

Send Your
Jewelry Repair Work
to
Pound's Jewelry Stor
GUY A. POUND
Proprietor
Remodeling of old Jewelry
A Specialty
Careful Attention Given To
WATCH REPAIRING
The Dalles, Oregon

When in The Dalles
HAVE YOUR
Lunch or Dinner **35c**
(Full Course)
at the
White Restaurant
408 E. 2nd St.
The Dalles, Oregon

We also serve, at usual prices,
Lunch and Dinner combinations
that are sold by our patrons to
equal Home Cooking

**Portland
Painless
DENTIST**
Painless Extraction
\$1.00
W. T. Slatten, D. D. S.
Over Wasco County Bank
The Dalles, Oregon
305 2nd St.

Prices ARE Reasonable
at the
**BLACK AND WHITE
Restaurant Fountain
Lunch Counter**
COME AS YOU ARE
PLENTY OF PARKING SPACE
AT ALL TIMES
J. T. Fries, Proprietor
THE DALLES, OREGON

WHEN
IN THE DALLES
EAT AT
Royal Cafe
Open Day and Night

**ZELL
FUNERAL HOME**
THE DALLES, OREGON
Phone 345 The Dalles
A. M. Wright
Representative at Moro
MORO, OREGON

Model Laundry
THE DALLES
Calls for and Delivers
in Moro Wasco
and Grass Valley
Mondays and Thursdays

**Westinghouse
MAZDA LAMPS**
FOR SALE
BY
Sherman Electric Co.

Burget & Callaway
Funeral Directors
Union and Third St.
The Dalles, Ore.

The Judge: How About A Cannibal Steak and Lady Fingers— by M.B.



HOW ENDLESS CHAIN SELLING PLANS ARE USED TO ROB SAVERS

W. R. Morehouse Continues His Exposures of Modern "Gold Brick" Schemes—American Bankers Association Official Tells How Life-Time Savings Are Wiped Out.

By W. R. MOREHOUSE,
Public Relations Commission, American Bankers Association.

ARTICLE NO. II

I FIRMLY believe that promoters and high-pressure salesmen are becoming more and more crafty. Shrewder ways are being resorted to in order to trap the novice investor. It is deplorable that the investor does not profit by experience and is victimized a second time in his endeavor to recover that which he has already lost. It is the old, old story of trying to recover, but in the attempt losing. This very hour thousands of hard-earned dollars have slipped from the grasp of the calloused hands that earned them into the clutches of unscrupulous skin-game artists. Tomorrow the scenes of today will be re-enacted with a new and larger list of victims. A month from today depositors will still be pouring an ever increasing volume of their savings into the hopper of unwise investments. A year from today the same tragedy will be re-enacted this nefarious business of defrauding and swindling our savers of the fruits of their labors.

Here is a typical case. A group of men undertook to promote a vending or self-serving machine. Their plan called for the sale of \$37,000,000 worth of leases in the United States. Similar projects previously started throughout the United States had failed. As a matter of fact the average daily sale of one of these self-service machines was only \$2.10, which in itself made it impossible for a machine to produce sufficient revenue to make it profitable. Servicing the machines was another obstacle which had not been successfully overcome. In three months the promoters were successful in selling over \$2,500,000 worth of rights to use these machines.

\$40,000 in Savings Lost by One Man I know of one man who withdrew \$40,000 from a savings bank and invested it in this promotion. He told me it represented the accumulations of a lifetime. "And now I have lost it all," he said in a trembling voice. "I haven't a cent left and I am past sixty years of age—too old to work!" he added.

Of the more than \$2,500,000 invested by savers, over \$1,000,000 was taken by these wily promoters as commission. Think of making a commission of over \$1,000,000 on \$2,500,000 of sales in about three months' time! Think of what this more than \$1,000,000 of commission represents—think of the struggles and the sacrifices of the men and women who saved it! With some it was saved penny by penny over a period of years. Think of the sorrow it caused—the heartaches, the misery and the disappointment which followed in the wake of the collapse of this promotion. Think of the old man who lost \$40,000—all he had been able to save during his lifetime. Think of the widow's mite, for she lost it also. All that is left today of the original investment is less than 10 cents on every dollar.

Here is an endless chain scheme which relieved working girls of a portion of their savings. The loss ran into many thousands of dollars. The scheme is to sell silk hose to girls by getting them to act as selling agents.

A hostelry company rents offices in the shopping district. Soon an attractive offer is made through the local newspapers by cleverly worded advertisements in which it would appear that any young lady can secure five pairs of hose worth \$2 a pair for only \$1. In other words, \$10 worth of silk stockings for only \$1! Without stopping to analyze the proposition or to consider how impossible it is for any concern to stay in business and sell \$10 worth of silk hose for \$1, thousands of young women instantly fall for the scheme.

How Endless Chain Catches Victims Here is how it catches its victims. Each victim pays \$4 and receives three one dollar coupons which she must sell to her friends, and the friends must come in and pay down \$4 each, get three coupons each which they must sell to three friends and then these friends must perpetuate the scheme by selling coupons to their friends and so on indefinitely.

Here is where the promoters make a clean-up. One of the conditions which must be met before the young woman who purchased the first coupon receives her \$10 worth of hose for \$1 is that all three to whom she sold her three coupons must come in, pay down \$4 each for three more coupons and then go out and sell them. Before the three have done this, one or perhaps all three get "cold feet" on the proposition and, rather than go out and "soak" three of their friends \$1 each, they simply give up the job and charge their loss to experience. But in doing so they also block the girl who purchased the first coupon from completing her contract, and of course she, too, loses the money she invested in the scheme.

