

The Way of Life

By BRUCE BARTON

Deserve... Eliminate

Broadly speaking, mottoes have done me little good.

Being exhorted to "do it now" has not conquered a natural instinct to procrastination. "Tackle the hard things first" has not increased my courage; nor has "a penny saved is a penny earned" spurred me to thrift.

All of these wise saws, and others, I would trade for the two words on which a shrewd old merchant told me he had built his store:

A certain manufacturer, whose products already covered the field, announced his intention of adding still another item to the line. His banker was skeptical. "What excuse is there for it?" he demanded. "Does it meet any real need? Has it any special qualities that make it deserve to succeed?"

The manufacturer replied rather testily that he could not see what deserving had to do with it. There was an opportunity to steal more business from a competitor, and he proposed to do so.

The banker protested. "That seems a poor foundation on which

to build," he said. He was right. After an expensive and unsuccessful campaign the new product was abandoned.

Another company, whose volume had grown rapidly during the months of prosperity, came into dull times and began to examine its expenses. It discovered that nearly half of its overhead could be cut without reducing profits. While things were rolling it had entirely neglected elimination.

The words apply with equal force to individual lives. How many useless habits we loaded up with during the ten years previous to 1929! How we frittered away our time and diluted our energies! Apparently hard times are necessary once in a while to compel us to cut. As for the word *deserve*, who has not experienced the increased sense of power which comes when one knows in his heart that his plans and purposes are wholly right?

Under the spell of such conviction we astonish ourselves by an unexpected capacity. We feel in tune with infinite forces. We *deserve*, and the stars in their courses seem to be fighting on our side.

once is literally making the world over.

LIPTON

There have been few more dramatic careers in modern times than that of Sir Thomas Lipton, who died the other day. Born in Ireland of Scottish parents, he started in business on his own account with no capital to speak of, with a little green grocery in Glasgow, while he was still in his 'teens. He became the world's largest merchant in foods, the friend of royalty, the idol of sportsmen.

Sir Thomas once attributed his success to advertising. He was the world's first great advertiser in his line. Because he was "in trade" British nobility sneered at him, but the late King Edward VII put him up for membership in the Marlborough Club, to which nobody is admitted unless proposed by the King.

It is not every man of whom it can be said when he passes on that the world is better for his having been with us, but I think that is true of Tom Lipton.

MOVIES

I talked the other day with one of the gentlemen who are helping Mr. Will H. Hays to try to improve the moral and artistic standards of the movies. He convinced me that the Hays organization is making a sincere and vigorous effort to improve the tone of the picture.

Perhaps the time will come when the movies no longer will teach the young that "wealth" means the same thing as "happiness" and that "love" is a physiological term. There is drama and comedy enough in the lives of decent, ordinary folk who are struggling against heavy odds to make all the movies the world needs for all time to come.

WHISTLING

Professor Charles Gray Shaw of New York University said the other day that men who whistle are of low intelligence. I agree that most whistlers are of low musical ability, but I think Professor Shaw was talking about something on which he is not informed.

The urge to produce music exists

in nine-tenths of the human race. The majority of men take it out in whistling. It is almost instinctive for a man to whistle when he is alone, especially in the country. There is an old expression, "whistling to keep your courage up," which is not without sound foundation. On a lonely road in the silent night the sound of one's own whistling is a relief from the sense of isolation.

What Professor Shaw probably meant is that the man who whistles where it can annoy other people is of low intelligence. One of the first things a printer's apprentice learns is that he will get a clout on the head if he persists in whistling around the shop.

W. C. T. U. NOTES.

MARY A. NOTSON, Reporter.
Rev. A. C. Crews, editor emeritus of the publications of the United Churches of Canada, in a recent article says:

"In seven out of nine provinces of Canada, the liquor traffic is conducted by a system called 'government control,' which is entirely a misnomer. After the liquor has been handed to the customer, the government has no control over it whatever. It causes exactly the same results as strong drink always has caused. The fact that the stamp of the province is on the bottle or case does not prevent it from debauching the people, impoverishing families, stimulating crime, and ruining character."

"The proper name for the Canadian plan is 'government sale.' It simply means that the citizens generally have gone into the liquor business and have provided the machinery necessary to make it easy for thirsty people to get as much liquid refreshment as they desire. All that is necessary is to secure a permit, which may be had by anyone who is prepared to pay two dollars for it. Armed with this document, there seems to be scarcely any limit to the quantity of liquor that may be obtained without the slightest difficulty."

He calls attention to one young man who purchased 27 quarts of whiskey, 13 gallons of wine, and 120 quarts of beer for his own consumption, within eight months. In another case, a man's permit show-

ed purchases of 608 pints of beer and 55 bottles of whiskey in five months, and his son who lived with him obtained 308 pints of beer and 48 bottles of whiskey during the same period.

