

Way of Life

BRUCE BARTON

WE RICH

A young man, who is vice-president of a New York bank, told me that he dined recently at a fashionable resort.

"All the other guests were very rich," he said. "They were older people, many of them retired. They were shaking in their boots. They are afraid there will be a social upheaval and that their money will be taken away."

I told him I thought these people had a right to worry.

"The social order will not be overturned," I said, "nor will people like your friends be stripped of their possessions. But I do believe that, when this depression is over, the rich will be poorer and the poor will have a degree of comfort and security that they have never possessed before. And this will be better for everybody."

In saying this, I am taking a position which is contrary to my own selfish interests, for, while I am not and never shall be rich, I have an income that is much above the average. If taxes are higher, mine will go up with the rest.

But shouldn't they? What have I done to deserve as much as I get out of life?

You may answer: "You have worked hard. You have been ambitious and intelligent. Any man

who will apply himself in this country can do well."

This is not a complete answer. To be sure, I have worked. But where did I work the hardest? On a farm one summer (I still ache when I think about it). And in Montana in a construction camp. The hours, in each case, were more than twelve a day, and at night were too weary for anything but bed.

On my farm my income was one dollar a day; in the construction camp it was sixty-five dollars a month.

If I have increased my income it is not because I have worked harder but because I happened to get out of these tough jobs into one that is much easier and much better paid.

If I have used intelligence, it is not greatly to my credit. I happened to have been born into a home of culture. I was sent to college, and my expenses were paid.

Many rich people, who are worried for fear they will have to bear a larger burden in the future, have had all these advantages, plus the added advantage of inherited wealth. When they grumble they give me a pain.

Surely, we who have had the best luck in this country are going to be wise enough to recognize it and to assume cheerfully our full share of the load.

Henry G. Russell, of one of the Hartford high schools, who told the Eastern Commercial Teachers' association the other day that the principal thing the matter with our social and economic order today is an excess of greed. Dr. Russell warned the Teachers' convention that young people must be taught the dangers of avarice.

"Get the money" without regard to how it is got, seems to be the motto of an increasingly large number of young men and women. It is this idea, fostered by "success" stories, in print and to a very large extent in the movies, that is at the bottom of the whole system of racketeering. Organized crime is simply organized greed.

It is still true, as Saint Paul wrote nearly two thousand years ago, that the love of money is the root of all evil. Not money itself, but the love of money. And the only possible corrective to the tendency to put money above everything else is to change our whole method of teaching the young, so that they will learn that it is possible to live happily without much money—even more happily, for most people, than if they had money.

LEADERSHIP

The type of normal human beings whose health is always perfect and whose nerves are always calm seldom or never develops leaders or men of genius, according to a report of the University of Illinois Research Laboratories, where scientists have been studying human types for several years.

It is the people who are nervous, uneasy and always looking for something to do who take the lead in new business enterprises and become the geniuses of art and literature, this report suggests. Tall men are much more likely to be of that type than the short, stocky ones. The difference arises largely from physical causes. "The internal chemistry of one type is much more variable than of the other. And this leadership type is much more subject to illnesses which have their origin in nervous instability and blood changes, than are the more placid people.

Perhaps the quiet folks who never do anything except follow the normal routine of life are more contented than the other kind, but they don't have half as much fun!

Fewer Chicks Hatched; Butter Markets Slump

Fewer chicks hatched by western hatcheries, Pacific coast egg production at its peak and a break in coast butter prices are events featured in the weekly market news summary from the O. S. C. extension service.

Commercial hatcheries in the western states hatched fewer chicks during December, January and February than a year ago, according to government reports, but there was some increase in hatchings in the eastern states. Bookings for March and later delivery were reported 3.7 per cent lighter than a year ago for the whole country and down 8.4 per cent in the western states.

Although the peak in Pacific coast egg production was reached during the week ending April 1, coast markets held fairly steady. Storage of eggs by first receivers became quite heavy but large speculators were not in the market. A heavy consumptive demand for the United States as a whole helped to reduce the necessity of storing.

With receipts of butter at coast markets heavier than during recent weeks and a lessened demand following Easter, prices along the coast broke sharply lower. Portland jobbing prices on 92-93 score declined two cents to a level of 23 to 24 cents on April 1. At San Francisco, 2 score declined three cents and stood at 20 cents wholesale April 1.