At a glance the loss appears to be small, but the truth is the scheme is capable of such great expansion that it soon takes in hundreds and thousands of victims. This is but one of many endless chain schemes in use today in the United States.

(Article III will deal with land peddlers and loan shark plans for robbing people of their savings.)

A ROYAL ENTERTAINER PERFORMS



Amir Bux, a genuine East Indian conjurer, produces a Liberty Bell from a reporter's hat. He is one of the artists in the India Building at the Sesqui-Centennial International Exposition, which opened in Philadelphia June 1 to December 1 to celebrate the one hundred and fiftieth anniversary of the signing of the Declaration of Independence.

R. M. LA FOLLETTE JR.



Robert M. La Follette, Jr., barely past the legal age for United States senator, who won the republican primary nomination to succeed his father as senator from Wisconsin.

A GOOD TIP

Now is the time to buy purebred livestock. A considerable volume of purebred stock originally intended for breeding purposes has been going to the block because prices for purebreds in many instances have declined practically to the level of those paid for slaughter animals. There is need for purebred livestock on farms and it does not seem right to slaughter animals that could be used to improve the quality of farm herds and flocks.

An exceptionally high producing cow is worth many times the price of a slaughter animal. Not only does such an individual produce more actual milk and butterfat, but the superior production characteristics of such individuals may be passed on through several succeeding generations. The fact should not be overlooked that purebred livestock is a real necessity. Without such stock, milk and butterfat records and weights of flocks will decline and uniformity of type and quality will be sacrificed. No improvement can be made without them. Now is the time to sell, scrub stock and buy purebreds while the prices are low.—Banker-Farmer.



WHAT'S WRONG HERE

Answer—A considerate Gentleman does not inflict his personal Grievances upon others, even though they be strangers. The gent in this picture should consult his lawyer before taking any unnecessary action. For a nominal fee he could find out just what to do under the circumstances.

NOTICE TO CREDITORS

Notice is hereby given that the undersigned has been duly appointed by the County Court of the State of Oregon for Sherman County, as Administratrix of the estate of Mary L. Hoskinson, deceased, and has qualified as such according to law.

All persons having claims against said estate are hereby notified and required to present them, duly verified, with the proper vouchers, within six months from the date of this notice, to the undersigned, at the law office of Francis T. Wade, in Wasco, Oregon.

Dated and first published this 11th day of June, 1926.
Jessica C. Hoskinson, Administratrix.
Francis T. Wade, attorney for estate.
Date first publication, June 11, 1926.
Date last publication, July 9, 1926.

NOTICE OF GUARDIAN SALE

Notice is hereby given that in view of an order of sale made by the county court of Sherman county, state of Oregon, I will, on and after the tenth day of July, 1926, sell at private sale the land of Martin Higgins, described as follows:

The east half of the northwest quarter (E½ NW¼), and the east half of the southwest quarter (E½ SW¼), of section eight (8), in township four (4) south, range sixteen (16), E.W.M.

Said sale will be made at the Citizens' Bank of Grass Valley, of the town of Grass Valley, Sherman county, state of Oregon, for cash, and bids, oral or in writing should be submitted.

Ellis Hughes, Guardian. 5t j11-j19

Modern Dyestuffs
Modern dyestuffs can be just as fast and give just as beautiful colors as any used in past times, says the United States Department of Agriculture. It is sentiment chiefly that makes us cling to the idea that the natural dyes obtained from plants and animals are best. Many of them are lovely colors, it is true, and the time that has passed since the cloth was dipped in the dye pot has in many cases mellowed the tones and made them even lovelier. Many of the so-called artificial dyes used now are exactly the same from the chemical standpoint as those from berries and bark and other natural sources. In some cases the new dyes are better than the old. The modern manufacturer of dyestuffs knows exactly what is in them, and for that reason is surer of results.

\$10

Each and part delivery charges will be paid for two bear cubs and a fawn. Write G. V. Rafferty,

**Government Camp,
SWIM, OREGON**

**NEW
HOTEL PERKINS**
A. E. Myers, Proprietor

Fifth and Washington Sts.
PORTLAND, OREGON



The House
Where the 1914 **\$1.00**
Has its full value in 1926

SPECIAL RATES

Room with private bath \$1.50 up.
Room with bath privilege \$1.00 up



**COSTS LESS THAN
1-4c Per Mile**

To ride on a
Seiberling All - Tread

A Complete Line of
Seiberling and Portage Cords

Sherman Garage & Mch Co
Wasco, Oregon

Portage Cords at Mail Order Prices



C. V. Belknap, Proprietor
Moro Hotel Barber Shop
Moro, Oregon

Ladies and Children's Hair Cutting
and Shingle Bobbing

BATHS

Devil's Lake

THE Roosevelt Golf Club course will be opened for play on temporary greens July 1st. Be sure and play this attractive course.

Limited number of rooms and first class restaurant available across Roosevelt highway from golf club.

New, modern, two and three room cottages, furnished or unfurnished, for rent. Reservations must be in before July 1st.

A few pieces of desirable acreage still available. We are making a special proposition to those who purchase lots before July 4th.

Lake-Ocean Land Co.
112 Porter Bldg.,
PORTLAND, OREGON

READ & GALLOWAY
GENERAL MACHINE SHOP

Repairing Trucks, Tractors, Automobiles, Caterpillars, and Combine Motors, Cylinder Grindling, Oxy-acetylene and Electric Welding

The Dalles, Ore.

615 East Second St.

Phone Main 4001

Independent Warehouse & Milling Co.

R. H. McKean, Manager, Wasco, Oregon

DEALERS IN

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

MANUFACTURERS OF
MILL FEED AND FLOUR

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

In the concrete, 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.

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