

## Free Concert and Dancing

You are invited to attend a free dance and concert recital at the

**Civic Auditorium The Dalles**  
December 17th at 8 p. m. sharp

Hear the New

## Brunswick Panatrophe

the greatest musical wonder of the age

Civic Auditorium, The Dalles  
December 17th at 8 p. m. Sharp

We will give a musical demonstration of the marvelous reproduction of this wonderful new invention. Immediately following, we will give a dance. Music played on the Panatrophe will be an exact reproduction of a number of the finest orchestras of the world.

**Don't Fail to be Present at this Recital and Dance**

## Corson "The Music Man"

The Dalles, Oregon



### CHRISTMAS GIFT SUGGESTIONS

WATERMAN PENS AND PENCILS

LEATHER GOODS

IVORY, JEWELRY

CANDLE STICKS

POWDER COMPACTS

BOOKS, VASES, PHOTO ALBUMS

PERFUME SETS

PLAYING CARDS

BRIDGE NOVELTIES

XMAS CARDS and SEALS

STATIONERY

**MORO PHARMACY**  
K. Schade, Prop.

### The "Christmas Spirit" is Best Gift of Year

Old-timers caught in the holiday rush and gazing at the wonderful alluring panorama of the shop windows often fall into a reminiscent mood and re-live the Christmases of long ago. Who does not fondly recall the magic of Christmas in his childhood?

Most of the presents were homemade. Perhaps grandma furnished mittens, knitted by oil lamp after you had been tucked in bed—warm thick mittens with a long cord that extended up through coat sleeves and around the neck to prevent loss. Aunt Sapphronia gave you a basket of Christmas cookies, shaped like animals and stars and covered with delicious colored sugar.

Uncle Tom gave you a watch, and his generosity appalled you even if it was the old turnip that he had discarded. You can imagine the reaction you would get if you tried giving a 1925 boy a second hand time-piece.

Most of the presents were useful, in the old days, including a reefer overcoat and a new pair of shoes. As for "boughten" presents, they were limited to "The Erie Train Boy," by Alger, Henty's "With Clive in India," a new Testament, a sled, a pair of skates and that most wonderful of all old-time toys, a tin monkey that climbed a string.

At that, Christmas of long ago represented proportionately as big an outlay as now, comparing earnings in the two periods.

But the gift itself was secondary to the spirit of the giver. Some how every grown-up can't help believing the Christmas dinners of those days were superior. The Christmas eve entertainment at the church was as enjoyable as the modern movie. And the ride in a cutter over the deep snow beat the auto trip of 1925.

Christmas is always changing and—to adults—never for the better.

A physician finds it exercises four times as many muscles to frown as to smile, but fails to explain where the happy fat fellow gets his development.

Despite feminine encroachments, one field at least is going to remain forever masculine—the art of wearing one suit of clothes for an indefinite number of years.

"Why is a railroad crossing anyway?" is the question the speeding motorist asks—if there's life enough left in him after the limited train is through with him.

Automatic traffic signals are all right enough if they are obeyed, but they probably would be more successful if they were so arranged so that they could make a few terse remarks on occasion.

That a country's size is no criterion of superiority in a given field is indicated by Belgium's third consecutive victory in the international balloon races. Thus it has clinched its possession of the Gordon Bennett cup.

### STRAIGHT TALKS WITH AUNT EMMY ON "GOLD BONDS"

"Before I go to the bank to ask advice about investing the money mother left me, I wish you would tell me something more about bonds," said Helen to Aunt Emmy. "Am I right in thinking that gold bonds are absolutely safe? Are gold bonds what people mean by gilt edge securities?"

"What a child it is!" laughed Aunt Emmy. "I can see that you do need to learn something about bonds. The term 'gold bond' does not have anything to do with the term 'gilt edge security.' The latter is nothing more than a commonly used phrase that means a safe security. Companies that issue gold bonds usually agree to redeem them in United States gold coin of the weight and fineness of the gold coin issued by the United States Treasury at the time the bonds are put on the market. This is done in order to protect the bondholders from the very remote possibility of a radical change in the value of United States currency, such as for example, the changes in the values of German and other European currencies as a result of the war. While such a thing is unlikely to occur in this country, financiers always try to guard against every possible trouble. Although a bond may be payable in gold it is unnecessary to demand payment in actual gold coin since our American money is on a gold basis anyhow and our good old paper dollars have exactly the same value as golden dollars.

"But you want to hear in mind one thing. Because you buy a so-called 'gold bond,' that does not mean that the bond is secured by gold in any way, or that it is stronger than any other bond. The strength of a bond lies simply and only in the ability of the company that issues it to pay its debts. And of course you should consider the value of the property pledged or mortgaged to secure the bond, if any property is given as security."

"Dear me, Aunt Emmy," exclaimed Helen, "I never realized how much one needs to know before investing one's money. In my case it's awfully important not to have a loss, because although I have only a tiny amount of money it is all I have in the world. How can I get leave to tell what is good from what is bad?"

"I am not sure you ever can rely on your own judgment, my dear," smiled Aunt Emmy, "but if you will be guided by your bank, you needn't worry."

If the question were left to a referendum of young America that proposed change in teaching arithmetic probably would include omitting the multiplication table.

It is reported that American galoshes have been making a hit recently in Europe. There were those who supposed this country had done its worst when it exported jazz.

Statistics for 1923 show that the production of the American hen was greater than that of 10,000,000 citizens. In other words, Biddy makes a pretty fair-sized track in the national contest.

