

YOUNG MEN AND WOMEN WHO THINK CLEARLY THE GREATEST DEMAND OF AMERICAN BUSINESS

Bankers Association President Gives the Five Essentials of Sound Thinking in Business—Greater Opportunity Than Ever Before for Young People With Educational Training and Power to Analyze Problems.

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ONLY half a century ago Michael Pupin, a shepherd boy, guarded his flocks by night among the fields of Serbia. Thieves often lurked in the bordering cornfields awaiting an opportunity to make off with a part of the herd. Serbian boys were taught a method of signalling one another for warning and help. Each carried a knife with a long wooden handle which he would thrust deep into the ground and in case cattle thieves approached he would strike the wooden handle. The sound would be transmitted through the ground to other boys some distance away who could hear and interpret the message.

"Why is it," Pupin asked his mother, "that we can signal this way? Why is it the sound can be heard through the ground, but not through the air? Why is it the signals can be heard in the pasture land so much better than in the plowed fields?" The boy's mother could not answer his questions, nor could the village teacher. However, having an eager mind and great determination, the boy decided to go to America, where he might win an education and find out the answers to these and other perplexing questions. Hundreds of other boys under the same

circumstances and with the same set of conditions merely accepted these things without once questioning them just because they had always done them that way.

The Land of Education and Success

So a penniless immigrant boy from Serbia at the age of fifteen landed in New York in 1874 and, years later, having worked his way through Columbia University, concentrated the wonder and simplicity of his mind upon the problem of sound, which had puzzled him as a shepherd boy. The results of his thinking—what he has accomplished for the long distance telephone and for radio communication by his inventions—are known the world over. "If during the past twenty-two years this company had been compelled to do without one invention of Michael Pupin," an official of the American Telephone and Telegraph Company once said, "and yet give the same service it is giving today it would have had to spend at least \$100,000,000 more than it has expended."

These inventions, in which millions of dollars of capital have been invested, were the result of the thinking of a mere country lad who had the simplicity to wonder, the determination to know and the power to apply what he learned.

Stimulating the imagination and thinking is the greatest purpose of education. What American business needs more than anything else is young men and women to think—individuals who are not mentally anchored to tradition, who do not merely appropriate other people's ideas, but who are hard, purposeful thinkers, independent and unprejudiced, with the ability to concentrate and strike straight for the heart of a problem.

Business Needs Folk Who Think
America has astounded the world by its readiness in casting aside traditional viewpoints, disregarding traditional difficulties and pioneering new shortcut formulas in the realm of business. Business is undergoing epochal changes.

Business problems are crowding in upon us so rapidly that the executive knows not where to look for adequate help or relief. With the enormous increase in size and intricacy of business affairs the problems have become so complicated and the mass of information necessary to their solution so great that the "days are not long enough." The demand for managerial and executive ability is rushing ahead—the opportunity for young men and women who have the professional training and who develop genuine thinking power is greater than ever.

All business feels the same crying need for the men who see clearly and think conclusively. Wherever we look—manufacturing, wholesaling, retailing, banking, financing—new forces are at work. Vast movements are under way and executives are seeking light upon perplexing problems daily.

Let us consider briefly the five essentials of a sound thinker. If I were looking for a young man of exceptional promise I should hope, first, to find in him the simplicity to wonder. Every great advancement in business has been made by men who dared to wonder, who had the courage to inquire into present procedure and who had the audacity to ask whether something that had been done a certain way for a long time might not be wrong. Although the history of America's progress from its very discovery to the present time has shown the value of an inquiring mind, there is still an inevitable tendency in most men to accept in a docile manner the opinions, methods, supposed facts, procedures and processes of the past. With due reverence to the effort, the spirit, the accomplishments of the past, let us make it our rule that everything be looked at with the clear questioning mind of the scientist.

Business Requires an Open Mind

Second, among the essentials for sound thinking I would write down an open mind. We have mentioned freeing our minds from the influence of tradition. Let us think also without prejudice of personal feelings, desires or consequences. Let us seek only the truth. Mere surface reasoning must be discounted. Old "can'ts" and "don'ts" must be thrown into the discard. A man who has an open mind will do a great many things because he doesn't know they can't be done.

The third essential to sound thinking is knowledge—a thorough, comprehensive understanding of all the factors involved in a problem. It has been said that most problems answer themselves when the facts have been gathered. A well known student and teacher of business describes the method of attacking a problem as tearing it down, reassembling the problem and drawing the conclusion. There can be nothing but guess work or intuition unless the unknown quantities are discovered.

