

The Way of Life

by BRUCE BARTON

KILLING THE SNAKE

A pamphlet issued by one of the big insurance companies tells us how to act in emergencies: how to revive a drowning person; how to bandage a burn; what to do for snake bite.

On this last subject there is an introductory sentence which is set in big type for emphasis. It reads: "DON'T STOP TO KILL THE SNAKE."

The idea contained in that crisp utterance has far-flung applications. Whether any specific deed should or should not be done depends not merely upon its character but equally upon the circumstances and the time.

Years ago I interviewed Dr. John R. Mott, a great leader, and I asked him his rules for selecting executives.

"I watch a candidate for a long time before I decide," he answered. "I want to satisfy myself on two points: Does he do small things well? Does he do FIRST things FIRST?"

As he spoke I remembered a well intentioned, hard working man who was under my observation at one time. He had a most amazing capacity for doing his work in the wrong order.

He was to meet his boss one day at the Grand Central Station with tickets for Detroit. The boss arriv-

ed five minutes before train time and, telephoning the office, found the man still at his desk. His excuse was that he was engaged on a plan which he thought might possibly double the business and he had become so engrossed in it that he had forgotten his watch.

The plan might have been all right, though it turned out not to be, but in dealing with it at the wrong time he caused the boss to miss a train and lose an order.

He was forever writing memoranda on matters outside his department, while neglecting the routine duties for which he was paid. He was usually late to the office because he had gone out of his way to make a call which he believed might be of benefit to the company.

All of his activities were inspired by a genuine desire to increase the business and so raise his own earning power. But he was a nuisance, and was finally fired.

The human race possesses all the information necessary for the successful conduct of affairs. Many of its troubles arise because men fail to make a schedule and arrange their tasks in the order of relative importance.

The parade is held up by perfectly good people stopping to do perfectly proper things at exactly the improper time—letting the patient perish while they earnestly kill the snake.

to his output. Then if he wants to loaf on the job it will be his loss and not his employer.

BABCOCK

When Dr. Stephen Moulton Babcock died at the age of 87 a few days ago, there passed on the man who, more than any other individual, was the father of the modern dairy industry. The Babcock Test for butter fat revolutionized dairying, and set a new standard to which to breed dairy cows.

Today the butter industry, which includes not only milk, cheese and butter production but the wide range of manufacturing industries based on the use of casein, from skim milk, is one of the greatest in the nation. It has brought the impoverished wheat states of the Northwest into the forefront of agricultural prosperity. It has brought healthful, nourishing food within the reach of everybody. And all that as the result of one agricultural college professor's experiments.

MCCORMICK

Exactly 100 years ago, in July, 1831, a young Virginia farmer named Cyrus McCormick made the first public demonstration of his horse-drawn reaper. At that time more than four-fifths of the people of the United States were engaged in farming. To put in another way, it took the labor of four families on the farm to feed five families, including themselves.

The direct result of McCormick's invention was to increase agricultural production, and reduce the number of farmers. Today fewer than a quarter of our people are farmers. One family on the farm feeds three other families who produce no food. And anyone who knows farming will agree that fewer farmers could feed the whole nation.

McCormick became a millionaire, one of the few such in his time. His descendants still control the International Harvester Company. They are industrialists, and the United States has become an industrial nation, largely because of Cyrus McCormick.

POPULATION

The population of the United States is not increasing at as rapid a rate as formerly. We have about 125,000,000 people now, and President Hoover recently said that the expectation is for an increase of 20,000,000 in 20 years. That would give us 145,000,000 in 1951.

The importance of those figures lies in the fact that some long-time industrial and railroad operations have been based on the expectation that population would keep on growing at the rate which it did in

the 1890's and early 1900's, when immigration was unrestricted. Pressure for the lowering of immigration bars comes mainly from those interests.

Farm production in the United States today is sufficient to feed 140,000,000. Farmers must find a foreign market for food sufficient for 15,000,000 people, therefore, or suffer from low prices. The alternative is to reduce the acreage under cultivation for the staple crops. That is what the Federal Farm Board is preaching, and it is bound to come.

A demon taxi-driver whirled us into Fifth Avenue out of Twenty-third street the other noon, just beating a red light, grazing a traffic sign, grazing a safety zone, grazing a bus. A cop halted him. De liberately he took a big handkerchief from his pocket. "Listen, cowboy," he said, "On your way back I'll drop this, an' see if you can pick it up wit' yer teeth." With this he motioned him on.

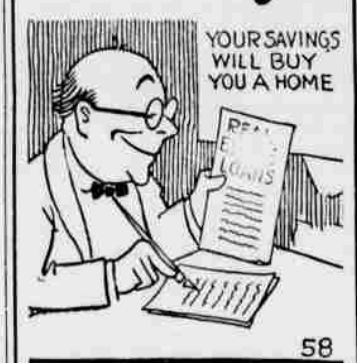
Local ads in the Gazette Times bring results.

Champion Rifle Shot



Gloria F. Roupe, of Raymore, Mo., at nine years, has lost only one match with 53 men. She is rated as a first class sharpshooter.

