

OUR AIM:  
TO SERVE  
YOU WELL  
AND  
FAITHFULLY  
—ALWAYS

A NATION-WIDE  
INSTITUTION—  
**J.C. Penney Co.**  
INC. DEPARTMENT STORES

WHERE  
SAVINGS  
ARE  
GREATEST  
THRUOUT  
THE YEAR

The Dalles, Oregon

## Wool Dresses for School Girls

Matchless for Style and Quality  
Dependable for Long Wear

When school girls gather around and show each other their new frocks—the most attractively dressed will wear our Wool Dresses!



### Superior Thruout!

In purchasing these frocks for our hundreds of stores, we demand the greatest excellence in materials, style, and workmanship. As a result the frocks wear long and well!

**\$4.98**

In every color becoming and practical for girls! The styles are those of the world's best designers for children.

And all of this is topped by our great Economy Price!

7 to 14 Year Sizes

### Doing Good A Worthy Ambition

We wish that we might make this Store possess all those kindly characteristics which we loved so much in our grandmothers.

Ever considerate of the feelings and needs of others; serving them before even thinking of self; always with a cheery "good morning" and an affectionate "good night."

Our grandmothers taught us many of the worth-while things of life.

We aim to conduct this Store so that it will reflect the higher ideals of humanity—so as to do good for the people and the community.

Should we falter in this effort at any time, please let us know.

J.C. Penney Co.

### New Hats of Unusual Charm in the Modes for Autumn



A woman is most proud of her Hat! Why not buy it where you are sure it will be something to be proud of? Our new Fall and Winter Millinery in silk and velvet combinations satisfies every wish for smart Hats! At.

**\$4.98**

Open Saturday Nights Until Nine O'clock  
Mail Orders Filled Promptly

### Martin & Thrall

205 East 10th Street, The Dalles, Oregon

GENERAL AUCTIONEERS  
AND LIVE STOCK BROKERS

Phone at Our Expense

O. D. Martin, 292. J. C. Thrall, 271-R



### SAFETY SECTION FOR AUTOS

If automobile associations would take the same interest in educating automobile drivers in safe practices, as the railroads take in this educating their employees, automobile travel be safer and more pleasant, and there would be fewer auto accidents on the highway and at railway grade crossings.

On the Southern Pacific, which is a typical western road, a passenger may travel on its trains a distance equivalent to 340,000 times around the world without danger of loss of life in steam train accident. On the Southern Pacific in 1925, more than 5,000,000 man-hours were worked for each employe killed on duty. While this is the best record made by any of the large railway systems of the United States having more than 100,000,000 working man-hours for the year, there were others almost as good.

This shows what systematic safety work means in the prevention of accidents. Instead of agitating grade changes, which would burden the people with taxes, and then only take care of less than 10 per cent of the total auto accidents—for records show that more than 90 per cent occur at street intersections and elsewhere on the highways—the situation would be much better cared for and at little expense if auto associations would emulate the example set by the railroads, and establish a Safety Section to deal with carelessness and educate auto drivers in safe practices, as the railroads have educated their employes.

### FAMILIARITY BREEDS TROUBLE

Constant Contacts With Danger Bring Careless Tendencies

"Constant association with objects in which there is sometimes a great degree of hazard, is conducive to carelessness that eventually passes to a point of danger. Even the worker in a powder factory; the dynamite jockey and a score of others working in hazardous employments or positions become so accustomed to the deadly commodities they continually tamper with that they feel invulnerable to the deadly aspects of the same. The motorist comes in this category of operators," says George O. Brandenburg, general manager of the Oregon State Motor Association.

According to Mr. Brandenburg, the motorist, like those handling dynamite or other deadly items, has become careless through years of close affiliation and contact with the automobile. Today we find motorists whizzing through traffic; speeding down highways and around curves as though going to a fire. Time seems to be exceedingly valuable to most motorists, even to the point of endangering their own lives as well as the lives of those about them.

In contrast one must look back but a few years when the auto was new. Then there were many who refused to even ride in one. They threatened to rule them off the streets in many of our large cities. Ordinances were passed placing the speed limit at ridiculously low paces: all because they were considered a menace on the streets and highways.

Through years of contact and close affiliation this dread and fear has been worn away until the tendency now is to lean the other way. Motorists are too apt to become unmindful of the damage that is possible with a car moving even at a moderate rate of speed if not properly controlled. The honk of an auto horn means nothing to many pedestrians, and the papers are filled with mishaps resulting from a carelessness that has been created by too great a contact with an object that is a convenience in transportation, but which may be made a hazard in its careless manipulation.

"The torador of Spain has no compassion in confronting a charging bull in the ring. You or I would never think of taking his risk," says Mr. Brandenburg, "but he has become accustomed to such encounters, and thinks nothing of it. That is, he is taking no more of a chance than is the unwary pedestrian who steps in front of a speeding motor. The torador, in his arena is ever alert and ready to meet an attack. The pedestrian seems to have no idea of danger until carried to a hospital or the morgue from the wheels of a motor. Nor does the motorist, in many instances seem to realize the hazard he is taking in his thoughtless, carefree operating methods that are borne of too close a contact with the dread-nought he is manipulating."