The government report on intentions to plant onions, made as of March 1, indicated only a small increase in acreage in Oregon, but in the whole country the report indicated that growers intend to plant 11 per cent more acres of onions. This would be an acreage about the same as in 1929. The principal increase is expected to be in Colorado and Michigan, with moderate increases in Indiana, New York, Minnesota and Idaho.



JOBS

How many wage earners or salaried employees in this country have stayed on one job as long as twenty years? Probably more than most people realize, but very few equal the record of three employees of a New York lead pencil manufacturing concern. One of them, the credit manager, has worked for the same company for fifty-four years, one of their salesmen has been with them fifty years, and one of the factory men fifty-five years. All three are in good health and still in active service. In this same company the average length of service of the travelling sales force is over twenty years. Twelve salesmen, still active, have a total of four hundred and eight years of service, an average of thirty-four years each!

Examples like that help correct our idea that we are essentially a restless people, constantly jumping from job to job. These folks who stay on one job continuously may not get much excitement out of life, but they certainly get more solid satisfaction and security, and if they are thrifty they are very likely to leave larger estates to their heirs than any of the job-jumpers.

JEWS

It is difficult for Americans to grasp the full extent of the anti-Jewish prejudice which exists in many parts of Europe. In Germany the Fascist movement led by Adolf Hitler has a part of its revolutionary program the expulsion of all Jews from Germany, and Hitler showed enough strength at the recent election to cause great alarm among the Jewish population.

I have a Jewish friend whose daughter not long ago married a young Jewish banker of Berlin. She wrote home the other day that her husband was closing up his business in Berlin and they were moving to Amsterdam in Holland, and many of the other important Jewish business men and bankers of Germany were looking for more friendly countries to move to.

When we consider the position occupied by Jewish merchants and bankers in America, the honor paid to two great Jews, Cardozo and Brandeis, who are justices of our Supreme Court, the respect in which Jews like Edward Filene of Boston and the late Julius Rosenwald of Chicago, are held, any such program as Hitler's seems incomprehensible to us.

RICHES

Henry Ford once told me the secret of making money. It is to manufacture something which everybody wants, make it cheaper than anybody else can make it, keep on improving the product and reducing the cost of making it, and cut down the retail price every time the cost is cut.

That is a rule that has never failed to work, whether the product be automobiles, or newspapers, or bread. The lower the price, the wider the market.

I was reminded of this the other day when I saw a notice that the company manufacturing the highest priced automobile in the world has closed its American factory and stopped trying to do business in this country, while Mr. Ford is announcing a new car which will be cheaper than anything he has yet put out.

The old idea that money can be made only by selling high-priced commodities to the wealthy is responsible for a great deal of our present economic difficulty.

GREED

I am inclined to agree with Prof.

Radio Is Great Modern Miracle

By CALEB JOHNSON.

When you stop to think of it, the most wonderful thing in the world is radio communication. Young folks of today have grown up among so many modern miracles that they don't realize that the world was like only a few years ago before there was any such thing as electric lights and telephones and phonographs and motion pictures and automobiles and airplanes and radio.

I have seen all of these things come about in my own lifetime, and to me the most miraculous of all of them is radio.

It is literally true that there is no place the human being can go and not keep in touch with the rest of the world if he so desires. Few people, outside of technical experts, realize the strides that have been made in the last two or three years in the so-called "short wave" radio broadcasting. There is literally no distance that cannot be spanned by the short waves, for they travel completely around the earth without any difficulty at all. The radio short waves are not affected by atmospheric conditions to anything like the extent that longer waves are, and ingenious methods have been devised whereby short waves are picked up by radio stations, converted into long waves and rebroadcast.

By the use of short waves any airplane can be equipped so that its pilot and passengers can talk readily with the earth's surface, receive communications, weather reports and navigating instructions, or listen to the few broadcasting stations which are using short waves for that purpose. Successful communication between submarines at the bottom of the ocean and ships on the surface or shore points has been accomplished by means of short waves. The latest application of the short wave broadcasting is the feat accomplished a few days ago by the Columbia Broadcasting System in sending out a complete radio program of entertainment from a moving train of the Baltimore and Ohio Railroad. I was one of the passengers on that special train and have seldom been present at anything more interesting. It was particularly interesting because of the possibilities which it opened up.

