

The Way of Life

BRUCE BARTON

Where Business Is To Blame

I was lunching with a group of high executives, and the discussion turned to economic problems. Presently out came the usual line of comment:

"Congress is a bunch of idiots. How can we hope for any sensible program when our laws are made by such men?"

I was annoyed. All my business life I have listened to that sort of talk. I have known a good many Senators and Congressmen. My judgment is that they are fairly representative of the nation, neither better nor worse than the rest of us. They do not originate very much in the matter of national policy and legislation. They merely record in laws the sentiment that grows up in the country around them. They respond to public opinion.

And what does Big Business do to create and guide an intelligent public opinion? Practically nothing.

Every young man who enters Big Business is told in effect: "Now you have taken the veil. From now on you must not express any opinion on a controversial subject. You are no longer merely an individual; you are the representative of a large body of stockholders who hold divergent views on almost everything. You must not offend ei-

ther our stockholders or our customers. Your duty is to work, and keep your mouth shut."

Big bankers and corporation officials regard this a policy of "dignified silence." As a matter of fact, it is laziness and cowardice.

My father was a distinguished clergyman, the spokesman of a large congregation. He never hesitated to have views or to give them vigorous expression. Sometimes parishioners criticized him. He said to me once: "If I do not know better than the members of my congregation what sort of preaching my people should have, then I am not entitled to be their pastor."

The president of a corporation with world-wide interests ought to know more whether our present tariff policy is a help or a hindrance to our economic life, and have the courage to say so.

He ought to know whether our war debts should or should not be revised and guide his stockholders in their thinking.

He ought to know what our policy should be toward Russia.

Ours is a democracy. For a generation or more we have been luring our best brains into business.

The time is coming when those best brains must render some more positive service in the formation of a sound public opinion.

It is not enough just to sit back and grumble about congress.



STABILITY IS NEED IN FOREST POLICY

Public Interest is First Concern in Administration of Service; Chief Explains Theory.

A land use program that will insure stability for the nation's forest acres, was urged by Major R. Y. Stuart, chief of the U. S. forest service, in his address at the recent land utilization conference at Chicago, according to Regional Forester C. J. Buck, Portland.

"Stable use is reasonably assured for most of the approximately 100 million acres of forest land that is now owned by the public," Major Stuart said. "The national forests and national parks are not likely ever to be turned over to other forms of use, if public sentiment continues vigilant to safeguard them against schemes or measures endangering their integrity. The same can be said of the state forests and parks in those few states which have definitely and permanently dedicated them to forest use by constitutional or legislative enactment."

In very few states, however, Major Stuart pointed out, is there a definite policy on the use of land that reverts to the state or counties as a result of tax delinquency. "Most of them," he explained, "endeavor to return the land to private ownership, without regard to its economic possibilities, and without any assurance that the process will not be repeated after a few years. One of the first steps that should be taken is to formulate definite policies for stabilizing the ownership and use of unreserved forest land now owned by counties, states, and federal government, and of that which is returning to public ownership. Such land should not be alienated unless it can be depended on to remain in private ownership and to be utilized in a way that will not conflict with the public interest."

The bearing of forest policy on the future of American agriculture is apparent, Major Stuart declared, when it is realized that forests occupy nearly half of the land that is potentially available for future expansion of the crop area. At present the forest area, comprising one-fourth of the land area of the United States, is larger than the combined area in crops and improved pasture. One-seventh of all the land in farms, and east of the Mississippi River more than one-fourth, is woodland.

"The major objective of a forest policy," Major Stuart said, "is to keep existing forest land in such a productive condition that it will furnish needed supplies of timber, conserve water, check erosion of the soil, and conserve recreation values and wild life, and to keep the land from being diverted to other uneconomic uses which would threaten the welfare of existing agriculture."

"Forest cover can be destroyed and the land utilized for crops or pasture on a very short notice," he continued, "but once the cover has been destroyed, it is not so simple a matter to return the land to forest use, either for timber production or even for protective cover. For this reason, stability of policy is essential if the land is to be used for forestry. Stability of policy requires either a fairly strict public control over the use of the land or a considerable degree of stability of ownership."