We should be ever mindful of the dangerous side of motoring, when we appreciate its conveniences, and not become too case hardened from such mindfulness in our constant contact with them. The news of accidents in the papers continually remind us of these hazards, but we have become so accustomed to such stories we do not even heed them, until the story is driven home by an accident that involves the individual, and then it may be too late to profit by the thoughtfulness that should have been applied like an emergency brake when the heeding was good.

Investment bankers of the United States in annual convention foresee an era of unprecedented investment in this country. They base their expectation on the increased income-earning capacity of the people and the broad development of the tendency to thrift which, already well started, was given particular impetus by the Liberty bond campaigns during the World war.

A Pennsylvania college has barred student automobiles from its campus for the remainder of the college year. The order is prompted, we gather, by the fear that a student in even the swiftest of automobiles will find it difficult to pass examinations.

A vacuum cleaner is about to supersede the currycomb for grooming army mules, one noteworthy advantage being that the handle of the vacuum device is about 40 inches farther away than the mule.

A cello player sought in court to recover a \$1,500 painting he presented to a friend. The judge ruled that a gift is a gift and that this one, differing somewhat from the cello, had no string to it.

All the average man expects his wife to be is a sweetheart, a valet, an audience and a nurse.

BILL THE BARBER SAYS

IT'S THE TAXIDERMIST'S DAUGHTER WHO KNOWS HER STUFF



### BLOCS AND FACTIONS

While economists are agreed that in wealth and prosperity the United States leads all nations, they differ as to basic elements entering into our national progress. Some say the United States profited by the manufacture and sale of war material and by the increase induced by the war in price of our food and other products. Others contend that our prosperity is due to vast natural resources, developed because of the war, and to lack of production abroad during the war. Still others say, and more logically, that it is because of modern methods and machinery united with natural resources, thrift and industrial diligence.

But there is another basic reason, apparently overlooked—the homogeneity of public opinion in the United States, as contra distinguished from the heterogeneity of Europe.

In the United States we have two great political parties, one is a check on the other. If the party in power fails to meet the public needs, it requires no great amount of change in the public mind to transfer power to its opponent.

European nations are divided into many political factions, no one faction strong enough to have control. To form a majority, two or more factions must coalesce or combine, resulting in control by coalition which in turn is achieved through compromise of principles or policies, effecting a combination inherently weak and vulnerable.

The condition of France today, is due as much to factions and factional disharmony in the legislative branch of the government as to the effects of war. Due to the inherent weakness of factional control, no sooner does a coalition cabinet or government undertake legislative action than it topples and falls.

No nation and no people can grow and prosper under such conditions. If there is a lesson for the people of the United States in the financial and industrial chaos of European countries, it is that we must avoid blocs and factions and continue to chart our course through the medium of two pretty evenly balanced parties. This may not promote the demagogue, but it will promote national progress and prosperity.

Reading of advertising is worth while.

### Thoughtful Attention to Every Detail

Few people realize the many details connected with the conduct of a funeral. Our service is based upon an intelligent study of funeral directing problems and an experience that enables us to carry out every detail in a quiet way.

The Crandall Undertaking Company

The Dalles, Oregon. Phone 35-J. Lady Assistants.

## MORO THEATRE

MORO, OREGON

Harold Lloyd in "For Heaven's Sake"

Saturday, August 28, 1926

Directed by Sam Taylor and produced by Harold Lloyd Corporation. A movie screen picture that grooches should be careful to see while they are alone, or they will lose their grouch forever.

"ROCKING MOON"

Tuesday, August 31, 1926

Featuring Lilyan Tashman, John Bowers, Rockliffe Fellowes and Laska Winter. Other distinguished screen artists in the cast include Luke Cosgrove and Eugene Pallette.

Admission 10c and 30c

## EIGHT ACRES

One Mile East of The Dalles  
in Thompsons Addition

For Sale Right on Easy Terms

Seven Room House. Good Spring Water  
Entire Place Irrigated  
Cow Barn 30 x 100. Horse Barn 36 x 36

FOR SALE BY

Read & Galloway

The Dalles, Oregon

Phone 400

17th Annual

# Sherman County Fair

This is Your Fair.

Make it A Grand Success.

September 9th - 10th - 11th

# Moro, Oregon

Exceptionally Fine Display of Horses, Poultry, Cattle, Sheep and Hogs  
Displays of Grain, Horticultural Products, Textiles, and Art Departments  
Music will be furnished by The Dalles High School Band of 30 Pieces

## 22 Sporting Events 22

Bucking Horses in Front of the Grandstand

The Best Harness Horse Races in Years

Fast Running Horse Races, Exciting Pony Express and Chariot Races,

Pony Races, Tug-of-War, Musical Chair Races

Thousands of Dollars in Premiums and Purses

Hon. Bert E. Haney

Will Speak Friday, Sept. 10th

Plan to Be There ALL Three Days

Business Men Say: 'Advertising Pays'