

SHERMAN COUNTY OBSERVER

C. L. IRELAND Editor and Publisher

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Eureka Lodge No. 121 A. F. & A. M. Moro, Oregon Meets the 1st and 3rd Thursday evenings of each month. Visiting members cordially invited to meet with us. By order of W. M. Robt. Urquhart, Secretary.

Bethlehem Chapter No. 78 O. E. S. Moro, Oregon Regular communications each 2nd and 4th Thursday evenings of each month. Lois Barzee, Worthy Matron Nana Barzee, Secretary.

Moro Lodge No. 113 O. O. F. Moro, Oregon Meets every Monday evening in the L.O.O.F. hall. Transient and visiting brothers are cordially invited to meet with us. W. H. Williams, N. G. W. M. Young, Secretary

Lupine Rebecca Lodge No. 116 Moro, Oregon Meets 2d and 4th Tuesdays of each month. Visiting members welcome. Essie McKean, N. G. Jessie Henrichs, Sec.

Chris Schultz Post No. 71 American Legion Meets at L. O. O. F. hall on 2nd and 4th Wednesday evenings of each month. W. H. Williams, Commander A. M. Zevely, Adjutant

Future Possibility Waste power now tumbling over Victoria Falls, Africa, may be running machinery in New York and Chicago when the present plans for power transmission without wires are perfected.

Special price on oil and gas stoves. Now is the time to buy. Moro Hardware and Implement company.

SAXOPHONE Slightly Used Good as New Very Reasonable Terms Write L. R. Mumney Corson's Music Store The Dalles, Oregon

Guaranteed Watch AND Jewelry Repairing By Expert Workmen Leave Your Work with W. A. Ruggles at Moro Confectionery F. H. COOLIDGE HOOD RIVER, OREGON

HARTWIGS FLOWER SHOP "Merchants of Beauty" The Dalles, Oregon Opposite First National Bank Phone 794 Night phone 690W

Ross' Confectionery Moro, Oregon Are agents at Moro for Hartwig's Flower Shop. All orders left by noon will be delivered the same day at The Dalles prices. SPECIAL ATTENTION Given to Floral orders for special occasions. Place orders early to secure best selections. Say it With Flowers But say it With Ours.

"HOME" Is where the Heart lies The first thought of the Pioneers when they "trekked" across the country, blazing the trail to new lands, was to set up a home of their own. And so it has ever been in the mind of every man and in the heart of every woman to have her own home. We have made such ideals easy to realize and easy to consummate through our Free Plan Service. All improvements and conveniences that contribute to wholesome living and beauty of environment greet you in an inspection of our Free Plan Service Books. "Always at Your Service." Tum-A-Lum Lumber Co. MORO, OREGON D. E. CLARK, Manager. Phone, Main 91

300 MONGOLIAN PHEASANTS BROUGHT INTO COUNTY

J. F. Hendrichs, superintendent of the state game farm four miles east of Pendleton, brought 300 two-thirds grown Mongolian pheasants into Sherman county last Saturday and released them with the hope of stocking Sherman county to game birds. One hundred of the young birds were released on the John Fulton farm, 75 on the Vic Anderson farm, and 125 on the H. H. White farm near Klondike.

Mr. Hendrichs stated that the Pendleton game farm will hatch 5,000 birds this season. The breeding birds are confined in 324 pens, each pen being 24 x 24 feet and covered with wire netting. Each pheasant hen will average this season between 60 and 80 eggs which are hatched by hens bought as needed. This year about 300 hens will be used at the farm for this purpose.

In addition to the Mongolian pheasants, the farm has 100 wild turkeys on the place and has shipped 20 of the young turkeys to Gold Beach this season. Hungarian partridge is another game bird grown on the farm as well as a number of ornamental birds such as Golden pheasants, Silver pheasants, Reeves pheasants, and wood ducks.

Superintendent Hendrichs is replete with information as to the breeding and care of the birds and this knowledge is useful to any one who is interested in having poultry on the farm. He is very much in earnest in asking any one traveling between Pendleton and LaGrande to stop and inspect the game farm and its method of breeding birds.

THE CHALLENGE TO ALL

A worse menace than that for which we went to war now confronts us at home. Indifference to law, the daily making of thieves and murderers, the breaking down of our social structure, license not liberty, indulgence not economy, carelessness not security.

Every young woman in war time, with tremendous zeal, helped the struggle. Her patriotism is needed now even more than then. Millions were subscribed by our business men to win the war. Long hours of work were given with \$1 a year as the sole monetary reward for the most intense service. But we are now menaced at home and a like devotion and a like labor are needed if life is to be at all worth living. The law of the jungle is replacing the laws of sanity and reason. The health, the morals, the very life and liberty of all are at stake.