As a fourth essential sound thinking requires the capacity to generalize. How often we have seen men sweating and confused before a mass of details which they were utterly unable to classify and crystallize. We have the problem of sorting out the relevant, attaining a perspective and reaching a conclusion that can be defended against any attack. To certain minds this procedure comes naturally; to others training in the solution of complicated problems points the way out.

The Time for Action
Fifth among the essentials of sound thinking is the power to apply. A few individuals have minds that travel at random or in circles. Some have minds that even refuse to budge. But there are still others who naturally or through training have minds that can be directed straight through to the practical application of their thoughts. They refuse to compromise or to be thwarted in purpose before definite application of their ideas has been achieved.

It is possible, I believe, for young people to train themselves to an inquisitive attitude, an open mind and the ability to classify and interpret material step by step from the beginning of a problem to its final solution and application. Here, then, is the thought I would leave—the paramount need of business is sound thinking. Some may think I have overstated the case, have set too high a standard. They may feel that they are merely cogs in a machine. That, too, is a part of the problem. The only way to solve that is to find time and place in the day's work for thinking.

SCHOOL SAVINGS BANKING MOVEMENT REACHES IMPRESSIVE PROPORTIONS

Almost 14,000 of America's schools now have school savings banking plans in operation, and about four million pupils are learning systematic savings through this type of thrift, with deposits in excess of \$26,000,000, recent reports of the American Bankers Association's Savings Bank Division show. The schools included in the reports are attended by 4,609,825 pupils, of whom 3,930,237 are participants in the school savings banking plans as depositors. During the year these pupils received interest in the amount of \$947,610 on their deposits. The reports gathered by the association also show that there are 33 cities in the United States in which a full 100 per cent of the grammar school enrollment is participating in school savings banking. The figures covering high schools show that in 47 cities 100 per cent of the attendance in this class are school savers.

POULTRY

EARLY BIRD GETS RICH EGG RATION

February Chicks Should Make Rapid Growth.

Leghorn chicks hatched in February should be fed rations that make for continual rapid growth, is the advice offered by the poultry department of the New Jersey Agricultural college.

Pullets from early hatched chicks cannot be expected to produce a profitable number of eggs during the summer and fall, if their growth is stunted in any manner. Any good baby chick ration will prove satisfactory until the birds are eight or ten weeks old. After that date, the specialists advise that they be placed upon a ration similar to a good laying ration, but containing a larger amount of minerals. To have the bird come into production as soon as possible and at the same time have her continue her body growth is the poultryman's aim.

No matter how they are fed, February hatched birds can always be expected to go through a moult in the late fall. They can use this period for any increase in weight or growth that has not been accomplished previously.

One must remember that an early hatched bird is an entirely different individual from a late hatched bird. The later hatches should have a much slower development in order to prevent an early winter moult, but with the early hatched stock the aim is to get all of the eggs possible before the early winter moult.

Feed Turkey Breeders for Vigorous Poults

Too much corn in the turkey's winter ration may make the birds too fat for the production of eggs of high hatchability. Some breeders feed 3 parts of oats to 1 of corn and find that the stock come through the winter in condition to produce vigorous poults. Equal parts of corn, wheat and oats make a good grain ration for turkey breeding stock. The addition of cull vegetables, and alfalfa or clover is necessary until the turkeys can forage in the spring.

Before the turkey hens begin to lay, it often pays to give them a hopper of the same balanced laying mash which is used for the chickens. Where they have had nothing but grain they may be reluctant to eat the mash but if it is kept before them, some of the mash will probably be eaten and it will help to improve egg production and keep up the vigor of the turkey hens while they are laying. Keep a hopper of oyster shells before the turkey hens to help in producing firm shells on the eggs and reduce breakage in the nests.

Feeding the turkey breeding stock on soil away from the chickens is a help in preventing blackhead and other turkey diseases. Diseases are often spread through the medium of the droppings which have contaminated the feed. Some losses may be prevented by feeding both the grain and the mash in hoppers so that none of the feed will touch soil which might be contaminated with disease.

Poultry Notes

It pays to rid hens of worms. One water fountain is needed to each 25 chicks.

A hot, stuffy brooder house is as undesirable for chicks as it is for the attendant.

Cod liver oil isn't just a fad. It helps to remedy the lack of sunshine and green feed at this time of year.

If there were losses from bacillary white diarrhea last year it is not safe to use infertile eggs for the young poultry this spring unless the eggs are so well cooked or baked that all bacilli are destroyed.

