

## The Way of Life

### BRUCE BARTON

#### What Does Your Butcher Say?

One day last winter I was riding with the gentleman who runs a livery stable and provides food and lodging for my horse. It was some weeks after the stock market unpleasantness.

"How is business?" I asked him.

He answered that he had never known it to be worse. "Only a few of our horses are saddle horses," he said. "The others are owned by the butchers and bakers and candlestick makers who supply the fashionable people on Park and Fifth Avenues. And do you know that those little merchants can't collect enough even to pay my oats bills? It is terrible."

A little later I was repeating the conversation to a friend who makes his home in a fashionable suburb. He has ample means but, compared with some of the multi-millionaires whose estates are in the same community, he is comparatively poor.

He told me that he had been protesting mildly to the butcher about the steady increase in his meat bills. "I do not understand," he had said. "We always pay promptly on the first of the month. We do not eat

extravagantly, and yet our meat seems to cost us more all the time."

The butcher confessed that the bills were high. He shrugged his shoulders helplessly. "What am I to do? You and the other people of moderate means are the only ones who pay your bills. The rich men on my lists keep me waiting for six months or even a year. Everybody's meat costs more in consequence."

I suppose the percentage of four-flushers in the Park Avenue district and in the New York suburbs is very high. There must be thousands of families struggling to "keep up with the Joneses." But all over the country the same thing occurs to a greater or less degree. It is due not merely to the fact that people are living beyond their means. Much of it is nothing more than downright thoughtlessness.

I used to be a great believer in reforms. I enrolled in Causes and supported high grade Candidates, and was generally loud and vigorous.

In my old age I have come to feel that most of our troubles would be wished away if we would only be just reasonably courteous and decent to one another.

philosophy on the whole world, by force if necessary. Don't tell me there is nothing to worry about. I think the time is closer than anyone imagines when Russia will become a menace to the peace not only of Europe but of America as well. And if not that, certainly Russia will be an important factor in international trade before long. People who can talk and read Russian will have a great advantage over those who cannot."

I have heard others, who have been in Russia lately, express the same or similar views. Russia is a good place to watch.

#### BUILDING

Nearly five billion dollars will be spent in 1931 for new buildings, according to a careful survey of the outlook by the editors of The Architectural Forum. That will be about two thousand million dollars more than was spent in 1930. The principal increase is expected to be in public buildings, in which class there will be three times as much money spent as last year.

Building costs are cheaper now than they were a year ago, in every particular. Mortgage money is easy for well-planned, well-built structures for which there is a definite need. And there is a great scarcity of proper buildings in many classes. Those factors combined make it seem probable that 1931 will be the heaviest building year in recent history.

#### STRAUS

The late President Taft said once: "Nathan Straus is a great Jew and the greatest Christian of us all." The venerable merchant who died the other day at the age of 83 did not quite succeed in his desire to die poor, but he gave away millions upon millions to help others. His philanthropies were not limited to any sect, religion or country, though his chief enthusiasm in his later years was in the restoration of Palestine as a Jewish nation.

Born in Germany, Nathan Straus was brought to America as a child by his father, who ran a store in Talbotton, Ga. The only Jews in the community, the family attended the Baptist church, and the elder Straus would amaze the circuit-riding ministers who made his home their headquarters, by his ability to read the Old Testament in the Original Hebrew. Ruined by the Civil War, the father took his family to

New York and started anew as an importer of pottery. From the opening of china departments in other men's stores the sons became eventually the owners of two of New York's greatest department stores.

Nathan Straus was not the only immigrant boy, nor the only Jew, to win fame, respect and fortune in America. Similar careers have been so frequent in this country that we forget that they are almost impossible anywhere else in the world.

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

#### More Interior Selling Seen in Wheat Market

Considerable selling of wheat throughout the interior of the Pacific Northwest was induced to a large extent by pressure of banking interests, reports the Portland Grain exchange for the week January 19-24. January and May futures appeared on Thursday at 61½, closing ½-cent off on Saturday at 61.

Car receipts at Portland for the

week were 213 cars greater than for the corresponding week a year ago. With storage space filling rapidly at Portland and other terminals, the inability to work wheat and flour for export is creating a situation that is a menace to the growing wheat crop of this area. The July futures are already 7 cents a bushel under May, indicating the sentiment for the new crop prices.