### Advertising Lowers Prices By Reducing Unit of Sale Costs

Persons who have not given the subject of advertising serious thought may be inclined to believe that standard products could be sold cheaper if the manufacturers did not spend so much money in advertising them. The contrary is the truth.

Every concern which seeks a general market for its goods finds it necessary to set aside a certain sum each year for advertising, and this is charged as a part of the operating expenses, the same as rent, fuel or insurance. The aim of the advertising manager is to buy the largest possible circulation among persons who would be interested in his product.

Every manufacturer has certain fixed charges which must be paid out of the receipts from the business, and the larger the volume of business that can be created the less per article is charged for the payment of overhead costs. This volume of business is obtained only by creating a demand for the goods, and it is most quickly and cheaply done by direct appeal through the newspapers.

The same principle which obtains in the case of the general advertiser could be applied in the business of the smallest merchant. The quicker the turnover which a dealer is able to make the sooner his profit is obtained and the cash is put in the till for new purchases. Advertising of the practical kind will help to make quicker sales and more frequent profits. The result is that the retailer, with the aid of the general advertiser, is able to maintain standard prices and quality in the widely advertised articles.

Statistics for 1923 show that the production of the American hen was greater than that of 10,000,000 citizens. In other words, Biddy makes a pretty fair-sized track in the national contest.

"Merchandise of Merit"

## MAY & SON

MORO, OREGON



We have a new, fresh stock of Groceries that are "just right" for Christmas.

We especially recommend our new stock of raisins, both seeded and seedless. Our new Peels Mince Meat, Citron, Oranges, Lemons, Grape Fruit, Dates, Figs, Apples.

Price and Quality Will Please You

Correspondence Cards  
Crepe and Tissue Papers  
Xmas Cards and Tags  
Box Stationery  
from 50 cents to \$3.00 per box  
All Shades of D. M. C.  
and Crochet Thread





### TOYS OF ALL DESCRIPTIONS

Tricycles, Sleds, Tool chests  
Pyrex  
Cut Glass  
Glass Ware  
Silver Ware  
Furniture and Rugs  
Nice Line of Rockers  
Tea Sets Smoker's Sets  
Monarch Range and Heaters  
and numerous other articles

**Moro Hardware & Implement Company**

## LONG TERM LOANS

== WITH ==

## SHORT TERM PRIVILEGES

== IF DESIRED ==

We Have Money Now Available FOR FARM LOANS ON FARM LANDS to Progressive Sherman County Farmers

Write Direct to  
Geo. A. Z. Harris, Secretary  
Oregon-Washington Joint Stock Land Bank  
Broadway and Oak Portland, Oregon

### "In Days of Old When Men Were Bold and Barons Held Sway"

The only method used to light their homes and banquet rooms were poorly constructed torches, generally made from pitch wood.

Later, in our great grandfather's day, was used the candle. This was followed by the whale oil and kerosene oil lamps, which were sometimes used by burning a wick in an open saucer.

Next came the electric light, an invention not even discovered when many people now living in our community were born and had grown to maturity.


It is not generally known that a good sizeable home can be lighted with electricity at less than one tenth expense than if candles were used.

Sherman Electric Co. doesn't stop with lighting homes and buildings or supplying power. We will be glad to show you—in your own home—how to get the most efficient service out of all your appliances and with the most economical use of our electrical service.

We sell and service appliances that are guaranteed to be economical users of electrical current. We take great pride in merchandising only the best appliances, the kind that are the least expensive to operate and which will give least trouble to those who own them.

## Sherman Electric Co.

Light Heat Power





Candy with the Moro Confectionery freshness and tastiness makes an irresistible appeal to young or old.

And the variety! Caramels, nougats, cherry centers, bon-bons, nut and fruit centers, etc.—put up into pleasing assortments in special holiday boxes. Our candies will reflect your good taste.

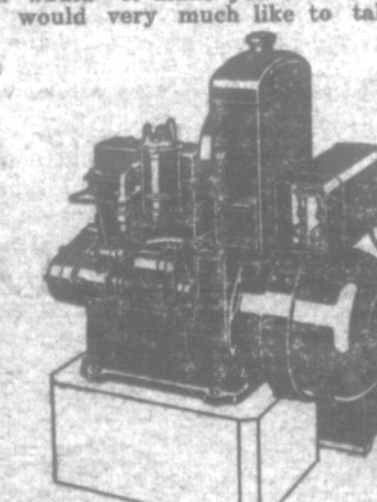
**Moro Confectionery** W. A. Reggles, Proprietor

### CHRISTMAS SPIRIT

What a Wonderful Thing it is!

The youngsters wait all year for dear old Santa to bring them toys and other things. The long anxious anticipation and at last the realization. What boundless joy is experienced by these happy youngsters at Christ-What would your family say and think and do if—? On Christmas eve, you press several buttons and flood the house with bright, cheerful electric light generated by your own Kohler Electric Plant.

How do you suppose they would like it? How would it make you feel? How would you like to talk to you



about this. There's time to install the plant and have everything ready for Christmas eve.

Won't you come in and let me explain the convenient easy time payment plan whereby you can have a Kohler Electric Light and Power Plant for your Christmas.

**Moro Garage**  
M. R. SCHADEWITZ, Prop.  
Phone M 171  
Home phone M 474

# Go!

TO THE

## Moro Trading Co.

for Bargains in Ladies Wear  
Men's Furnishings  
Novelties etc.

SALE of DRY GOODS

# CONTINUES

16-JULY25

A Fair Supply of Gingham Dress Goods, Hosiery and Underwear

## Moro Trading Co.

Moro, Oregon

The reader of advertisements knows that he has the most reliable guide to markets that exists in the world today.