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J.C. Penney Co.
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DEPARTMENT STORES

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**Where Sanity Reigns
And Everybody Benefits**

Baker, mechanic, farmer, school-teacher in all walks of life with every member of their homes from Baby May to Grandmother—find in this store that character of service which best fulfills their requirements.

Inferior goods such as second-hand, imperfections, bankrupt stocks and the like, are excluded here for we are very particular about each article measuring up to a high standard in order that it may give the largest amount of service over the longest period of time.

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Big Values! Smart Styles!

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Workmanship and fabrics that stand hard wear—style-to-the-minute-values all the way through. At our Nation-Wide Low Prices. Suits with one pair knickers and one pair golf knickers—

\$6.90 to \$13.75

With One Pair Long Pants and One Pair Knickers—

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For Men

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59c

New Purses

Stunning!



Choose a purse here for style and wear! A fine assortment, priced each,

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Lumberjack

Sweaters for Boys



Well-shaped with knitted bottom to fit snugly; two flap pockets; bright new jacquard designs. Low priced—

\$2.25 to \$3.19

"The Collegiate," for Boys

Stout, Comfortable, Stylish

Selected tan leathers, with all the elements of style that feature our shoes for men. Good workmanship, wide toe for comfort, Goodyear welt and rubber heels, all combine in assuring an excellent value at—

\$3.98



Open Saturday Nights Until Nine O'clock

Mail Orders Filled Promptly

WORK IS HEALTHFUL

Few people look upon their work as an ally to their health, yet it is and it should be so. All, except a favored few of us, have to work, and we are better off for it. The work of an individual should be inspiring and stimulating. It should be pleasant and profitable. It should have a definite purpose. If it would meet these ends, his health would be better. If he fails to live up to these requirements, his health may be impaired.

Strain should be avoided by those employed in work. Strain may be either physical or mental. It may be localized in the muscular or nervous system or in both combined. It may lower a person's efficiency and make him ready for an accident. There are many ways of avoiding strain. Good posture will do much to prevent physical strain, and faulty position of the body will do much to help bring it on. A man who sits at his desk all day should get up and walk around every now and then, or work for a while standing up. Working conditions have a certain effect on a person's health. The environment, as well as his mental attitude, has much to do with his personal welfare. The work place should, in the first place, be kept clean and free from dust. An atmosphere full of dust causes irritation to the nose and throat and predisposes to acute cold and other infections which enter by these canals. Places where people work should be well ventilated and airy. Lighting arrangements are important. The light should be sufficient but not too strong. A person should not look directly at a light or have it shine into his face. The force of light should be directed clearly over the left shoulder. Natural illumination, of course, is much better than artificial.

Nature hates an idler. A man who has nothing to do is worse off physiologically than one who toils a good eight hours a day. Idlers form that vicious class of people who find time to write long windy epistles to newspapers taking exceptions to every progressive movement. There is a most happy medium between idleness and over-work, which every useful citizen ought to try to attain. Hard work, properly done, never harmed anyone. Health and efficiency always seem to go together. The combination of physical and mental health is essential to the mind as it will not perform wonders by itself. All persons who want to live rightly should endeavor to cultivate serenity of mind along with such physical benefits as fresh air, exercise, proper food, water, rest, proper care when needed and avoiding disease.

There can be no doubt that one of the things man wants is success from toil. This is the boon granted him by automatic machines. It is possible now, the engineers tell us, to construct a house in which almost every conceivable service to the inmates could be provided at the touch of a button or the throw of a switch, writes E. B. Free in the Forum. During recent months Prof. S. Parker Smith of Glasgow university has been lecturing before the various sections of the Institute of Electric Engineers on the subject of the "All-Electric House." It is possible and economical, the professor insists, to provide heat, hot water, cook stoves, ventilation, household cleanliness and many of the ordinary domestic services by electric devices. Professor Smith has installed these devices in the ten-room house in which he lives in Glasgow. The saving in service, and, of course, in the usual costs of coal and gas, was more than sufficient to pay the cost of electric power, even at city prices.

Queen Mary of all the Britains must not be a bad sort of mother-in-law, even if her hair do leave much to be desired. This is deduced from the story of the queen asking that her very first little granddaughter be named after the mother, Lady Elizabeth, wife of the queen's second son, the duke of York. All Britain expected that the child would be named "Mary" for its queenly grandmother, but grandmamma spoke up and sweetly named for its own mother. Thinking of children we know who bear such cognomens as Prunella and Cruller and Iphigene "after grandma," we can think of many a daughter-in-law who might like Queen Mary for a mamma-in-law.

There is something buoyant and cheery and breezy about any person who can live above his surroundings—that is, can find something to cheer in every state, and who prefers to ponder on the brightness of the sun rather than discover the spots in it. If you would sing and whistle and laugh more, heartaches would be fewer. Laughter is a contagious thing. It calls forth a similar response. People feel the tingle of life, and experience its thrills as they laugh. And there is such a lot in life to smile over.

Some of the most insecure things in the world are called securities.