A good many years ago, before the word "radio" was in use and before the human voice had ever been carried over the ether waves—in other words, when the words "wireless telegraphy" described everything that was known about this subject at that time—the Lackawanna Railroad tried the experiment of wireless communication between a moving train and some of the stations along its line, with the idea that it might be possible to substitute wireless for the telegraph wires in train dispatching. The system worked pretty well under good weather conditions, but the potency of the short wave had not yet been discovered, so that communication was uncertain and subject to all sorts of interruptions. Moreover, to operate a wireless telegraph system meant having a skilled telegraph operator on each train, increasing the train crew and adding to operating expense.

If it were possible to have a radio telephone system on every train with a loud speaker receiving set, which would always be in communication with some station along the line, then train orders could be given direct to the conductor without his having to pick them up at stations, and reports could be made direct from the train, while still in motion, of any trouble which might occur along the line. And if every passenger train were equipped to pick up radio broadcasts, as so many automobiles are today, passengers who find railroad travel monotonous would have something in the way of diversion to while away the time.

Whether such developments, and others, can be brought about, depends, of course, on how successfully radio waves can be sent out from the moving train and picked up along the line; the reception of broadcasts on a train is a simple enough matter, but the experiment which was carried out between Washington and Baltimore was to find out whether the radio work would be as well in the opposite direction by the use of short waves. And it certainly worked.

A Baltimore and Ohio dining car was stripped of its tables and converted into a broadcasting studio. Heavy curtains were hung all around the car to absorb any echo. Two grand pianos were installed at one end and Jack Deany's twelve piece orchestra, with Belle Baker as the vocal soloist put on a half-hour short wave broadcast program. The short waves were picked up at a temporarily equipped receiving station at Laurel, Maryland, from which they were transmitted to Station WCAU, where they were automatically rebroadcast and were picked up by folks who had their receiving sets tuned in for that station as readily as if the program was being broadcast right there in the station studio. Not because it was necessary, but for the sake of impressing listeners with the fact that the program was coming from a moving train, one of the microphones was hung out of the car window to pick up the noise of the wheels and the shriek of the locomotive's whistle. When that microphone was silenced there was little if any train noise to muffle the broadcast.

It was an excellent experiment in entertainment, but a good many people must have wondered what was the practical value of spending the \$30,000 which the experiment cost. I asked that question of officials of the broadcasting company and of the railroad.

"Any railroad man will tell you that nothing could be more useful in railroad operation than some simple means whereby the train dispatchers at junction points along the line could always talk to the conductors of all the trains in motion," said one of the railroad men. "It is one thing to give instructions to a train crew, and another thing to be sure that they understand them. With the conductor able to talk readily to the nearest station equipped for radio reception there would never be any question as to whether he knew just what his orders were. And that is only one of the many possibilities which this opens up in railroad operation."

"We can think of a lot of practical applications in broadcasting of the possibility of equipping every important train in this way," said one of the radio men. "Say that the trains on which the Presidential candidates will travel this summer and fall are equipped for broadcasting so that every speech the candidate makes at way stations along the line can be broadcast over the entire nation. That would be valuable and interesting, wouldn't it. Or suppose, as often happens, that some broadcasting star is also travelling on a theatrical circuit or is suddenly called to Hollywood, he or she could do the daily broadcasting stunt at the same hour every day while travelling, just as well as from a fixed point. We don't know yet what is going to come out of it all, anyway, it was an interesting demonstration of some of the newer possibilities of radio."

Hillsboro—Fifteen Washington county dairymen have 355 cows entered in herd improvement associations this year for the purpose of obtaining butterfat records and feed costs on individual cows. Of these, 13 are in the Yamhill-Washington county association, and two are enrolled in the Columbia county association, according to records in the county agent's office.

Could Hardly Raise Hand Off Her Bed

"No woman could have been in worse condition than I was the last two years and a half. Not only was I continually wracked with pain but I was also deathly sick most of the time. Anything I put in my stomach caused terrible nausea. I became so weak I could scarcely lift my hand off my bed. After one bottle of Sargol I started to eat nourishing food and digest it. My strength returned so fast I was soon able to be up and do my house work. Sargol Soft Mass Pills helped me regain my health by eliminating the poison from my system. I will always bless these wonderful medicines."—Mrs. C. Wolf, 1017 North 32nd Ave., Omaha, Neb.

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