Scapoose—Members of the Parent Teacher association in Scapoose met recently and made definite plans for providing a school cafeteria to serve 165 children. Sarah V. Case, home demonstration agent, cooperated in working out plans which will provide these school children with hot school lunches. Within recent weeks Mrs. Case has given 13 demonstrations of school lunches and carried lunches for any member of the family.

Yes, Clara Bow Got Married



After several denials, the "It" girl of the movies admitted that she had married Rex Bell, who nursed her back to health on his ranch. The film directors are angling for her return already.

OUTLOOK SEASON IS APPROACHING

Agricultural Men of State and Nation Preparing Economic Forecast of Future.

What is ahead of farming in general and of Oregon farmers in particular?

While thousands of Oregon farm owners and operators are seriously mulling over this question, state and government aid is being mobilized to bring them the latest and best outlook information possible to gather to be applied on the problem.

Right now final information and statistics are being assembled for the annual nationwide agricultural outlook conference to be held in Washington D. C. where at least one representative from every state will meet late in January to prepare a national report on agricultural trends pertaining to demand, supply and, probably, costs.

Many angles of the present situation were forecast in previous outlook reports, though the business slump has continued longer and gone deeper than expected, says L. R. Breithaupt, extension economist at Oregon State college, who heads the outlook work in Oregon. As soon as he returns from the national meet he will head the work of preparing local adaptations of the report as applied to conditions in this state.

"It is significant that the national conference this year is giving increased attention to demand trends as well as supply," says Mr. Breithaupt. "The events of the past two years clearly demonstrate that in periods of deflation and business recession, farm income declines more because of weak demand than because of overproduction. In Oregon the annual cash income from crop and livestock production between 1924 and 1928 was approximately \$120,000,000, or a little more than \$2100 per farm. This year the Oregon cash income is estimated at around \$80,000,000 though the gross production was only about average, indicating that overproduction was not alone to blame."

It before the general public because Portland this week; Mr. Dix taking a little time off from business for a vacation, while Mrs. Dix is attending the meeting of the State Teachers' association.

HOME POINTERS

Portland—Of the 25 women enrolled in the weight control project of the Multnomah county home extension unit, 22 of them kept check on their weight for a period of five months. During that time, of 17 who were overweight at the outset, 10 had lost weight and three of the five underweights had gained several pounds. Frances Clinton, home demonstration agent, with the cooperation of Lucy A. Case, extension specialist in nutrition, supervised this project.

St. Helens—Clothing renovation



If baby has COLIC

CRY in the night. Colic! No cause for alarm if Castoria is handy. This pure vegetable preparation brings quick comfort, and can never harm. It is the sensible thing when children are ailing. Whether it's the stomach, or the little bowels; colic or constipation; or diarrhea. When tiny tongues are coated, or the breath is bad. Whenever there's need of gentle regulation. Children love the taste of Castoria, and its mildness makes it safe for frequent use.

And a more liberal dose of Castoria is always better for growing children than strong medicine meant only for adult use.



and pattern alteration constitute a continuous clothing extension units of Columbia county. Twenty-seven made-over dresses and four children's remodeled garments were reported on at four meetings held recently. These clothing projects are directed by Mrs. Sarah V. Case, home demonstration agent.

Corvallis—A mimeographed leaflet picturing a homemade cleaning kit, made from a fruit basket or a few boards has been recently released from the home economics extension office. The contents of such a homemade cleaning kit are suggested and explanations given for making a number of cleaners. For example, an excellent cleaner for woodwork is made by mixing one quart of kerosene and one pint of hot vinegar, says Mrs. Zelta Rodenwald, extension economist in home management, who prepared the leaflet.