U.S. Thrifty



YOUR SAVINGS WILL BUY YOU A HOME

The man with a bank account enjoys them both.

It is mighty easy to save money, once you get the habit. Pay something into your savings account every week BEFORE you pay anything else and the way your account will pyramid will surprise you.

Most all of our rich men started with a small amount—Ford only had an idea.

The Farmers is here to help you.

Farmers and Stockgrowers National Bank
There is No Substitute for Safety

Hints for the Home

by Nancy Hart

Cooperatives' Adviser,



James T. Jardine, brother of the former Secretary of Agriculture, has been appointed chief of the national experiment stations.

Russian Tea Punch
This has a foundation of a quart of tea, strong, but quickly brewed. Nothing is worse in lead drinks than tea that has been brewed long enough to produce a bitter taste.

To the tea add a mixture of two tablespoons of orange juice, five tablespoons of lemon juice and two cups of sugar. Then add a quart of charged water and a half a cup of fresh berries and shredded pineapple, either canned or fresh. Serve with shaved ice.

Loganberry Punch
To one pint of loganberry juice add a pint of water and the juice of one lemon. Serve with thin slices of lemon in the glasses. If your taste demands it, add sugar.

Rhubarbade
Into a casserole put a pound of rhubarb cut in small pieces, half a cup of sugar, a cup of water, and

bake covered until the rhubarb is tender. Strain, add a quart of ice water, the juice of one large orange and two lemons, and serve. This recipe fills a dozen small punch cups.

Currant Punch
Mix together two cups each of sugar and currant juice and boil five minutes with six cups water.

HUSTON'S GROCERY

E. R. HUSTON, PROPRIETOR

FOR THAT PICNIC

Being out of doors stirs a hearty appetite. Satisfy the folks with

Monarch CANNED DELIGHTS

FREE 7-piece aluminum set electric range

with every

(This offer does not apply to quantity purchases)

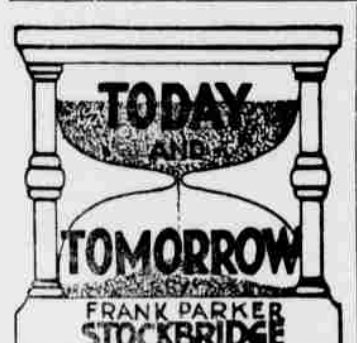
(Tests show this set is 25% to 35% faster and more economical! Skillet and kettles have straight sides, straight, black bottoms, right lids—they waste no heat.)

\$5 DOWN DELIVERS AND INSTALLS ANY HOTPOINT

A bargain! A lifetime range plus this lifetime cooking set for the price of the range alone! Choose your Hotpoint range now. Begin this summer to cook the cool, clean, automatic way. Hotpoint cooking is fast! It is economical—here in the Northwest the cost of electric cooking is surprisingly inexpensive.

*THIS SET ALSO GIVEN FREE FOR LIMITED TIME WITH EVERY NEW ELECTRIC RANGE BOUGHT FROM YOUR LOCAL MERCHANT

Pacific Power & Light Company
"Always at Your Service"



GAME

Driving over Austerlitz mountain, one of the Taconic range which separates New York from Massachusetts I flushed seven pheasants in as many miles. One gorgeous, long-tailed cock pheasant rocketed out of the brush smack into my windshield and fell to the road with a broken neck. He deserved a better fate.

The breeding of pheasants is being encouraged by the states of the Northeast. Some state authorities supply pheasant eggs free to those who will hatch them under barnyard hens. New York is paying 4-H Club boys and girls \$1 each for mature pheasants so hatched. They are liberated in the state forest preserve, to be shot by hunters in the proper season.

In Virginia and some other parts of the South the native American partridge is sometimes called a pheasant. There is no native pheasant. These game birds are imports from China and eastern Asia. They have been bred in Europe for sport for centuries. American hunters have pretty well cleaned out our native game birds, but it is expected the imported pheasant will increase and multiply under careful conservation, so that there will still be something for the next generation of sportsmen to shoot.

BONUSES

Bethlehem Steel Company, in response to the protests of some stockholders who thought the men who run the business were getting too much money for their work, has increased salaries and reduced the percentage of bonuses paid to employees for increased production.

Perhaps the Bethlehem bonuses were too high; I cannot judge that. I am certain, however, that the greatest incentive to good work which any employer can offer to his employees is to give them money rewards above their wages if they do more than the routine requirements of their jobs.

Some day the whole wage system will be revised and every worker will be paid precisely in proportion

Fastest Thing on Rails

German inventors have devised the above "Zeppelin on Wheels," powered by an air propeller, as an answer to the airplanes bid for passengers. It cuts time schedules in half and can do 130 miles an hour.

ICE

Made from PURE Artesian Water

Morrow County Creamery Co.

Add the juice of three lemons and three oranges, one cup of cold tea, and serve. This will fill twenty-five punch cups.

