



TREMBLING ON THE VERGE.

The United States is a famous trembler. There has never been a time in its history when some one was not ready to announce that it was "trembling on the verge."

Washington despaired of it. Lincoln despaired of it. Many present-day prophets assure us that it passed over the peak in 1929, and is now definitely on the way down.

Yet, within the past few months I have enjoyed some interesting experiences. I have attended the annual sales conventions of a number of major industries. Their business, when I visited them, was terrible. But what took place at the conventions?

In one of them, an electrical industry, the head of the research department revealed plans for a new household utility which promises to banish one disagreeable feature of housework. It is certain to have a tremendous sale.

In a furniture company, the "planning department" displayed a whole new line of improved floor coverings.

In a third, an optical concern, the scientists told us of work now going on which may give all of us better eyesight.

Everywhere I found men's backs turned upon present discouragements, and minds busy with better goods, better methods, better ideas, better living.

I spoke to the head of one company about it. He said he had recently been holding a meeting of their English representatives. He told them casually that the company had hired an engineer and assigned him the task of making a world survey of their sources of raw materials for the next twenty-five years.

One of the Englishmen exclaimed: "Confound you Yankees! What English company would ever think of hiring a man to look ahead twenty-five years?"

Coming to the end of all these meetings, I concluded that it is a waste of time to worry about the future of American business.

We have an asset more fundamental than gold supply, or raw materials, or electric power, or climate. That asset is a restless dissatisfaction with the past, a spirit of continuous improvement.

As long as we are inspired by that spirit I believe that our future is secure. We shall not go down to destruction.

No matter how often we may tremble on the verge.

Washington for more than fifty years, since my parents took me there to live in the spring of 1881. It was a straggly, muddy, down-at-the-heels sort of place, surrounded by malarial swamps, fifty years ago. The swamps have been filled in, made into parks and beautiful boulevards. The streets are the most perfectly paved of any city in the world. The buildings which house the government's activities are among the most stately and beautiful edifices on the face of the earth. Instead of being one of the most unattractive of cities, Washington today is beyond any doubt the most beautiful city in America.



FRANKLIN

Because a man named Sears proved that he could sell lightweight clothing by mail, a manufacturer of summer clothes named Julius Rosenwald invested \$40,000 in the firm of Sears Roebuck and Company. Mr. Rosenwald died a few days ago, leaving an estate which may run to a hundred million dollars.

A number of years ago Mr. Rosenwald personally took an on-site tour of inspection of the great mail-order house of which he was the head, and which now sells nearly two hundred million dollars worth of merchandise a year. He asked me to guess what particular line they sold most of. He knew I would guess wrong, as everybody does. The largest single item of Sears Roebuck sales is shoes—or was then.

Mr. Rosenwald was a great merchant, but he was more than that, he was a great man. He had the feeling that he was not the actual owner of the profits from his business, but a trustee whose duty it was to return that money to the public from which it came, in the form of schools, hospitals and other philanthropic endowments.

ROSENWALD

I got a letter the other day from an organization which calls itself "The Benjamin Franklins." Printed on the letterhead were the names of a hundred or so members, every one of whom had the letters "B. F." as his first initials. Benjamin Franklin has been dead 142 years, but parents still name their sons after him, and in America they probably will continue to do so till the end of time.

If I were asked to name the one man whose work, teachings and example have exercised the most enduring influence on the people of the United States of America, I would have no hesitation in naming Benjamin Franklin.

AIR

A firm of household furnace manufacturers has put on the market an air-conditioning system for use in individual homes. If it works as promised, the home of the future will never have any open windows, but the air will always be fresh, properly humidified and at a comfortable temperature the year round.

I fully expect that the replacement of present heating and ventilating methods by one or another of the new air-conditioning systems will be one of the biggest industries in the United States within two or three years.

EXHIBITIONS

Next year Chicago will have a World's Fair, the first in that city for forty years, the first in America since the rather inadequate Sesqui-centennial at Philadelphia in 1926. In Europe the tendency is toward permanent exhibitions of industries, science and art and, beginning this year, the city of Berlin is inaugurating a succession of exhibitions which are expected to draw hundreds of thousands of visitors from all parts of the world.

The modern idea of an exhibition is to show how things are made, with the machinery actually in motion. Few permanent museums can keep that sort of an exhibit up to date. That is why everybody who can possibly do so ought to begin planning now to go to Chicago next year, to see what promises to be the most complete and interesting exhibition that has ever been held.

WASHINGTON

Every time I go to Washington I get a new thrill. I have known

PRESS PROBLEMS TO BE DISCUSSED

Spring Conference Set for Eugene Jan. 21-23; Gazette Times to Get Certificate.

University of Oregon, Eugene, Jan. 13.—An analysis of the newspaper industry of today and its need for reduced expenses without affecting the quality of publication and without loss of prestige will form the basis of discussion for the fourteenth annual Oregon Press Conference, to be held at the University of Oregon January 21, 22 and 23. Experts in all phases of newspaper work will be on hand to present papers and take part in the discussions, according to the tentative program released by Arne G. Rae, field manager of the state editorial association and chairman of the program committee.

Ben R. Litlin, publisher of The Dalles Chronicle, president of the Oregon Press Conference, will preside at the meetings which will be held in the school of journalism. One of the outstanding features will be the awarding of the Sigma Delta Chi to the best weekly newspaper in Oregon, an annual event sponsored by the journalism honorarium. The Heppner Gazette Times is the present holder, and it will receive a certificate of merit

when the cup is presented to the new winner.

There will also be a short, but important, business meeting of the State Editorial Association, the publishers' business organization, at which Ralph R. Cronise, co-publisher of the Albany Democrat-Herald, will preside as president. This meeting will be held Saturday morning, January 23.