He mentions the fact that during the last year of the temperance act, as the prohibition measure was called, one of the largest hotels in Toronto sustained damage in guest rooms to the amount of \$3,500. This looks like a large sum for damages. But in 1928, under government control, the loss to the hotel was the sum of \$65,000.

He quotes the Vancouver, B. C., Sun to the effect that there are ten times as many bootleggers in the city of Vancouver as there are lawyers, clergymen, doctors, or engineers; that the open operation of the bootlegging joints is a disgrace to the city.

Before we repeal prohibition, let us insist that our wet friends submit the plan which is to take its place. Do not be fooled by this cry of the wets that the legalizing of beer will bring in a lot of revenue to the relief of the taxpayers. If the Volstead act is amended to allow beer, either 2.75 or 4 per cent, it must be done by declaring such beer non-intoxicating. No more tax can be levied upon it than upon soda water or ice cream.

"Mildred's father played a mean trick on her. You know that young Robert she was going with?"

"Yes, did the old man kick him out?"

"No, he invited him to breakfast one morning without his daughter's knowledge, and now Robert has stopped going to see her."

Run a G-T. Wad! Ad.

DON'T FORGET

We can give you a real grease job—or fix that blowout in a hurry.

Have You Tried the New Standard Gas?

GEMMELL'S Service Station

P. M. GEMMELL, Prop.
"Our Service Will Please You; Your Patronage Will Please Us"

PATRONS OFFERED PART IN EARNINGS

G. L. Corey Announces Sale of Preferred Securities of Pacific Power and Light Company.

As a basic industry, supplying an essential service, Pacific Power & Light company believes in "carrying on" at all times and in providing for the expansion required to serve the people of its territory in the most efficient manner, says G. L. Corey of The Dalles, district manager, in announcing the company's offer to the public of a block of its preferred stock.

"The business of the company is to supply a great public service—electricity," said Mr. Corey. "There is a steady and growing demand for this service. It is an important factor in every-day life—it is used daily in bad times as well as good times."

"The money to make extensions, improvements and additions to the company's property is secured from our present and prospective customers through the sale of the company's securities—such as the preferred stock now being offered. In this manner more than 4300 persons—three-fourths of whom reside in

the Northwest—have become associated with us in supplying an important service to modern life, an agent which helps materially to raise the living standards of the American people."

Pacific Power & Light company serves 117 cities and rural communities in Oregon and Washington, with 49,000 customers on its books. Included in its assets are the new 16-story Public Service building in Portland and the entire capital stock of Inland Power & Light

company, which has just completed the splendid new hydro-electric plant at Ariel on the Lewis River, in Clark and Cowitt counties. The company has been in successful operation since 1910 with an unbroken dividend record on its preferred stock of more than 20 years.

Sheep range for lease, in Morrow county, 4 miles from Cecil; 5000 acres, good place to feed on Willow creek. Tom McEntire, La Grande, Ore. 30-33

Put Them to Work

No farmer would keep his horses locked up in the barn while he did work they should be doing. Nor would the farmer's wife allow her helper, if she had one, to sleep all day while she did the farm chores!

And yet some do! They do work that electrical machinery and appliances should be doing.

Actual tests over a period of years on more than 200 farms of the county have proved that electricity is placing the farm on a more profitable basis. By cutting costs of operation it is making two dollars grow where only one grew before. It is predicted that in the near future the farm not equipped with modern electrical and mechanical equipment will pass from the field of competition.

To the farm woman, electricity should mean not only lighting, but a home equipped with the electric washing machine, electric iron, electric dishwasher, vacuum cleaner, and the many other electrical devices that can relieve her of much of the hard work and cut down her working hours.

With electricity, the farm has many potential helpers. PUT THEM TO WORK!

Pacific Power & Light Company

"Always at Your Service"



MILK

A great deal of fuss is being made, especially in New York, over the "spread" between the retail price of bottled, pasteurized milk delivered at the consumer's front door, and the price paid for raw milk to the farmer.

Milk delivered under those conditions in New York costs the consumer 15 cents a quart. The farmer whose cows produce it, anywhere from a hundred to four hundred miles away, gets from 4 to 6 cents a quart. I don't think the farmer is getting enough for his milk, as a rule, but I don't think the city people are paying too much. Milk is the most rapidly perishable product of the farm. It must be marketed almost immediately after it comes from the cow. Even with a huge system for utilization of the unsold surplus, in the form of butter and cheese, there is a high percentage of loss in the handling of milk.

I think farmers should get more for their milk, and where they operate their own cooperative creameries they do. In my home county there are two main valleys. In one valley the dairymen sell individually to the big distributors of milk and are now getting about four cents a quart. In the other valley they are organized and they keep the price up close to six cents.

RESEARCH

Out of one of the big industrial research laboratories there came not long ago a new kind of glue. It fastens leather to leather so firmly that the leather will tear before the cement gives way. It is flexible and water will not affect it. One result of this has been to cheapen the cost of shoes. Twenty or more shoe manufacturers are now making shoes in which the soles are fastened on with this new cement, instead of being sewed on.

