
CODFISH Roficeno Brand boneless. 2 LBS. <b>45c</b>	PEANUTS Salted, and how good. PER LB. <b>19c</b>	
MILK Darigold Brand, a western product. <b>11 Tins 98c</b>	BEANS Mexican Red. These are real quality beans. 5 LBS. .... 28c	
SUGAR PURE CANE 100 LBS. .... <b>\$5.58</b>	BACON Real fancy quality breakfast, medium weight. PER LB. .... 32c	
SORGHUM This is genuine, direct from Old Missouri. PER GAL. .... \$1.89		

MACMARR STORES