TOO GREAT A SPREAD BETWEEN CONSUMER AND PRODUCER

January 1st of this year there were 30,665,000 people on the farms of the United States who produced and put on the market from eight to nine billion dollars worth of farm products.

When these products had run thru all the middle channels and reached the consumer they had risen in price from the eight and nine billion that the growers received to twenty-eight and twenty-nine that the consumer paid for them.

Between the producers of the eight and nine billions worth of farm products and the ultimate consumers, nineteen million people were in some manner connected with their handling, and the middle toll of expense and profit was from twenty to twenty-one billion dollars, or an average of \$1078 to each person who had something to do with the product in their journeys from the fields to the kitchens. The producers of these products received but \$280 per capita, or 75 cents per day. They received only about one-fourth as much per capita as those who handled them after they were harvested.

One of the results of this condition, the report of the comptroller shows, that from June 30, 1921 to June 30, 1925 there were 340 national bank failures and 2148 bank failures other than national banks, making a total of 2488 bank failures in the four years, or 622 per day, nearly two per day. The total loss of deposits was \$598,524,055.

Of these failures, 1388, not national banks, and 242 national banks were in ten of our agricultural states. The failures ran very low in industrial centers and abnormally high in agricultural sections.

These statistics conclusively prove that the one great industry of agriculture is hampered, and held back, while other industries are enjoying profits and prosperity. Far seeing men know that the time will come when this falling of our basic industry will be reflected on other industries. With the buying power of over thirty million people curtailed to necessities, there can be no other result.

When Webster and the public disagree, who shall decide? That was the question which some might have asked at the gathering at the Twentieth Century club in Boston the other night, when sixteen selected and yet common words, put as an intelligence test before those present, disclosed there was nothing like unanimity regarding their correct pronunciation. Moreover, Prof. James L. Lovess of the English department at Harvard agreed with the public sometimes and with Webster at others. "Tomato" was one interesting word concerning which there was so much difference of opinion that it was put to a test vote. Of those taking part, it is reported, 26 favored tomato with a short "a," while 21 favored it with a long "a." The other words included "Aaron," "ally," "automobile," "cordial," "caspade," "halibut," "indisputable" and "squalor."

Comparatively few people have yet realized that every progressive city in the United States not alone must be rebuilt, but that the rebuilding is now going on and gaining momentum each year. It is a natural development that the better-to-do people should have their more modern homes first. Builders during the last few years have concentrated upon apartment houses and commercial structures. In some parts of a few of the larger cities the demand for residential and commercial buildings of the higher type may be nearly filled. New buildings in this class may now come along only as population increases. But in any report on housing conditions we must not fail to review the condition in our obsolete, dilapidated tenement districts everywhere, says Thrift Magazine. New housing must and will include the whole range—the demand for better homes of all classes of workers—before the volume of national building shows any permanent slowing down.

It has taken a long time for the pestiferous mosquito to make a footing, so to speak, in England; but, after several sporadic invasions, it is there, and the authorities are about to wage war upon it, employing Gen. William L. Gorgas's method. The insect is causing great annoyance at seaside resorts, and the hope is expressed that the pest will be prevented from spreading inland. If the Isthmus of Panama could be freed of a mosquito domination lasting through unnumbered centuries, the English coast people certainly have reason to hope for relief. Timely and wisely directed effort will win.

The Chinese situation has cleared up considerably, says the Kansas City Star. A year or more ago Wu Fu, leader of the Chihhi party, was deposed as head of the Peking government by Chang Tso-lin and Feng Yuh-shing, and now Wu Fu has deposed Tso Chih-ji with the aid of the Kuomintang party and turned loose Tso Kua, who was president before Tso Chih-ji. This, of course, disposes of Chang Tso-lin and Feng Yuh-shing and puts the Hupeh army in control of a situation that had become obscure to Americans, but which is now completely clarified.

The automobile has progressed a long way toward perfection, but no alteration has been noted of the fact that the owner of the car out with a party of his friends still is expected to pay for the dinner.

The Last Act of Service

That can be rendered to a loved one who has passed away is accomplished through the funeral director. Our long experience and up-to-date equipment enable us to render every possible help. Personal attention is given by the proprietor to the many details. Every thing possible is done to relieve the family and friends of all worrisome details.

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Science for Service

True education combines theory and practice, and its goal is service. Oregon's Land-Grant College affords the liberal training essential to personal culture and civic efficiency, combined with special training for leadership in fields vital in modern life.

Basic and General Training—

In the school of Basic Arts and Sciences and the departments of Industrial Journalism, the Library, Physical Education, and Music.

Technical and Special Training—

With curricula leading to the bachelor's degree in the schools of AGRICULTURE HOME ECONOMICS CHEMICAL ENGINEERING MILITARY SCIENCE COMMERCE MINES ENGINEERING PHARMACY FORESTRY VOCATIONAL EDUCATION

Graduate work is offered in most of the schools. In addition to the Resident Instruction, the Experiment Station and Extension Service specialize in the application of science in every-day life.

FALL TERM BEGINS SEPTEMBER 20

For latest Catalogue and information address.

