

The Hermiston Herald

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Just five more shopping days until Christmas. Better get your letter off to Old Santa today, folks! He may have to arrive in Hermiston by airplane but he will be on the house tops and down the chimneys.

THE CHILDREN'S SEASON
(From Autocaster Service)

Christmas is, of all times of the year, the children's season. The giving of presents to children at Christmas-time is as old as Christianity itself, for it was begun by the three Wise Men of the East, who came to Bethlehem, where the Child lay in the manger, bringing gifts.

It is easy to forget what it is that Christmas commemorates. It is easy to think of it merely as a holiday time, a time when there is a great deal of shopping to be done, when the stores are crowded and everybody is busy wrapping up Christmas packages, and the postmen are overloaded and grown-ups as well as children are looking forward expectantly to see what they are going to get for Christmas presents.

The spirit of Christmas is, or should be, the spirit of universal love, of peaceful good will between all mankind. Christmas marks the anniversary of a new era—the setting aside of the old laws of vengeance and hatred, of exact and even justice regardless of mercy. We too often forget that. We too easily forget that the message which the Heavenly host brought to earth on that night nearly two thousand years ago was a message of love and joy.

It is meet and proper that we should exchange presents among our friends and loved ones, but the greatest joy of Christmas time comes from the gifts we give the children. Joy for the children, even greater joy for the giver. Whatever our own state of happiness or sorrow, we grown-ups owe it to ourselves, to the spirit and tradition which Christmas commemorates, and to the children themselves, to see that every one of them, at least, has a Merry Christmas.

THE VALUE OF FERTILIZER

It looks, at first glance, as if it was a long jump from a great Wall Street financial institution to the farmer a thousand miles away. It doesn't occur to some folks that whatever affects the farmer affects the biggest banks in the country. The bankers know that, whether the farmer does or not.

The Guaranty Trust Company of New York, for example, has just printed a study of fertilizers, not primarily for the information of the farmer, but for the information of the big business men who are the Trust Company's customers. It is important news to them that sales of fertilizers in the United States has continued strong during the financial depression, so that the total for the year will probably equal the record of 1929, which was next to the largest year in the fertilizer business.

From an investment point of view, the Trust Company argues, the fertilizer business ought to be a good one, since farmers are learning more and more the dollar value of fertilizers. "The average yield in the principal wheat growing sections of the country," the Company reports, "without the use of fertilizers, was only 12 bushels to the acre; the average cost per acre was \$13.73 and the average cost per bushel was therefore \$1.14. Wheat grown on the same land, under the same crop conditions, but with a properly balanced fertilizer, yielded an average of 28½ bushels to the acre, with an average cost of 67 cents a bushel."

That tells the story of the dollar value of fertilizer to the farmer. And if it be argued that what is needed now is not more wheat, which is probably true, it is also true that, no matter what the market price of wheat may be, the farmer who grows it most cheaply will come nearer to making a profit than the one who does not use every possible method of increasing his acre-yield and cutting his bushel-cost.

THE WAY OF LIFE
(By Bruce Barton)
"A Form of Suicide"

A certain friend of mine prospered mightily in his business and investments. I used to see him often, and it distressed me to observe that his increase in wealth had apparently added nothing to his peace of mind. He seemed to be always worried. His health was not too good. With each added million he developed a new complaint.

The other day I saw him again for the first time in nearly a year. His eyes shone. He was full of pep and plans—a wonderful transformation.

"You know, I used to talk about retiring," he said, "and I had just about made up my mind to do it when the stock market crashed. Then I discovered that I couldn't afford to retire.

"I've gone back to work, and it's the greatest tonic I ever had. I doubt now if I'll ever retire. When you come to think of it," he added, "idleness is just a form of suicide."

The phrase is striking, but the thought which it expresses is not new. Many men have made the same discovery, and usually at the price of unhappiness.

Charles Lamb, when released at last from his drudgery of desk work at the India office, cried out that he would not go back to his "prison for ten thousand pounds."

"I am free! Free as air!" he wrote ecstatically to a

friend. "I will live another fifty years. Positively the best thing a man can do is nothing."

Two years passed. Idleness lost its charm. Time, which seemed to pass slowly when he was chained to a job, now hung around his neck like a millstone. With his days free for writing he actually wrote less than in the years when, with all their dull routine, he had been stimulated by daily contact with the active world.

"I assure you no work at all is worse than overwork; the mind preys on itself—the most unwholesome of food." So he wrote to the same friend. "I have ceased to care for almost anything. Never did the waters of heaven pour down on a forlorn head. What I can do, and overdo, is to walk. I am a sanguinary murderer of time. But the oracle is silent."