Considerable attention was centered on the Farm Board statement that price pegging operations probably would not be continued into

the new crop. Operations in the old crop are expected to find the Farm Board holding about 220 million bushels of wheat by May first, including most of the carryover of this area which will be extremely heavy unless an outlet is found before that time.

Deliveries of wheat on January contracts at Portland for the week were 152,000 bushels and total transactions in futures 532,000 bushels.

The Portland, Astoria and Longview supply was given at 3,793,494 bushels.

# \$5,000

## in cash prizes

### for the best letters

# on "How advertising has increased my happiness"

HERE is your opportunity to turn a personal experience into money, simply by writing a letter. This prize contest is sponsored by Foster and Kleiser Company, outdoor advertising, and a group of the leading newspapers of the Pacific Coast.

The purpose of the contest is to secure first hand information, written out of personal experience, as to the contribution which advertising is making to our everyday lives.

Nearly everyone is influenced, consciously or otherwise, by advertising. The sponsors of this contest believe that your letter on how advertising has increased happiness will be a valuable contribution to advertisers and business men generally.

#### To win one of these generous prizes...

You have only to describe a way in which advertising has come into your life and changed it.

Perhaps you have learned through advertising to abandon a tiresome method in your housework, and so have increased your leisure, and your freedom to follow your own pursuits and pleasures.

Through advertising you may have learned of a book or a play or a bit of music that has opened to you new avenues of enjoyment and improvement.

Or a travel advertisement may have set your wandering foot on the paths of delight that lead nowhere—and everywhere.

Or you may have learned of a new food product, or a soap or a tooth paste which has given you pleasure and satisfaction.

#### Write about your experience...

These are but a few of the many kinds of experiences which you may have had with advertising. There is no limitation upon the experience of which you may write—we are interested in any kind of an experience providing that it was brought to you by advertising of some form.

Although the sponsors of this contest are engaged in outdoor advertising and newspaper advertising, a most important rule of the contest is that you must not mention the name of the publication or the advertising medium where you saw the advertisement which influenced your life. The judges are not interested in knowing whether the advertisement appeared outdoors or in a newspaper or a magazine or if you received it through the mail, or over the air.

Their only interest is: A clear description of an experience you have had through advertising of any kind without any mention of what kind of

advertising it was. They are interested in the experience and not in the advertisement.

#### It is only necessary...

To relate the effect that the advertisement had upon you—how it sent you off to buy the article or service that you saw advertised, and the effect of that purchase upon the comfort and pleasure of your everyday life.

To do this it is not necessary to be a trained writer. A simple story of an event, filled with deep, personal, human interest is of more value than a more pretentious literary effort with less meaning.

#### How to enter the contest...

To enter the prize letter contest is a simple matter. The contest is open to everyone except—

An employee of Foster and Kleiser Company.

An employee of this newspaper.

Or any persons professionally engaged in advertising.

All other persons are eligible.

The rules are simplicity itself.

Letters must not exceed 500 words.

They must be written on one side of the paper only—preferably typewritten—otherwise in clear legible handwriting and signed with your full name and address.

They must be addressed to Department of Education, Foster and Kleiser Company, Eddy and Pierce Streets, San Francisco.

They must be mailed before midnight of February 28, 1931.

One person may not claim two prizes, but may enter as many letters as he pleases.

Foster and Kleiser Company reserves the right to reprint any or all letters received in the contest. No letters will be returned.

As soon as the judges have made their decisions, announcement will be made in this newspaper and by personal letters to the fortunate prize winners.

#### Begin now to win your prize...

Remember—you do not have to be a skilled writer in order to send in a prize winning letter.

You must not mention where you saw the advertisement or whether it was in a magazine, a newspaper, or on an outdoor poster or in a letter or folder. It is the personal experience that counts.

Advertising—at one time or another—has opened the way to a fuller life and greater happiness for every one of us. Tell us in your own words—not more than 500 of them—how advertising has increased your happiness.

Cut this advertisement out now—reread it before you start to write

These prominent men will make the awards

HERMAN NATER, Vice-Pres., Bank of America Nat. Trust and Savings Association, Los Angeles; Pres., Pacific Advertising Clubs Assn.