Real patriotism is sincere service for the good of our country, which means service to fellow citizens more than to ourselves. Every man and woman of influence in this country, for sheer safety's sake, must enlist their greatest efforts to uphold the law and solve the vexing problem. It is the duty of every one to know the extent of the law's violations now and the pernicious effects and to give every ounce of energy to help save America from itself.

Wiley McDonald returned last Sunday from a visit with relatives at Newberg.

Geo. B. Bourhill left this week for a vacation at St. Martin hot spring in an effort to cure his rheumatic pains.

Sheriff Hugh Chrisman returned Thursday afternoon from Bend having in custody W. E. Randall wanted at Wasco on a charge of issuing a check with no funds in the bank.

M. G. Melzer and family left by auto Wednesday for a two weeks vacation to be spent at Belknap Springs, Portland, Newport, and Sherwood. Mr. Melzer's folks live at Sherwood.

A field fire in the north west part of Sherman county last week, back of the John Fulton farm, burned standing grain, stubble, and sacked grain. A pile of 400 sacks of threshed grain was partly destroyed by the fire as well as several smaller piles.

May Lovelace, owned by J. C. McKean and Wiley McDonald, made a record that local horse men can be proud of at the Gresham fair last Wednesday when she won four 4th places on the county fair track, going in fast company from California.

People around Moro are on the watch for a fellow who seems to make a practice of petty thievery. About two weeks ago he is said to have stolen hides from the slaughter house at Wasco; the next week hides from the Moro slaughter house and this last week six sacks of oats from the C. R. Morrison field.

Mrs. Arthur Rebman and children, who have been visiting with Mrs. J. P. Yates, Mrs. George Rebman, and Mrs. A. J. Murray for the past week, have returned to their home at Hermiston. Mr. Rebman drove down last Friday and after a few days visit with relatives, returned with his family to Hermiston.

Two local horses that made an unusually creditable showing at the Gresham fair last Sunday were Al Roy who placed in 2nd against Amy Bond for 1st place, time 2:20 1/4, in the consolation race. The second heat in this race, after elimination of the first two winners, was taken by Lady Moro, time 2:18 1/4, running against Bull Patch, 3rd place, and Billy Schultz, 2nd place.

BRIEF LOCAL NEWS

Paragraphs on County and Community Events

Mrs. C. O. McCain is a visitor here from Salem this week.

Fred Hennagin was a business visitor in town Thursday.

Miss Naomi Young is visiting with her parents, A. M. Young and wife in this city.

C. R. Morrison and family returned last week from a visit with relatives at Portland.

Ralph Brisbane and family left by auto Thursday for a vacation at St. Martin hot spring.

Percy Thompson drove to Tygh Valley last Sunday to visit with his parents at that place.

Mrs. Bess Lewis, sister of Mrs. O. A. Ramsey, was visiting in Moro last Sunday, from Portland.

Sam Montgomery, harvesting at the C. R. Morrison farm, returned last Sunday to his home at Portland.

Dr. L. D. Idlemann and family spent the week end here last Sunday on their return to Salem from a vacation at Camp Sherman.

Mrs. C. Casperson, visiting here at the home of her daughter, Mrs. H. H. Christianson, left Tuesday for her home at Eugene.

Rev. Henry G. Hanson and family returned Wednesday evening from their summer vacation, spent at Reedsport, Oregon.

Austin Foss dislocated his right shoulder Saturday night when he was thrown from a roller coaster in front of the Bayles residence.

A four room and bath cottage will be built this month at Rufus by the Wasco Warehouse Milling company for their employe at that place.

Bus Peterson and W. A. Campbell are busy this week laying out work on a new 44 x 60 foot barn being built north of Wasco by H. A. VanGilder.

O. G. Sayrs and family, Mrs. F. A. Sayrs, and C. R. Spurling and wife made an auto party that left here on Thursday for an outing at Crater lake.

J. F. Noonan is having a kitchen 12 x 16 feet and a bath room built onto the south side of his residence and a roomy size porch on the north side.

Mrs. C. A. Rasch, Mr. Jorgenson, and daughter, from Cottage Grove, spent Tuesday at the E. T. Strong farm. Mrs. Rasch is the mother of Mrs. Strong.

C. L. Montgomery is bemoaning the loss of a watch chain and a \$5 gold piece worn on the chain as a charm. Supposed to have been taken from his house during his absence.

Herman Wiley was in town Tuesday from the Silver Crest Fox Farm east of Grass Valley. While here he stated that he had a number of pedigree German police dogs for sale this fall.

Robert Morrison, accompanied by Jess Hales and wife, all from Pendleton, were visiting in Moro on Wednesday. Mr. Morrison is a brother and Mrs. Hales a sister of Wm. Morrison of this city.

