

Moro Personals

Two new men have been added to the roll of the state highway crew this week as John Buck and Wasco transferred to this crew and L. D. Wooderson began work. Stuart Johnson was in town Tuesday from Salem. Mr. and Mrs. Virgil Conlee left this week for a vacation at Ocean Lake where Lester Conlee has a summer home.

BORN: To Mr. and Mrs. Don DeMoss Saturday night August 9 at 11:20 p. m. a daughter, Donna Rae, weighing 6 pound, 11 oz. She is the third daughter for the Don DeMosses. Mother and daughter returned from the hospital Tuesday afternoon.

Mrs. Jim Johnson is in Vancouver and Mrs. Allan Pinkerton in Helix to visit their parents after finishing their part of the harvest on the Pinkerton ranch. Jim Johnson is running the Erskine elevator.

Ernest Woods and daughter Sherry were in Seattle last week end to attend the boat races there.

Mrs. Kate Casterline of Aradawn Lawn Sprinklers, Barney's GV

Mr. and Mrs. Lin Ellis are home again from Kooakla, Idaho where they buried their son, Don a week ago Sunday.

Ernest Eslinger is home from his stay in a hospital and looks much improved.

Mrs. Kate Casterline of Aradawn Lawn Sprinklers, Barney's GV

Darwin Van Gilder was taken to a hospital in The Dalles Monday morning with a case of nervousness. A few days rest and he returned home.

Miss Patricia Kathan, niece of Wendell Balsiger, of Portland, is here for a visit.

Mr. and Mrs. W. E. Harms

stopped here a few days while on their way home from a vacation in Nebraska. They are visiting her parents, Mr. and Mrs. Clyde Gilmor.

Boyd Bennett, well driller, is still having troubles. He is trying to dislodge a bucket that is tipped in the hole and that was covered with a pile of clay that fell on it while being used in the hole.

Larry Warren and son David or Elgin were guests of Mr. and Mrs. Darwin Van Gilder over the week end.

Steam Irons, Barney's GV Paint Rollers, Barney's GV V BELTS, Barney's GV

**It's Going to be
September 2**

Incidentally we started business here seven years ago right after Labor Day

Now we're going to open a new, modern store and we want you all to come and help us celebrate it.

MORO LUMBER & FUEL

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Baseball

Sun. Aug. 17

Sherman County Braves vs. Odell

Wasco Field, 2:30 p. m. standard Adm. .75

**Four Days
STARTING
AUGUST 21**

**GREATER 1952
Wasco County Fair**

W. E. Hunt Park - TYGH VALLEY

RODEO - RACES - INDIANS

Have Fun - Bring the Whole Family

USED BUYS

1948 Int. Truck bulk rack 2-sp. ax. \$1250

1946 Int. K6 flat bed 2-speed axle \$1950
8.25 TIRES

1946 Int. K6, hoist, bulk & stock racks 2 speed axle \$2350

TD6 International Tractor \$1950

TD6 International Tractor \$3000
WITH ANGLE DOZER

1949 Buick sedan super \$1550

Model D, John Deere ??

J. K. McKean Company, Moro

Beefo's

Hot, ain't it? That is, every place but in here. It's cool here, lots of things cool here, but not the welcome. That's warm.

BEEFO'S

At the CAPITAL CITY, Moro, Oregon

Beefo's

It costs much more to add telephones today

\$430 investment for each new telephone added in 6 year postwar period

\$170 investment for each new telephone added in 6 year prewar period

Inflation has more than doubled the cost of building the facilities needed to put a new telephone to work.

Just Wonderful Driving!

A Great General Motors Value!

Wonderful Miles!

Wonderful Mileage!

Drive it Yourself!

There's only one way to really feel the thrill of handling one of the most spectacular performers on the road. Come in today and drive it yourself. Then listen to our deal and find out how amazingly easy it is to own this wonderful 1952 Pontiac!

Dollar for Dollar you can't beat a

Pontiac

ARSTILL MONROE PONTIAC, INC.
MORO, OREGON

What inflation's done to your telephone

Our dollars buy less and less of the things we need to bring you good service

1. One of the brightest spots in your budget today is the telephone... for the prices we charge have gone up much less than those of most other things you buy. In fact, taking 1940 as the starting point, Pacific Telephone prices are 61 per cent behind the average price increases of other things. On the other hand, we're up against a serious problem in furnishing good telephone service to you. For our dollars buy less equipment and supplies, fewer employee working hours—smaller amounts of all the things we need to build and operate a telephone system—than at any time since the first telephone was installed in the West 75 years ago.

Our operating expenses and taxes have shot up

\$96 per telephone in 1951

\$53 per telephone in 1940

2. For easy figuring, we've worked out our expenses on the basis of one telephone. And, as you can see, running our system costs much more today than it used to. The two big reasons are inflation and higher taxes. Consider their effect: On the average, wage rates of telephone people today are more than double what they were in 1940; while operating taxes on the average telephone have soared more than 100% since 1940.

3. Adding a new telephone since the war costs about twice as much as before the war. Yet the profit per telephone in 1951 was up only slightly over 1940—about a dollar a year. As a result, the profit on our investment in facilities for each new telephone has been more than cut in half. It's dropped from 5.3 cents on the dollar in 1940 to 2.3 cents in 1951. Surely, providing good telephone service under such conditions is a job full of challenge. And it's one we're determined to meet... for perhaps never before has good and growing service been so vital to the nation.

Our profit has dropped sharply on telephones added postwar

5.3¢ in 1940

2.3¢ in 1951

This was the 1951 profit on each dollar invested in the average telephone added in 6 year prewar period

Pacific Telephone