



TRYING TO GET MORE THAN THERE IS

This is the story of two men who are now about forty-five years old. They graduated in the same class at college. One of them came to New York and took the first job he could get, which happened to be in the stock-room of a large corporation. He lived in an attic, did his own washing, and fought tooth and nail. After a while, as the business grew and older men dropped out, he was promoted, until he is now a vice-president. He has a home in the suburbs, and a fine family, and is accumulating a comfortable fortune.

The other young man was equally attractive and talented, but he had a different idea.

Said he: "I'm not going to be tied down. Why waste the best years of my life in a stuffy office? I'll wander around and see the world while I am young; there will be plenty of time for work later on."

Well, he has wandered around the world. He has been to interesting places, had romantic adventures, met unusual people. Now he is through with his travels, and at forty-five wants to settle down.

But, though the other man has tried to help him, it is almost im-

possible. He knows no trade, has mastered no tools, has no business experience to offer. He is out of life, and he can't get in.

He thinks that Fate has played him a mean trick. He envies the success of his friend, and he is tending to grow bitter.

All of which suggests that much of the trouble in human affairs comes from trying to beat the game—from trying to get out of life more than there is in it.

"The gods," said Emerson, "sell everything to men at a fair price."

They sell business success, but the price is several tough years of work.

They sell pleasure and adventure, but the price of these is also measured in years.

They sell the thrill of speculation, but the price is that few win and many lose; and even the winners often sacrifice their nervous systems and their health.

They sell family life; and they sell divorce.

Any man may choose the thing that he wants to buy, but no man may choose them all.

And whoever makes his choice—and then wakes up to regret that he did not choose otherwise—is in tough luck. We can be sorry for him, but we can not do much to help.

unemployment in future. It is certain that we can prevent the recurrence of similar emergencies only by closer coordination of all industry and business, so that production in private enterprises and development of public improvements can be planned ahead of a long-time schedule.

ALASKA

It won't be long before there is a motor highway all the way from Seattle to Fairbanks, Alaska. The commissioners appointed by the President to study the feasibility of such a road have made some interesting discoveries about Fairbanks. It is exactly half way around the world from Petrograd, Russia, and only a little farther north. It is nearer to Japan and the Philippines than Honolulu is.

An extremely interesting map of the "top of the world" has been published in this connection by the U. S. Department of the Interior. It shows how the world would look if you could view it from a point directly above the North Pole. Anybody who wants a copy of that map can get it free by writing to Chief Clerk, Department of the Interior, Washington.

Alaska is going to be one of the important regions of the United States in time, and it is worth anybody's time to study it now.

WIND

German scientists have discovered that the effect of high winds on vegetation is to retard growing. Trying to find a way of protecting fruit trees, bushes, vegetables and flowers from the effects of wind, they tried screens made of ordinary wire netting such as is used for fly-screens. The effect was remarkable. The screen lets enough air through but breaks up a gale into a gentle breeze. It does not need to surround the plants, but only to protect them on the windward side.

Vegetation protected by screens of this sort are reported to have grown fifty per cent faster than those unprotected and to have yielded larger crops.

the following: "The seven provinces having government control with a population of 10,000,000 spent \$160,000,000 a year for liquor."

The British Columbia Liquor Board stated: "Since the opening of the beer parlors the sales of hard liquors have increased 50 per cent."

The Saskatchewan Board in 1927 reported that the sales of hard liquor had increased 33 per cent in the preceding two years, and that the arrests for drunkenness had increased 125 per cent in the first eight months of government control.

The Montreal Star stated that drunkenness among women had increased 33 per cent.

The Saskatchewan Board also asserted that bootlegging had increased 111 per cent during the first year of government control. The British Columbia Board reported: "As much liquor is sold by bootleggers as is sold by government stores."

The convictions for bootlegging in Canada increased from 8,519 in 1922 to 19,327 in 1929, an increase of 127 per cent. The government sales in the seven provinces having government control stepped up from \$160,000,000 to nearly \$193,000,000, an annual increase of 20 per cent, from 1928 to 1929.

The brewers have been making loud complaints to the government that the home brew, concocted by the people in their homes, is interfering with the legalized traffic.

Is it not sad to think that there is an increase in drunkenness among women in Canada under government control? And is it not surprising that there is so much bootlegging in Canada? And is it not amazing that the consumption of "hard liquors" increased after beer was allowed to be sold by the glass

in four provinces? The Alberta Liquor Board states: "Our greatest problem is moonshine in the country districts." Who would have supposed that there were any moonshiners or bootleggers in Canada? We may expect to hear from the temperance (?) advocates in the United States on some of these matters. They will probably suggest to Canada that the remedy for their ills is to repeal the 18th amendment in this country.