A sample of Golden Bantam corn on the cob left this week at the Observer office by L. V. Moore, gives conclusive proof of the growing qualities of the soil of Sherman county at the Moore farm south west of town.

J. N. Landry and family, accompanied by Mrs. Sarah Landry, left Thursday for a visit to Yellowstone park. Mrs. Sarah Landry will visit with a sister at Colfax, Washington, while the party continue their trip to the scenic wonder.

Harry Beesley left by auto Thursday on a business trip to Portland. Mrs. M. W. Armstrong and daughter Severly accompanied him on the trip to Portland from where the last named journeyed to Salem to visit with her grand parents.

SLOGANS ARE PART OF AMERICAN BUSINESS LIFE

Nowhere else on earth has the slogan or catch-phrase reached as high a stage of development as in the United States. By the same token the slogan does not play as considerable a part in the commercial, political and civic life of other peoples as it does of the Americans.

None will deny the value of the catch-phrase in national advertising and even in local commercialism. Everybody knows to what particular product you refer when you say "Babies cry for it." "There's always a picture ahead." "His Master's Voice." "Is there a little fairy in your home?" and many other similar advertising slogans.

In fact, few nationally known products are not sold under a copyrighted trade-phrase. Do you know of an automobile, from the cheapest to the most formidably priced, that can not be singled out by some slogan? To think of one would be as difficult as finding a sloganless soap or city.

It is irrefutable that slogans sell where nothing else will, but it would be unjust to the public to say that it takes the catch-phrase at their word. Barnum annually proclaimed his circus as "bigger and better than ever," and his successors are emulating him today, but nobody goes to the circus just because of this "slight exaggeration." The catch-phrase or advertising slogan is as much a part of American business methods as advertising itself. There is nothing illegitimate or reprehensible in the institution but its power as a salesman is almost supernatural.

Mr. and Mrs. J. C. McKean, Mrs. Wiley McDonald, Kenneth McKean, and two boy friends, visiting here from Portland, drove to Gresham Saturday to witness the racing at the Multnomah county fair.

Mrs. G. C. Akers entertained about 16 members of the Klondike community club last Thursday afternoon at the Akers home in this city. Mrs. Akers was one of the charter members of the club when it was organized while they were farming in the Klondike neighborhood.

Lady Lovelace, owned by L. V. Moore, became frightened at a Fordson tractor when on the Gresham race track last week, resulting in an injured knee when she got off the track and out of control. The injury spoiled the racing interest at Gresham for local fans.

A. M. Young and W. A. Ruggles left Sunday for Montana, where they are interested in an undeveloped gold mine that shows unlimited possibilities. The surface outcroppings of the mine assayed about \$6 to the ton and at a depth of 18 feet had increased to \$16 to the ton in lead, gold, silver and traces of platinum.

A. Rose, E. E. Barzee, R. F. Dean, J. C. McKean and G. A. Meloy, members of the Mystic Shrine, journeyed to The Dalles Wednesday evening to attend a banquet given in honor of David W. Croeland of Montgomery, Alabama, imperial potentate of the Mystic Shrine for the United States. Following the banquet an address by the imperial potentate closed the evening.

G. E. Mathews, formerly of Moro and owner of the Granada movie picture house at Portland, has bought the Empire theatre at The Dalles. He has ordered new seats and a pipe organ and will close the building for remodeling when these arrive. Mr. Mathews also plans to build a new theatre in The Dalles which he will operate in conjunction with his new purchase.

The ladies of the Gorman Community club enjoyed themselves at the home of Mrs. Jess Pierson the afternoon of August 8th. Because of the absence of President Mrs. O. R. Knapp the meeting was called to order by Vice President Mrs. Wm. Ross. Refreshments consisting of apple pie ala-mode and coffee were served. The next meeting will be at the home of Mrs. O. R. Knapp.



MORO CHURCH NEWS

Notes of Interest to All Denominations

Methodist Church Notices. Rev. and Mrs. R. A. Feenstra are now on a two weeks vacation and urge all their people to worship for these two weeks with their Presbyterian friends.

Sunday school at the Methodist church at 10 a. m. Mrs. W. C. Bryant superintendent.

Rev. F. R. Jackson of Wasco will preach at the Grass Valley Methodist church next Sunday at 8 p. m. Mr. I. M. Woods will sing.

Presbyterian Church Notices. Rev. Henry G. Hanson has returned from his vacation and will preach at the Presbyterian church next Sunday, August 14th, at 11 a. m. and also at the union service at the Presbyterian church in the evening.

Sunday school will take place at the usual hour, 10 a. m. All are cordially invited to these services.

Christian Science Announcements

The topic for the lesson-sermon at the morning service at the Christian Science church Sunday morning will be "Soul."

Christian Science services are held every Sunday morning at 11:00 o'clock, and on Wednesday evening at 8:00 o'clock. The Wednesday evening services include testimonials of healing.