Henry Thoreau, who saw many things clearly, looked forward to a time when every man's life would be reasonably divided between hard work and happy leisure.

"Why should the hen set all day?" he asked. "She can lay but one egg, and besides, she will not have picked up material for a new one. Those who work much do not work hard."

Both idleness and unrelieved drudgery are forms of suicide. Somewhere between them is a happy medium which is really living.

NEW MAN HEADS
PACIFIC TEL. AND TEL. CO.

W. J. Dodge has been placed in charge of the business operations of the Pacific Telephone and Telegraph Company in the state of Oregon. It was announced recently by E. D. Wise, vice-president and general manager. Mr. Dodge will report directly to Mr. Wise and will have the title of General Commercial Manager, a position held by H. R. Risley, who now assumes further responsibilities on the staff of Vice President C. E. Pleager.

A western man by birth, a Pacific coast man by education, through both school and university days, Mr. Dodge comes to Oregon with an exceptional record of constructive achievement in telephone work.

His past experience giving him a broad outlook on the interests both of the public and the company, Mr. Dodge will enter the business life of Oregon and the state with a keen appreciation of the telephone needs of Oregon's business and industry in their steady march forward.

For nearly 20 years since his graduation from Stanford University in engineering, Mr. Dodge has been associated with telephone work. He has risen through the positions of transmission engineer, general engineer and general commercial engineer in other areas.

In a brief statement made upon taking his new post, Mr. Dodge declared that his many visits in the Pacific Northwest made it a pleasant duty to take a permanent part in the growing and wonderful business development of this state and to assist in expanding the communication facilities in order to continue to give Oregon a better and constantly improving telephone service.

By means of a new process, aluminum articles are now being made in a variety of colors.

STATES PUSH PROGRAM
FOR GOOD ROADS

In a great many states effort is being made to accelerate public works building as a cure for unemployment.

Roads are the leading factor in any program of this kind. Their construction gives work to thousands of needy persons at good wages—and the cost of the work is returned many times over to states and communities. Good roads are not an expense but an investment which pays a high rate of dividends.

At present, particular attention is being paid to rural roads. It is a rare farmer who is assured of a year-round weatherproof artery of communication between his farm and a main highway. Increased farm road appropriations not only remedy this, but provide a living to the multitude of farmers and farm employees who face an economic crisis resulting from the unsettled marketing conditions for farm products.

Oregon, California and other states have pointed the way. A move is on foot to increase the federal government's appropriations. The farm-to-market road movement should take a long jump forward in 1931.

SUNDAY SCHOOL LESSON
International Sunday School Lesson
for December 28

REVIEW
Devotional Reading: Matthew 5:3-16
Rev. Samuel D. Price, D.D.

During the quarter the studies have been about Representative Men and Women of the New Testament.

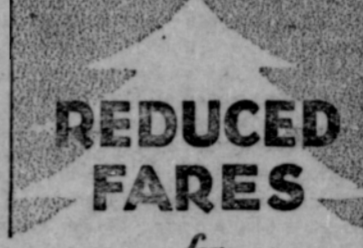
For about 400 years no prophetic voice has arisen in Jewry, but that did not indicate that Jehovah was unmindful of His people. When the fullness of time came God was quick to send a messenger to announce the further unfolding of His plan of salvation. Zacharias, a priest ministering in the Holy Place of the Temple

in Jerusalem, was started by the presence of Gabriel. There was unbelievable joy when told that he and his equally aged wife Elisabeth were to have a son born in nature. John the Baptist was that child.

Six months later Gabriel fulfilled another mission as he made the announcement to the Virgin Mary that she should conceive a Son by the power of the Holy Spirit. Though this was harder to believe than that which was told to Zacharias, she accepted in pure faith. Jesus was that babe, born in Bethlehem. Many marvelled at his birth and among them were aged Simon and Anna, worshippers in the Temple.

An ideal is effective as it is lived. One of the charms in Christianity is that it can be lived practically. Peter is a rich example because he had so much human nature in his make-up. Thomas had his doubts concerning the resurrection but, one good look at the Risen Lord convinced him without making use of any of the proofs that he had demanded. Curiosity has helped man into obtaining unusual values. Zacharias merely wanted to see Jesus but soon found in him the Saviour for his Sin.

Stephen, Saul and Timothy introduced us to the Acts of the Apostles, and that list of notables in continuing right down to the present age.



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4.67-20 (29x4.75)	7.65	32x4	9.35
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