From the same laboratory there came a preparation which keeps rubber from decaying. The reason your tires last longer than they used to is because the rubber is treated with this substance. New materials which will form the basis of new industries, and make life easier and cheaper, are pouring out of the scientific laboratories in a despoiling stream. Sci-

UBP Shifty



God freezes the water but you must cut your own ice—select your own bank.

If SAFETY is the principal consideration, you will find our bank meets the most rigid test. If Strength is to be the requisite you have here the answer to your every need. If the SOLID FOUNDATION of the greatest financial institutions in the world is to be the deciding factor, you will choose our bank as it is a member of The Federal Reserve System.

Farmers and Stockgrowers National Bank

There is No Substitute for Safety

Phelps Funeral Home

Telephone 1332 Heppner, Oregon



CHILDREN CRY FOR IT—

CHILDREN hate to take medicine as a rule, but every child loves the taste of Castoria. And this pure vegetable preparation is just as good as it tastes; just as bland and just as harmless as the recipe reads.

When Baby's cry warns of colic, a few drops of Castoria has him soothed, asleep again in a jiffy. Nothing is more valuable in diarrhea. When coated tongue or bad breath tell of constipation, invoke its gentle aid to cleanse and regulate a child's bowels. In colds or children's diseases, you should use it to keep the system from clogging.

Castoria is sold in every drugstore; the genuine always bears Chas. H. Fletcher's signature.

Fletcher's CASTORIA

PAIN

HEADACHES NEURITIS NEURALGIA, COLDS

Whenever you have some nagging ache or pain, take some tablets of Bayer Aspirin. Relief is immediate!

There's scarcely ever an ache or pain that Bayer Aspirin won't relieve—and never a time when you can't take it.

The tablets with the Bayer cross are always safe. They don't depress the heart, or otherwise harm you. Use them just as often as they can spare you any pain or discomfort. Just be sure to buy the genuine. Examine the package. Beware of imitations.

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



SAFE

SAFETY &
SERVICE

21st Annual EXPOSITION

For the twenty-first consecutive year Pacific International Livestock Exposition will be held in Portland, Oregon, October 24-31.

With its 11 acres of exhibition space under one roof—millions of dollars worth of pure-bred Beef and Dairy Cattle, Horses, Sheep, Hogs, Goats, Poultry and Rabbits competing for \$100,000 in Premiums—exhibits of agricultural and industrial products—lectures by experts—and demonstrations by 4-H Club members, this event affords every farmer, and every prospective farmer an opportunity to gain knowledge and information comparable with that obtainable at farm colleges throughout the nation.

Realizing the importance, today, of a thorough knowledge of the factors contributing to successful and profitable farm management the First National Bank recommends attendance at this year's Pacific International, October 24-31.

First National Bank

HEPPNER, OREGON

WAR

War is expensive. But, nevertheless, we have declared war on High Prices and in doing so still maintain the highest quality products obtainable. Credit is expensive. Credit creates enemies. Credit encourages hard times. Cash makes friends. Which is the best? "Let's pay cash."

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Saturday & Monday Specials

<p>HAMS</p> <p>Armour's Star, the ham with the fixed flavor, finest quality</p> <p>Per Pound 25c</p>	<p>SOAP</p> <p>Harmony, at last the most wonderful laundry soap, at a price you can't miss. It's so wonderful it floats.</p> <p>10 Bars 39c</p>
<p>JELLWELL 6 Pkgs. Jellwell and 1 beautiful occasional plate 48c</p>	
<p>CORN MacMarr Del. Maiz Golden Bantam. NO. 2 TINS 3 Tins 44c</p>	
<p>Catsup</p> <p>Del Monte, one of the most popular brands today.</p> <p>2 Bottles 35c</p>	<p>OATS</p> <p>Sperry full cream extra quality oats in full 9-lb. bags.</p> <p>Per Sack 39c</p>
<p>Syrup</p> <p>Pure cane and maple in handy glass jugs.</p> <p>Special Per Qt. Jug 43c</p>	
<p>KRAUT Del Monte brand, fancy quality in large No. 2 1/2 tins. 2 Tins 23c</p>	
<p>HOMINY Albers' Pearls of Hominy in No. 10 sack. Just delicious. Per Sk. 43c</p>	
<p>MILK</p> <p>Dartgold or Federal in tall tins.</p> <p>15 TINS PER CASE \$1.00 \$3.09</p>	<p>BEANS</p> <p>Mexican Red Beans, excellent quality.</p> <p>10 LBS. 45c</p>
<p>Crackers Salted or plain in 3-lb. boxes. Per Box 39c</p>	
<p>PAR</p> <p>The wonder concentrated soap at a new lower price than ever.</p> <p>2 Large Pkgs. 75c</p>	<p>COFFEE</p> <p>MacMarr Quality, increasing every day in sales.</p> <p>3 LBS. 95c</p>

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