Warm water is fine for hens in cold weather. A safely-heated water fountain will return several times its cost in eggs.

If the litter gets damp in a short time it means poor ventilation—and then there's danger of roup. A straw loft overhead will help.

It pays to study your flock and make the birds like you. Dombtors may laugh, but hens will lay better for a caretaker that they know well and are glad to see.

It is not considered good practice to take breeding cockerels from the same brood from which you get your pullets.

It is said that if alfalfa hay is used for hens' nests and scattered around the chicken coops the chicken mites will beat a hasty retreat.

Protein derived from animal sources, such as meat products and milk, is of greater value to the hen than protein from vegetable feeds, such as cotton seed and linseed.

A Case
Ever since Zeke Hawley announced he had a case of neuritis, Pooty Idle has bin hangin round, thinkin it some new kind of licker.

NOTICE OF SHERIFF'S SALE UNDER EXECUTION

NOTICE IS HEREBY GIVEN that by virtue of an execution issued out of the Circuit Court of the State of Oregon for Umatilla County, to me directed and delivered, upon a judgment and decree and order of sale rendered in said court on the 25th day of February, 1929, in favor of State of Oregon, represented and acting by the World War Veterans' State Aid Commission, against Thos. J. Keating, administrator of the estate of Ernest Stricker, deceased, in the suit therein pending wherein the said State of Oregon, represented and acting by the World War Veterans' State Aid Commission is plaintiff, and Robert Stricker, unmarried, sole heir of Ernest Stricker, deceased, and Thos. J. Keating, administrator of the estate of Ernest Stricker, deceased, were defendants, for the sum of \$2287.68, together with interest thereon at the rate of 4 per cent per annum from the 28th day of November, 1926, until paid; and for the further sum of \$250 attorneys fees, and for plaintiff's costs and disbursements in this suit, taxed at \$36.05, which said decree and judgment and order of sale has been duly docketed and enrolled in the office of the clerk of said court, and in and by which said judgment, decree and order of sale it was directed that the hereinafter described real property in Umatilla County, Oregon, together with the tenements, hereditaments and appurtenances thereto belonging or in anywise appertaining, and also all of the right, estate, title and interest of said defendants in and to the same; said lands to be sold at public auction to the highest bidder for cash in

of said defendants in and to the same, be sold by the Sheriff of Umatilla County, Oregon, to satisfy said judgment and all costs,

THEREFORE, I will, on the 6th day of April, 1929, at the hour of two o'clock in the afternoon of said day, at the front door of the courthouse in the City of Pendleton, Umatilla County, Oregon, sell all the right, title and interest which the said defendants, or either of them had on the 4th day of November, 1922, or since then have acquired or now have, in and to the following described premises, situated in Umatilla County, State of Oregon, to-wit:

The North Half of the Southeast Quarter of Section 9, Township 4, North Range 29, East of Willamette Meridian; beginning at the Northwest corner of the Southwest Quarter of the Northeast Quarter of Section 9, Township 4, North Range 29, East of Willamette Meridian. Said corner being 1333 feet South of the Quarter section corner on the North line of said Section 9, running thence East along the East and West center line of the Northeast Quarter of said Section 9, 802.5 feet; thence south 317 feet to the northerly right of way line of the Furnish Ditch, thence Southwesterly along said right of way line to the North and South center line of said Section 9; thence North along said North and South center line 769 feet to the place of beginning, containing ten acres, more or less,

together with the tenements, hereditaments and appurtenances thereto belonging or in anywise appertaining; and also all of the right, estate, title and interest of said defendants in and to the same; said lands to be sold at public auction to the highest bidder for cash in

hand, the proceeds of sale to be applied in satisfaction of said execution and all costs.

Dated this 27th day of February, 1929.

TOM B. GURDANE,
Sheriff of Umatilla County, Oregon.
(27-5tc)

Announcement The Domestic Dry Cleaning Co.

Is open for business at their new home at 810 Thompson Street. We are ready to serve you with the most modern equipment in all departments of Dry Cleaning. George D. Fell, Pendleton's Pioneer Cleaner is at the helm, assuring you of the best technical knowledge in the field.

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Three Deliveries Each Week

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THE ANNUAL ST. PATRICK'S DANCE

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HERMISTON AUDITORIUM

MARCH 16

Regular old-time and modern Jazz music. We will please all regardless of age.

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Lunch Will be Served by the Rebekahs