

**WHEN YOU TRAVEL
BY AUTO
AND VISIT THE DALLES
STORE YOUR CAR**

In the concrete, recently completed, fully equipped, roomy garage of Walther-Williams Company. Competent workman always ready to help you in any way they can at least expense to you. For any service rendered the charge will always be reasonable.

WALTHER-WILLIAMS GARAGE
THE DALLES, OREGON.

Geo. F. M. Newhouse, Oph. D.

The Dalles, Oregon
Successors to Clarke-Newhouse Jewelry Company
I sell for cash only
Fine Diamonds, Jewelry, Watches,
Cloaks and Optical Goods.
Satisfaction Guaranteed or Money Refunded

**WHEN IN PORTLAND STOP AT
HOTEL OREGON**

Corner of 7th and Stark Street.

CHAS. WRIGHT, President
M. C. DICKINSON, Manager.

It is new, and its rooms are provided with running water and long distance telephones. European plan. Rates \$1 per day and up.

WRIGHT-DICKINSON HOTEL COMPANY



NEW HOTEL PERKINS
Portland, Oregon.

Eastern Oregon Headquarters.

Positively most centrally located Fifth St. cars pass the doors every few minutes.

Popular Priced Restaurant
European Plan. Rates \$1.00 and up

L. Q. SWETLAND, Mgr.

HOTEL ALBERT

DARNIELLE BROS., Proprietors

The Dalles, Oregon

Headquarters for our Sherman County friends; prices reasonable; first class restaurant with the hotel.

Two Blocks From New Depot.

FREE AUTO BUS TO AND FROM ALL TRAINS

VINTON HOTEL

Grass Valley, Oregon.

Entirely new, convenient to business. Clean beds, and table the best the market will afford. Prices reasonable. Commercial trade solicited.

CONDUCTED ON THE BEST PRINCIPLES.

HOTEL MORO

W. C. RUTLEDGE, Proprietor.

Nearest Hotel to Business Center, Bank and Depot. Courteous Treatment, Clean Beds and Table the best the market will afford.

SUNDAY DINNERS 35c.

Opposite Postoffice

Moro Oregon.

A "WANT" ad in THE MORO OBSERVER will reach more people in Sherman County than by any other medium available.

JOB PRINTING

The Observer.

MORO, OREGON.

FRIDAY.....July 24, 1914

Entered as second class matter at the post office at Moro, Oregon, July 25, 1891.

C. L. IRELAND.....Manager.



Send for advertising rates.

If you do not read The Observer, why not?

We would like to have you take it, and we know it would be profitable to you to become a subscriber. We send it two years for \$2.50; one year \$1.50; 12¢ a month isn't much. Try it. Order by postal card, and pay for it when you can.

We will not be responsible for the neglect of subscribers to notify us of changes in their address. Nor will the notification of a Postmaster that the subscriber has "Removed" settle the bill of a delinquent.

Church and Society notices FREE, except when for money making purposes. Such notices at regular rates at the option of the publishers.

At any time when requested to do so, the paper will be discontinued. But we expect that all arrears will be paid before such request is made. It is easy to ask us for a statement, which will be cheerfully rendered at any time.

The price of The Observer is \$1.50 per year, 75 cents for six months, 50 cents for four months—but if paid in advance we accept \$2.50 in full for 2 years. Shorter terms than one year 12¢ cents per month.

A Blue Mark here will answer an inquiry, when entered upon our calendar, giving the date of the paper as the date at which your current subscription expires.

The Psychological Candidate.

From reports coming from all parts of the state, in news reports and by personal contact with those who have traveled in different sections of Oregon during the last few months, it is evident that R. A. Booth, the republican nominee for United States senator, was a happy choice at the primary election. He is energetic, knows how to awaken interest, avoids the pitfalls of factional differences and is particularly happy in his showing of a real appreciation that the old order of management has passed away. The republican party has nowhere needed more to recognize that good organization was representative and not autocratic than in Oregon, and Mr. Booth goes out to the voters of every section of Oregon with a purpose to make them realize that they are the real power.

But Mr. Booth is strong with the voters of the state for other reasons than that he has united the party so far as it may be united in a choice of a candidate. He has stood for years for the sort of republicanism and the sort of politics that has been inaugurated within the last few years to the party's and the state's great advantage. Also, he has always been progressive, and his candidacy will be attractive to the larger number of the members of the progressive party, who daily are more and more announcing publicly their support of Mr. Booth for the office of United States senator, and he will go further to bring the divided party together than any and all the efforts of leaders to patch up differences. There will be time enough much later to discuss his claims to the support of all the people who do not care to have the democratic non-partisan rule now prevailing continued. For the present it only needs to be said that he offers the brightest hope for a prosperous Oregon, and that the hope brightens wherever he appears.