THE REGISTRAR

Oregon Agricultural College
CORVALLIS

MORO THEATRE
MORO, OREGON

Tod Browning's story "The Mystic"

Tuesday, August 17, 1926

With Aileen Fringle, Mitchell Lewis and Conway Tearle heading the cast of screen favorites. The first great screen story exposing spiritualism, spooks, séances, table tapping woe in with gypsy scenes.

Buster Keaton in "Go West"

Saturday, August 14, 1926

For one hilarious hour see Buster Keaton in one of the rare pictures of the screen. Prominent in the cast is Buster's muley cow "Brown Eyes." In the supporting cast are Howard Truesdale and Kathleen Myers.

Admission 10c and 30c

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Business Men Say: "Advertising Pays"

THE "FOOL'S PARADISE" NOT TO BE FOUND IN WORLD TODAY

It is a noticeable fact, that ease of living and prosperity often bring discontentment, while adversity strengthens the character and offers an incentive to accomplish seemingly impossible results. The phenomenon is witnessed in both family and national life. The wealthy individual with all the material things that should help bring contentment is often satisfied, when his poorer neighbor has little of this world's goods and has to work hard for a living, finds peace and happiness.

And so it is with nations and states. The United States which is probably the most prosperous country on the globe, and which has the most free and democratic form of government for 150 years, is constantly attacked by political theorists who would exchange our governmental structure for a dangerous mess of pottage.

When we are struggling for freedom, necessity forced us to devise and adopt a constitution which would protect the individual from oppressive officialism. In our day of prosperity and power we listen to schemes that would undermine our constitution and detract from the liberty of the individual.

We have seen North Dakota swing toward a socialistic form of government where the state competes with its own citizens in business, thus destroying personal opportunity and initiative. We have seen Iowa encouraging paternalistic experiments which run contrary to the law of sound economics, and promise to create a fool's paradise by legislative edict. We have seen the states of California, Oregon, Washington, New York, Wisconsin and others, as well as our national government itself, flirting with proposals which would put the government into business competition with private citizens and taxpayers. So far, the common sense of the people has generally repudiated any program which seemed to undermine constitutional rights and liberties. But the agitation continues, and wealth and prosperity have a tendency to breed envy, jealousy and hatred.

Life insurance records show that the majority of people who receive the proceeds from an insurance policy, have lost that money within a few years. Lack of training and experience, and failure to consider the future is responsible for that sorry state of affairs. As a nation we are today like the beneficiary of a large insurance policy; we have the cash benefits which have resulted from certain economic conditions. In other words, the country is prosperous because we have a sound government, because our money is worth its face value, because property rights are protected, because our workmen have good wages and because our nation has great consumptive power to offset its ability to produce.

As a nation, we should recognize these facts and realize that any program, political policy or agitation which tends to interrupt or discourage sound government and safe business conditions will destroy our prosperity and our savings just as surely as unsound investments or profligate living will use up the insurance bequest.

On every one of us rests the responsibility for maintaining the happy conditions that exist in Our Country today. We cannot pass the buck to someone else. We cannot indulge in visionary political experiments; any more than we can indulge in wild stock speculations without paying the fiddler. We have thousands of years of experience to profit by, and if we fail to heed the lessons which are written on the pages of history, we will have no one but ourselves to blame for seeking a fool's paradise which exists only in the rosy brain of some visionary dreamer.

Especially Those

"Everybody should learn to drive a car," says an auto journal. At any rate, those who sit behind steering wheels, brother.—Baltimore Sun.



"WONDERFUL SPEED BUT LACK CONTROL" CAUSE TROUBLE

"In my observations of automobile drivers, I am reminded of many bush leagues who have been tried out for places on the big leagues and have failed in the pitcher's box," said George O. Brandenburg, general manager of the Oregon State Motor Association. "In practically all instances with the pitchers, they were sent back to the 'sticks' through a lack of control. Wonderful speed they had, but no control. Now you get the point. Too many auto drivers have wonderful speed but lack control."

In analyzing the phrase as applied to auto driver's, "Wonderful speed, but no control," Mr. Brandenburg pointed out that the lack of control was due to too much speed in most instances. When a car gets to a certain speed on ordinary traction as found on our highways, it is beyond control, and with our highways crossed by intersections, and vision obscured frequently by turns, there is ever a warning to be issued to the fellow with wonderful speed and too little control. Even on a straightaway, a car becomes a hazard beyond a certain speed, as blow-outs, or a dozen mishaps to the mechanism of the car, will result in a spill that will not only endanger the lives of the occupants of the car but of those in the immediate vicinity of the unlucky one.

Strict attention to the path of the motor car is another item that receives too little attention. Many drivers, traveling at a good rate of speed have a habit of looking everywhere but down the path of the auto. If one must look into the eyes of other occupants of his auto while talking, he should temper his speed to suit such occasions. If scenery must be enjoyed, it is incumbent upon the driver to either stop or forego the pleasures of such attractions. A misguided auto at high speed is just as hazardous to the motorist as too much speed with a lack of control is to the aspiring twirler of the big leagues.

"Wonderful speed, but no control," is an epitaph that might be written on the stone of a great number of casualties that occur on the highways annually.

Reading of advertising is worth while.