The annual banquet, which has become a traditional and popular event of the conference, is scheduled for Friday evening, January 22, at the Osburn hotel at which Eric W. Allen, dean of the school of journalism, will be toastmaster. Tom Russell, president of the Eugene chamber of commerce, will speak, and Quincy Scott, cartoonist of the Portland Oregonian, will give a cartoon talk, predicted to be one of the most entertaining features of the session.

Newspapers will not give up their supremacy in the advertising field to other media believes Clarence R. Lindner, general manager of the San Francisco Examiner, who will tell Oregon newspapermen some of his opinions on this subject.

The reappearance on the program of David Faulkes, veteran mechanical superintendent of the Morning Oregonian for the past forty-five years, will be welcomed by the delegates. This year he will tell Oregon editors his observations on their publications' typography, noting changes since he last spoke at the conference in 1928. The conference will officially open

Thursday evening with a no-host dinner at the Eugene hotel, with Merle R. Chessman, editor of the Astorian-Budget, presiding at an informal round table. Following Mr. Faulkes on Friday morning, will be Henry N. Fowler, of the Bend Bulletin, and Earle Richardson, editor of the Dallas Itemizer-Observer.

Friday afternoon will be devoted to separate meetings for weekly and daily editors. At the daily session, William M. Tugman, managing editor of the Eugene Register-Guard, Sheldon F. Sackett, co-publisher of the Salem Statesman and Marshfield Coos Bay Times, and Charles F. Bollinger, Oregon City Enterprise, all will speak.

Possibility of group buying, circulation audits and editorials will be discussed at the weekly session with the following speakers: Jack Eldridge, publisher McMinnville Telephone-Register; Lawrence E. Spraker, Condon Globe-Times; Max Schafer, Seaside Signal, and Giles L. French, Moro Journal.

Carlton E. Spencer, professor of law at the university, who has been advising the editorial association office on legal problems, will have a number of interesting things to tell the delegates. Mr. Spencer is assisting the association in the re-organization of the newspaper and publication code for Oregon.

Ma—Aren't we going to let Johnny take saxophone lessons?
Pa—Not while I own the adjoining house.

W. C. T. U. NOTES.

MARY A. NOTSON, Reporter.

The wet block in congress has decided to back an amendment to the 18th amendment, which will provide that the control of the liquor business be returned to the states. This amendment has this merit that we now know what to debate.

This proposed amendment would virtually repeal the 18th amendment, for the states had control of the liquor business before the 18th amendment was adopted except as to inter-state shipments. Nothing is said in the proposed amendment about the saloon. Where is all the loud-mouthed argument to the effect that the saloon must not come back; that the law should be modified so as to allow liquor to be sold, but that there must be no saloons? No one who had any insight into the program of the wets ever expected that any such a provision would or could be written into an amendment to the national constitution unless the federal government assumed the full control of the manufacture and sale of liquor. Why do not the wets make the proposed amendment a straight out repeal of the 18th amendment?

However, it is a long road for this proposed amendment to travel before it is adopted, but unless the people who are opposed to the return of the liquor traffic stand

guard, it will come along before they are aware. And because it is a long road to travel, the nullificationists are trying to wrok over some of their schemes. The only purpose the proposed amendment can serve now is to give the wets an argument that congress has indicated that it regards the 18th amendment as a failure. Do not be deceived by the argument of the weak-kneed member of congress who says that he will vote for the proposed amendment simply to give the people a chance to vote on the question again. The proper way for an amendment repealing a part of the constitution to come up, if its proponents are desirous of being at all fair, is to use the method provided for in the constitution of the legislatures of two thirds of the states to make application for an amendment. So, when a spineless member of congress undertakes to get away from the responsibility of taking a stand, the people should point out to him that he may insist that the wets proceed under the other method. That would put the matter up to the states and it could be done without much delay. There would then be no weakening of the enforcement of the present laws because of the argument that congress deemed the law a failure. If the wets can not obtain the support of two thirds of the legislatures in applying for such an amendment, there is no use in submitting it, for it requires three fourths of the states to ratify an amendment.

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NECK BOIL OR STEW Lb. 5c

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Shoulder Plain lb. 10c Roll lb. 18c

Oysters Fine quality. 5-oz. cans. 20 LBS. \$1.00

IO Cans \$1.00

Salad Oil Good grade bulk oil. Bring your container. Per Gal. \$1.00

RICE Choice Blue Rose rice. 20 LBS. \$1.00

PORK AND BEANS Van Camp's 14 TALL TINS \$1.00

MALT SYRUP Rainier Brand. 3 LARGE CANS \$1.00

Catsup Highway pure tomato catsup. 10 LARGE BOTTLES \$1.00

Eggs Fresh local extras. 6 Dozen \$1.00

Cake Flour Gold Medal, with cake server. 3 LARGE PKGS. \$1.00

Macaroni or Spaghetti 20 Lbs. \$1.00

Tomato Soup Van Camp's healthful soup. 16 CANS \$1.00

Assorted Vegetables PEAS - CORN - STRING BEANS - TOMATOES HOMINY - KRAUT AND PUMPKIN NEW PACK - LARGE CANS 10 Cans \$1.00

PINEAPPLE Matched broken slices in syrup 8 No. 2 1/2 Tins \$1.00

COFFEE Economy, full flavored 6 Lbs. \$1.00

SALMON Fancy Alaska Pink. 10 Tall Cans \$1.00

CRACKERS Snow Flakes or Grahams. 4 2-Lb. Boxes \$1.00

CHEESE Oregon full cream 5-Lb. Loaf \$1.00

LAUNDRY SOAP Luna or Classic 30 Regular Bars \$1.00

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