The rain storm that visited the Monkland section Sunday, July 12th, transposed itself into a heavy hail storm by the time it reached Arlington, according to the Independent of July 16th. No damage was done crops, but the water was running several inches deep down the main street of the town. This report bears out our contention that the summer hail storms of this section are originally rain storms, being congealed to hail when passing over deep ravines, such as Buckhollow and the DesChutes and John Day river, where they encounter cold air ascending to higher altitudes.

The Congregational church at Condon burned to the ground last Friday evening, caused from sparks and embers left by parties who had been burning the matured grass and weeds in the streets.

NEWSPAPER ADVERTISING

Is a Personal Letter of Introduction From Publisher to Subscriber.

Some of the exchanges reaching the Observer office are carrying advertising matter ordered by the Mercantile Publicity Co. of Dayton, Ohio. This same advertising was placed with this office for acceptance, but the offer made was on such generous proportions that we doubted the ability to pay, provided they were honest in their intentions. According to the latest issue of the American Press of New York, this company is now in the hands of a receiver, and so, also, is the different companies for whom they ordered advertising, as it appears from the reports published that all the companies seemed to be owned by a sort of interlocking ownership. Some of the companies seem to be owned by one or two men, from reports submitted to the courts, and they deny any claims of a personal nature against them for debts of the Publicity Company, while also appearing to be part owners of that company.

The Observer has always tried to protect its readers against fake or fraudulent advertisers, although sometimes losing good money by doing so. We were not guilty of advertising the California concern that sold a barrel of sugar, delivered to a Moro man, for only one dollar. He got his barrel of sugar, but it was only three inches high. Neither did we advertise steel plate engravings of George Washington, that could not be duplicated except by risk of prosecution by the government. These engravings sold for a dollar each, and the postmaster sold the same thing for two cents if you asked for a stamp.

Neither are we advertising automobile tires, shaving outfits, hosiery, etc., at special prices. If you were to answer these advertisements appearing in other papers you might get the goods, but they seem to be in bad with the post office department and have no money in the treasury of the Publicity Company to pay the advertising bills so far received.

The Observer would rather lose the business than have one of its subscribers ever make good a claim that money had been lost in answering an advertisement appearing in its columns. We have always considered that we should always, to a certain extent, guarantee our advertising to our readers. This is something which every newspaper publisher owes his subscribers, although it is not always recognized nor appreciated by them.

Forest Fires Harm Soil Fertility.

A definite relation between the amount of humus, or vegetable matter in the soil, and its crop-producing power is given in figures just issued by the department of agriculture. The department advocates the use of various methods to introduce the required humus into the soil. Experts of the forest service state that the soils of the whole country, and particularly of the west, have lost and are losing immense amounts of this source of soil fertility through forest fires which apparently do little immediate damage but rob the soil of accumulations of humus. Where land is being cleared for farming, and where such forest land has not been burned, there is a large percentage of vegetable matter, which provides considerable fertility and a good texture. Moreover, this soil has a greater capacity to absorb and retain moisture, and thus is less likely to be washed and gullied under heavy rains. For these reasons, leaving out of account the damage to standing timber, the department's authorities are agreed that fire should be rigidly kept out of woodlands.

This week has been more prolific of fires than any other one week in Oregon history for several years. Sunday and Monday, the 18th and 19th, a fire burned close to The Dalles, destroying forest and farm, sweeping a 14-mile area, finally being brought to a stop at the Odd Fellows cemetery by a fire fighting force of 400 volunteers.

A mother-in-law threw a plate at her prospective son-in-law, and the marriage was declared off. Another case of "out at the plate."

But a few weeks ago Uncle Sam came near having a live infant on his hands in the dead letter office. An Indiana woman had sued her husband for divorce and then left the city with their youngest child; afterwards she decided to send it by parcel post to the father. When arrived at its destination the husband's mother declined to accept the package. The post-office clerks had to hustle to find the husband before they could prevail on the family to accept their parcel post package.

THE LIFE CAREER

"Schooling in youth should invariably be directed to prepare a person in the best way for the most permanent occupation for which he is capable."—President C. W. Elliot.

This is the Mission of the

OREGON AGRICULTURAL COLLEGE

Forty-sixth School Year Opens

SEPTEMBER 18th, 1914
Write for illustrated 100-page Book; let, "THE LIFE CAREER," and for Catalog containing full information.