Pineapple Lemonade
Add four cups hot water to two of sugar, and boil slowly for fifteen minutes. Cool and add a small can of chopped pineapple, the juice of three lemons and of four medium oranges, and a bottle of charged water. Add a quart of cold water, and pour on chopped ice in small or large glasses.

Milk Shakes
It is quite possible to make delicious milk shakes at home. You can, for a considerable price, buy an electric milk shaker, or you can for a very reasonable price buy a hand shaker that is quite satisfactory. Then make chocolate syrup and keep it on ice, and when you want a milk shake put syrup and milk and ice in your shaker, and shake. If you like, add malted milk, which, by the way, comes with the chocolate already mixed with it, so that you can omit the chocolate

syrup. Add a drop or two of vanilla if you wish it.

Caramel Ice Cream
One quart of cream, half pound of sugar, one tablespoon of vanilla, one pint of milk. Put four extra ounces of granulated sugar in an iron frying-pan, and stir over the fire until the sugar melts, turns brown, boils and smokes. Have ready one pint of boiling milk, turn the burnt sugar into this, stir over the fire one minute, and stand away to cool. When cool, add the sugar, cream and vanilla; mix well and freeze.

Barber—You are very bald, sir. Do you know what is the cause of it?

Feddup—I don't know, but I suspect that my hair falling out had something to do with it.

Salesman: There, madam, that's just what you want. This portmanteau is solid leather—every inch of it solid leather.

Shopper: But, my good man, I want a hollow one, to put things in!

BAYER ASPIRIN is always SAFE

Demand this package

Beware of Imitations

GENUINE Bayer Aspirin, the kind doctors prescribe and millions of users have proven safe for more than thirty years, can easily be identified by the name Bayer and the word genuine as above.

Genuine Bayer Aspirin is safe and sure; always the same. It has the unqualified endorsement of physicians and druggists everywhere. It doesn't depress the heart. No harmful after-effects follow its use.

Bayer Aspirin is the universal antidote for pains of all kinds.

Headaches, Colds, Sore Throat, Rheumatism, Neuritis, Neuralgia, Lumbago, Toothache

Aspirin is the trade-mark of Bayer manufacture of monoacetic acid ester of salicylic acid.

AFTER 40 bowel trouble

Constipation may very easily become chronic after forty. And any continued constipation at that time of life may bring attacks of piles and a host of other unpleasant disorders.

Watch your bowels at any age. Guard them with particular care after forty. Whenever they need any help, remember a doctor should know what is best for them.

"Dr. Caldwell's Syrup Pepsin" is a doctor's prescription for the bowels. Tested by 47 years' practice, it has been found thoroughly effective in relieving constipation and its ills for men, women and children of all ages. It has proven perfectly safe even for babies. Made from fresh laxative herbs, pure pepsin and other harmless ingredients, it cannot gripe; will not sicken you or weaken you; can be used without harm as often as your breath is bad, or when your tongue is coated; whenever a headachy, bilious, gassy condition warns of constipation.

DR. W. B. CALDWELL'S SYRUP PEPSIN
A Doctor's Family Laxative

MACMARR STORES

IT COSTS LESS TO BUY MORE NOW!

Indeed, right now your food dollar fairly bulges with buying power! Check quality against quality; value against values of recent years. Then come into our stores, look around, see how much you really get for so little money. We are satisfied your good judgment will say, "it costs less to buy more now."

Prices Effective SAT. & MON., July 25-27

PINEAPPLE No. 2 1-2 Tins 2 for **34c**
FANCY BROKEN SLICES.

CATSUP LARGE PINT BOTTLES 2 for **39c**
DEL MONTE BRAND

GRAPE JUICE QUARTS 2 for **75c**
Kerr's Best; full quart bottles

PAR SOAP Pure Concentrated Soap 1 Pkg. Par and 5 bars Harmony Soap—ALL FOR **48c**

Salad Dressing Full Quart PER BOTTLE **39c**
Best Foods—best on the market—full quart

Sardines Booth's large oval tins in mustard or tomato sauce. 3 Tins for **29c**

Coffee MacMarr Blend. The best for your money. 3 Lbs. **\$1.00**
Economy, 3 Lbs. **65c**

Jellwell 6 Pkgs. Jellwell and 1 beautiful floral glass occasional plate **49c**
All for **49c**

Snowdrift The ideal shortening for all cooking purposes. 3-Lb. Tins **72c**

Milk Darigold brand, tall tins. 14 Tins **\$1.00** : Case **\$3.29**

Tree Tea Green or black, in 1/2-lb. pkgs. Per. Pkg. **39c**

Corn MacMarr fancy Del Maiz Golden Bantam. 3 No. 2 Tins **49c**

Pancake Flour MacMarr's Best, large 2 1/2-lb. packages. 2 Packages **35c**

Soap Peet's granulated, for washing machines. 2 Large Pkgs. **69c**

Fruit Apricots, Pears, Blackberries, and Peaches. Per Gallon **59c**

Cleanser Sunbrite. 3 Large Tins **19c**

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