The wood is wiped with a cloth wrung out of this solution and rubbed dry with a soft cloth. Directions for making linoleum cleaner, window cleaners, furniture polish, floor wax and a dustless duster are found on this leaflet, also. It is mimeographed No. 277 and may be obtained free from any home demonstration agent or by writing the home economics division of the extension service at Corvallis.

Run a G.T. Want Ad.

U.S. Drifty



They used to joke about "Chicken Feed"

But now it has come to be a substantial source of income on the well managed farm, this poultry money.

And properly so. Any man with two hundred hens can earn a supporting income and keep out of debt. We know because some of them are our customers.

You can too—Need any help?

Farmers and Stockgrowers National Bank
There is No Substitute for Safety



ROCKEFELLER

Three solid blocks, nearly eight acres, in the heart of Manhattan Island are to be known as "Rockefeller Center."

King George II of England gave this land to found King's College. King's College is now Columbia University and still owns the land. John D. Rockefeller, Jr., leased it from the university for eighty-seven years at a rent of \$3,000,000 a year, and is financing the construction of a group of buildings which are expected to surpass in beauty and utility anything yet attempted anywhere. Only unlimited millions can handle an operation of this magnitude. Mr. Rockefeller is doing this as a public service rather than for the possible profit.

Nobody today is afraid that the Rockefellers are trying to seize control of the United States. They are not that kind of people.

LAMONT

A Methodist minister's son got a job as a financial reporter on a New York paper. He attracted the attention of J. P. Morgan, the elder, who offered him a job and then took him into partnership. He now ranks next to J. P. Morgan, II, head of the famous banking house.

Thomas W. Lamont spent a day recently giving a Senate committee the lowdown on international debts. When he had finished, the

Senators and public who read the report of Mr. Lamont's testimony had a new and clearer understanding of the functions of an international banker. Instead of the enormous profits which banks are supposed to make through lending money to foreign governments, Mr. Lamont made it clear that the profits were never more than 5 per cent, often less, divided among hundreds of thousands of investors in foreign loans, and that the House of Morgan sometimes got as much as a quarter of one percent fee for managing the distribution of these loans, but often did the job for nothing.

The foolish idea that great fortunes are made by robbing the public is gradually being dispelled.

GANGSTERS

Jack "Legs" Diamond "got his" at the hands of rival gangsters, after a Troy jury had acquitted him of a kidnapping charge. Both in life and in death this dullwitted, vain, cheap crook got a great deal more publicity than he ever deserved.

His career is worth mentioning only on one ground. It furnishes the perfect proof that crime does not pay. His widow and friends could not raise enough money between them to pay his funeral expenses and had to ask for charity. All that he ever got out of life was a little brief momentary excitement and a constant fear of exactly the thing that finally happened to him. He was a perfect example of the type of undeveloped mentality in which vanity and laziness are combined. He never did an honest day's work but was a thief from childhood. He was a boastful coward, as all gangsters are.

CHICAGO

Good citizens of Chicago have long been disgusted with their community's reputation as the crime center of America. Not very much was ever done about it until Col. Robert Isham Randolph, President

PROSPERITY

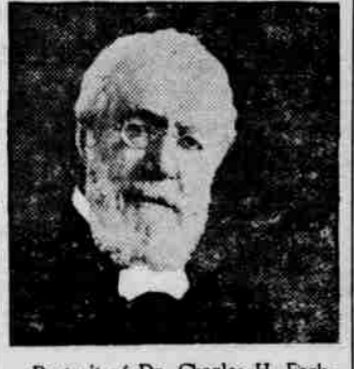
What do we mean by prosperity? A return to the boom times of 1928? What is the standard of prosperity?

I make no claim to being a prophet, but I think that we are all fooling ourselves if we expect prices of goods, wages, rents, salaries and other items of income and output to return to the high figures of four years ago.

I think it is much more likely that when we recover our economic balance we will find that we are about where we were before the great war, with the exception that a higher percentage of our people will be earning a living income than was the case in 1913.

Then something will happen again to make us believe that we can all get rich quick and we will have another crazy speculative boom and another panic. That is what has always happened, and what has been will be.