Degree Courses—AGRICULTURE: Agronomy, Animal Husbandry, Dairy Husbandry, Poultry Husbandry, Horticulture, Agriculture for Teachers. FORESTRY, LOGGING ENGINEERING. HOME ECONOMICS: Domestic Science, Domestic Art, ENGINEERING: Electrical, Irrigation, Highway, Mechanical, Chemical, Mining, Ceramics. COMMERCE. PHARMACY. INDUSTRIAL ARTS.

Vocational Courses—Agriculture, Dairying, Home Makers' Course, Industrial Arts, Forestry, Business Short Course.

School of Music—Piano, String, Band, Voice Culture.

Farmers Business Course by Mail Free.

Address THE REGISTRAR, Corvallis, Oregon (7-7-15 to 9-9)

Farm Bargain

The Henry Frock ranch of 960 acres, located four and a half miles from Grass Valley; 500 acres under cultivation; 200 acres extra good summer fallow; good orchard; deep well, with abundance of water and pumping engine; very good improvements. This property is well worth \$16,000.00, but my price is \$13,000.00. Terms: \$3000.00 down; balance to suit purchaser. For particulars address C. A. BUCKLEY, jy17td Grass Valley, Oregon.

Cow and Pigs for Sale

One cow, milking about two gallon twice a day; pigs are about four months old. For particulars write R. W. PINKERTON, 3jy10 Moro, Oregon.

Travelers at Biggs

Should try our famous chicken plate dinners; all kinds of nice sandwich, pie, cake, good coffee. WOLFARD LUNCH COUNTER

J. R. Morgan

Dentist

MORO, OREGON

1st to 15th of each month.

Office opposite Drs. Goffin

WASCO, OREGON

16th to 30th of each month.

Office opp. McCoy. Atwood Co

Dr. C. L. Poley

Physician and Surgeon.

Moro, Oregon.

Office in residence.

Grover J. Duffey

Lawyer.

Office with W. H. Ragsdale

MORO OREGON.

BENNETT, SINNOTT, & GALLOWAY

ATTORNEYS-AT-LAW

General Practice

The Dalles, Oregon.

C. J. BRIGHT, W. C. RAYANT, M. G. ELLIS.

Bright, Bryant & Ellis.

Attorneys-at-Law

offices at

The Dalles and Moro, Ore.

C. M. Huddleston

Attorney at Law

Wasco, Oregon

The Grain Growers Convenience

Are not alone confined to Rural Free Delivery of mail and the Telephone. There is another convenience which all farmers should have—and many do have—a checking account with a good bank. The possessor of such an account avoids the risk of having his money on his person or about his home where it is in danger of fire and thieves.

His bills paid by check are not only a valid receipt, but also a convenience in his home transactions where very often the necessary change for concluding settlement is not at hand. Don't stop to think this over, but start an account now with

**The Wasco Warehouse Milling Co.
Bank, of Moro.**

TUM-A-LUM SERVICE

1. A complete stock.
2. Courteous treatment.
3. Prices the most reasonable.
4. FREE BUILDING PLANS on homes, barns, milk houses, hog houses, silos, septic tanks, school houses and churches.
5. Millwork facilities, including show cases and store fixtures.

Two cars 18 and 21-inch cedar posts have just arrived.

Screen doors in stock.

Let us figure with you on coal.

See H. U. Martin about it

At the Home of Tum-a-Lumber

R. J. GINN

J. E. COLEMAN

GINN & COLEMAN

A Complete Supply of Extras
Harvest Goods, Lubricating Oils, Greases.

AGENTS FOR

**McCormick Line
Headers, Reapers, Etc**

Pacific Coast Elevator Company

is prepared to buy wheat or barley any where in the county and solicit your storage at their warehouses at Rufus, Wasco, McDonald, and Moro.

The Celebrated Snow Drift Flour

on hand at all times at prices lower than the lowest. For details write, or phone, or call on

D. W. Wade, agent, Wasco, Oregon.

Independent Warehouse & Milling Co

R. H. McKean, Manager, Wasco, Oregon

DEALERS IN

Lime, Plaster, Cement, Builders Supplies, Lumber, Wood, Coal, Cedar Posts, and Hay.

MANUFACTURERS OF

MILL FEED AND FLOUR.

DO A LITTLE MISSIONARY WORK IN YOUR idle days by telling your neighbors of the good qualities of The Observer. If you can't get their subscriptions, send us their addresses and we will send them sample copies. We pay for all soliciting you do. Subscribe for The Observer. Best Weekly published in the Inland Empire. Everyone reads it.

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