DON FRANCISCO, Vice-President Lord & Thomas and Logan, International Advertising Agency.

VERNON MCKENZIE, Dean of School of Journalism, University of Washington, Seattle, Washington.

W.F.G. THACHER, Professor of English and Advertising, University of Oregon, Eugene, Oregon.

ROYAL A. ROBERTS, Associate Professor in Economics, University of California, Berkeley, California.

**Foster and Kleiser**

OUTDOOR ADVERTISING ON THE PACIFIC COAST

HEPPNER GAZETTE TIMES

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#### SALESMANSHIP

The Prince of Wales is starting for South America to represent British industry at the British Trade Exhibition in Buenos Aires. This young man has developed into a sort of super-salesman for British-made goods. There is an atmosphere of "go-getting" about British manufacturers today which is quite a new thing, and the Prince is regarded as the best go-getter of all.

What makes this important to Americans is that up to now we have had almost a monopoly of the automobile business in South America. Now English cars are to be shown, and the Prince of Wales is taking five British cars along for his personal use on a tour through South America.

#### WAR

Every European of intelligence who comes to America—and I meet a great many of them every week—brings a shadow of war with him. Europe is living under a war cloud, its people shuddering with dread that the crisis may occur at any time which will plunge them into a more terrible conflict than ever before.

It is very hard for us on this side of the ocean to understand that feeling. It is hard for us to understand why France, for example, maintains today an army greater than that of any other two nations, equipped and ready for immediate war.

One of my European visitors was quite certain that the line-up in the next war would be Germany, Russia and Japan combined against Great Britain, France and the United States. That doesn't sound like

## U.B. Thrifty



They do say that "the modern girl can't bake bread—but she makes the dough"

MODERN industry demands increasing employment of women.

Whether employed in the home, the office of the factory women are the careful dispensers of the family income.

We have long enjoyed the confidence of the women of Heppner in financial matters and our officers are glad to be helpful to them.

Most hard cash is in soft hands.

**FARMERS & STOCKGROWERS NATIONAL BANK**

There is No Substitute for Safety



No longer is it the unusual food buyer who pays cash! The modern housewife knows it is the CHIC and CLEVER thing to do if one wishes to keep with the times. The housewife of today feels it her responsibility to do those things which make her family happiest and most prosperous. That's why she makes our stores her food center and saves by paying CASH!

#### Saturday & Monday Specials

<b>SOAP</b> Camay toilet recommended by 72 skin specialists. 4 BARS <b>28c</b>	<b>MATCHES</b> Buffalo, a very popular match. 12 BOXES <b>33c</b>	<b>RICE</b> Blue Rose Head Rice 10 LBS. <b>69c</b>
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**Macaroni** An Oregon Product. 5 LBS. **34c**

<b>COFFEE</b> MacMarr's Best. No better coffee at any price. 3 Lbs. .... <b>\$1.00</b>	<b>Pancake Flour</b> MacMarr, the latest perfection in flour mixtures. 2½-lb. Pkg. .... <b>19c</b> 10-lb. Sack .... <b>59c</b>
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**Salad Oil** In bulk, bring container. Gal. **\$1.19**

<b>SYRUP</b> Stone's popular cane and maple Quart Tins ..... <b>45c</b> Gallon Tins ..... <b>\$1.45</b>	<b>COFFEE</b> Economy Brand, note the price 3 Lbs. .... <b>69c</b>
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**Shortening** Sweet and fluffy. 4 LBS. **53c**

<b>Peaches</b> Fancy halves, Libby quality. 2 Large Tins <b>39c</b>	<b>GUM LIFE SAVERS</b> CANDY BARS 4 FOR <b>15c</b>	<b>Crackers</b> Either salted or plain. 3-LB. BOX <b>47c</b>
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**Margarine** All Sweet, Swift product. 3 LBS. **43c**

<b>BANANAS</b> Delicious, ripe golden fruit 3 LBS. .... <b>24c</b>	<b>Oats-Wheat</b> The New Sperry product, each with a wonderful china premium. Full 3-lb. packages. 2 PACKAGES .... <b>75c</b>
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<b>MACMARR STORES</b>	<b>FLOUR</b> MacMarr, a Sperry product. Best in the West. 49-LB. BAGS .... <b>\$1.25</b>
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