Crusader of the '90s

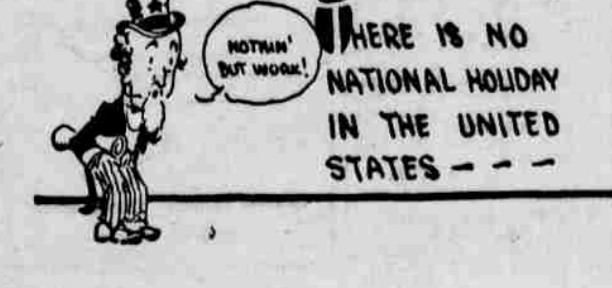


Portrait of Dr. Charles H. Farkhurst, painted by Paul King recently, hangs in the rooms of the Clergy Association of New York. Dr. Farkhurst gained world-wide fame by his attacks on political partnership with vice.

ODD---BUT TRUE



THE HANGING OF MISTLETOE DATES BACK TO THE DRUIDS IN ENGLAND — THEY BELIEVED THAT IT BROUGHT THE GOOD WILL OF THE SYLVAN DEITIES DURING THE PERIOD OF FROST AND SNOW — THE IDEA THAT IT IS GOOD LUCK TO KISS A GIRL WHILE UNDER THE MISTLETOE IS HANDED DOWN FROM THIS OLD BELIEF



THE CHINESE ARTIST NEVER USES AN ERASER — EVERY LINE HE MAKES MUST REMAIN



THERE IS NO NATIONAL HOLIDAY IN THE UNITED STATES

Aches and PAINS!

When you take Bayer Aspirin you are sure of two things. It's sure relief, and it's harmless. Those tablets with the Bayer cross do not hurt the heart. Take them whenever you suffer from

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

When your head aches—from any cause—when a cold has settled in your joints, or you feel those deep-down pains of rheumatism, sciatica, or lumbago, take Bayer Aspirin and get real relief. If the package says Bayer, it's genuine. And genuine Bayer Aspirin is safe.

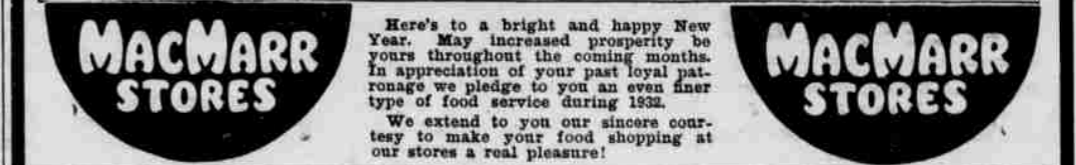
Aspirin is the trade-mark of Bayer manufacture of monoaceticacidester of salicylicacid.



DEMAND

BEWARE OF IMITATIONS

New Year Greetings



Prices Effective Thurs., Sat., Mon., Dec. 31, Jan. 2 & 4

CANDY	NUTS
Fancy Mix, delicious, 2 lbs. 29c	Peanuts, fresh roasted, 2 lbs. 29c
Old Fashioned Chocs., 2 lbs. 35c	Almonds, soft shell 2 lbs. 35c
2 1/2-lb. Boxes Fancy Assorted	Brazils, 1931 crop 2 lbs. 35c
Chocolates Per Box 79c	Walnuts, soft shell 2 lbs. 39c

HAMS Lb. 19c **Coffee 3 \$1.09**
SUGAR CURED. BAKE ONE FOR COMPANY. M. J. B. in new pack vacuum tins.

Shortening 6 lbs. 63c **Matches Per Ctn. 15c**
It's always fresh. Headlight. 6 large boxes to carton.

Pumpkin 2 25c **SALAD DRESSING Qt. 39c**
DEL MONTE. Large 2 1/2 size tins. BEST FOODS QUALITY.

Dates, 4 lbs. 45c **Oranges** All sizes priced from 15c per Dozen to 29c per Dozen
FANCY BULK. FULL OF SYRUP.

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