Sunday school is held in the Sunday school room every Sunday morning at 10:00 o'clock. Pupils up to the age of twenty years are received into these classes.

This society maintains, at the rear entrance to the church building, a free Christian Science reading room, which is open daily, where the Bible and the Christian Science text book Science and Health, with key to the scriptures, by Mary Baker Eddy, together with all other authorized Christian Science literature may be read, borrowed, or purchased.

The public is cordially invited to attend the church services and to visit the reading room.

Kent Church Notices.

Sunday school at First Christian church, 10:00 o'clock every Lord's day. Preaching in the afternoon at 3:00 o'clock, by Rev. Cofer of Grass Valley.

SEVEN SECONDS LOST MAY GAIN YOU FIFTY YEARS

Would you lose seven cents to gain fifty dollars? Such an investment offer undoubtedly would be widely popular, but would you lose seven seconds to gain fifty years? The latter proposition is of particular interest to railroad men.

It takes a fast railroad train an average of seven seconds to pass a crossing, according to R. J. Clancy, assistant to the general manager Southern Pacific company, yet 1,784 automobilists were killed at grade crossings in the United States last year.

"Seven seconds is hardly a considerable period of time," said Clancy, "but its apparent importance to some automobilists is causing many crossing accidents each year. It is different for the driver of a fast-moving automobile to cause the relative speed of his car and a fast train converging at the same point different directions. It is not hard to estimate what the result will be if both arrive at the same time."

There should be only one rule for motorists to follow: Stop and let the train go by! Seven-seconds are not much in the span of life and lose them may be to save fifty years.

NEW POULTRY ASSOCIATION TO CERTIFY TO BREEDERS

A new movement in the Oregon poultry industry, hailed as the most important advance in recent years by many breeders, is the recent organization of the Oregon Accredited Hatchery and Breeders association. Articles of incorporation will be taken out immediately, as it is hoped to perfect the organization, sign up members, and hold the first annual meeting before the end of August.

The new organization is patterned closely after the one in Washington, operated successfully three years. Its purpose is to protect customers and breeders by providing rigid supervision of breeding flocks and hatcheries of members.

Three divisions are provided for in the constitution: Certified breeders, those who hatch and sell chicks or breeding stock only from their own flocks; certified flock owners, those who produce eggs largely for hatcheries; and accredited hatcheries, those engaged in the baby chick industry on a scale requiring purchase of outside eggs. Rigid requirements are laid down for each class and supervision by the Oregon Agriculture college is provided for.

The plan offers protection to breeders by giving official credit for high-class breeding, and gives equal protection to the customer by insuring him against diseased and misrepresented stock.

The World's CHAMPION This is the fellow who will fight your battles for you and always win. Make him your friend. The best way is to give him a good safe home at the Bank of Moro. He will grow here with your savings. Bank of Moro

Every One! FOR HEALTH AND COMFORT Should eat a dish of ice cream every day. MORO CONFECTIONERY ice cream is made of the purest ingredients. Absolutely pure, fresh, and wholesome and the best eating ice cream since mother made it in the old home freezer.

Saturday is the LAST DAY of this unparalleled offer—Get a Grand Prize EUREKA VACUUM CLEANER only \$2 down There is not a minute to lose! Think of being able to get a brand new, genuine Grand Prize Eureka Vacuum Cleaner for the astonishingly low down payment of only \$2.00, with the balance on such extremely easy terms you'll never miss it! PHONE OR CALL TODAY Call up and we will deliver the Eureka and complete attachments right to your door. Take them and use them as if they were your own—no cost—no obligation. Then, if you decide to keep them, pay only \$2.00 down. But this is the LAST CALL! Hurry. More than 1,000,000 women are using the Eureka in their homes today—subjecting it to the most grueling tests of continuous service. No dust or dirt can be so deeply embedded in the nap as to resist the Eureka draws completely through the carpet, thoroughly cleaning it to its entire depth. Ginn, Coleman & Co. MORO, OREGON

HOT WEATHER Is a time of hardship for the housewife made easier with a Kohler Power and Light Plant on the farm that permits working in a cool kitchen when ironing. FOR SALE BY The Moro Garage M. R. Schadewitz, Proprietor

Farmers Elevator & Supply Co. Office at Farmers State Bank J. C. McKean, Manager, Moro, Oregon GRAIN BUYERS DEALERS IN Olympic and Drifted Snow Flour and all Olympic Cereals Olympic Poultry and Dairy Feed. Grain Bags and Twine Copper Carbonate. Gasco Briquets, Fuel, Grain and Feed. Cement and Building Material. Agents for J. I. Case Threshing Machine Co. FIRE AND MARINE INSURANCE

A valuable knowledge of the reliability and integrity of businesses is the reward of the steady reader of advertisements.