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



HUMIDITY

The hot-air furnace is coming back into popularity, partly because it has been improved so that it is not the dust-spreader which it used to be, and partly because it is the simplest means of warming a house with air which is properly humidified. The most recent improvements in furnaces provide a water tank twice as big as used to be thought necessary, with the result that less fuel is needed to keep the house temperature comfortable. Humid air always feels warmer than dry air at the same temperature.

The most modern factory and office buildings have no windows which can be opened. All of the air breathed by those occupying them is drawn through a water bath to wash it and humidify it, heated or cooled to the same temperature the year around and pumped by fans into every room, while other fans draw out the foul air. Some day this system will be available for dwellings and we shall all live more healthfully.

WORRY

It's an old saying that worry kills more people than work ever did. Now comes Dr. William Mayo, famous surgeon of Rochester, Minn., and points out that doctors, especially surgeons, die from heart disease because they worry about their patients and suppress their emotions.

Most people worry about something. Worry is the little sister of fear. Most of us are afraid of things which we need not be afraid of.



When you're up on your toes—you're not down in the mouth.

THE world is rich in rewards for the energetic. There never was a time in the history of the world for making money like that which invites the "DOER" today.

It's the DOERS who wear a beaten path to the bank door. A checking account with The Farmers & Stockgrowers is an asset to energy.

FARMERS & STOCKGROWERS NATIONAL BANK
There is No Substitute for Safety

More people are afraid of making a bad impression on others than of any other one thing.

The secret of long life, apparently, is to do nothing which will give cause for worry later on. But if we were all wise enough to do that this would be a different sort of world than it is.

UNEMPLOYMENT

One lesson which we have learned from the present condition of unemployment is that industry and society are not yet organized to take care of emergencies which throw people out of work. Many able minds are working now on plans which may prevent such wholesale

W. C. T. U. NOTES.
MARY A. NOTSON, Reporter.
In 1928, the combined reports of the seven Liquor Control Boards of the Provinces of Canada contained

MAKE THIS TEST

AND YOU CAN PROVE IT WITHOUT HANDBLINDING

THERE are tests and tests but here's a test we want you to make for yourself—with your eyes wide open. Just come into our bright, clean food stores any day in the week and compare our prices and quality foods with those found in other stores. You'll readily agree that paying cash here not only pays in fresher, higher quality foods but in actual dollars and cents as well!

Saturday & Monday Specials

Almonds Fancy soft shell. Note the price. 2 LBS. 39c	COCOA Excellent quality breakfast cocoa. Sold in bulk. 2 LBS. 19c	Jell-Well The nation's favorite dessert today. Assorted flavors. 4 Pkgs. 29c
SOAP P. & G. Large Size Laundry Soap. 12 BARS 49c	COFFEE The famous MacMarr—it just simply can't be excelled in quality. 3 Lbs. . . . \$1.00	FLOUR MacMarr—A product of Sperry's—it's quality repeats its sales. 49-Lb. Sack \$1.25
MINCE MEAT Kerr's Best; note the real saving. 2 LBS. 28c	PRUNES FANCY FRENCH PETIT 3 LBS. . . . 29c ITALIAN PRUNES 25 LBS. . . . \$1.85	Mayonnaise Best Food product—the mayonnaise with the egg base. Pts. 33c ; Qts. 65c
BEANS MEXICAN REDS 10 LBS. 54c	OATS Sperry's extra cream rolled oats. 9-LB. BAG 47c	CHEESE Full cream loaf cheese. 5-LB. LOAF \$1.15
BACON Fancy Breakfast, medium weight. PER LB. 32c	Pancake Flour MacMarr Quality 2 1/2-lb. Pkg. . . . 19c No. 10 Bag 59c	Baking Powder Crescent Brand—A real quality product. 3-LB. TIN 79c
MACMARR STORES	CABBAGE Solid white heads—med. size. PER LB. . . . 3c	

\$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.

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

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.

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.

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 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.

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| FIRST PRIZE
\$1000.00 |
| SECOND PRIZE
\$700.00 |
| THIRD PRIZE
\$500.00 |
| FOURTH PRIZE
\$200.00 |
| FIFTH PRIZE
\$100.00 |
| 10 prizes of \$50.00 each
50 prizes of \$20.00 each
100 prizes of \$10.00 each |

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.

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.

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

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.

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

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.

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

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

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.

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

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.

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.

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.

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.

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

- These prominent men will make the awards*
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| 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. |
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HEPPNER GAZETTE TIMES