

SHERMAN COUNTY OBSERVER

Oregon Historical Society
Auditorium

Established 1887

Moro, Sherman County, Oregon, Friday, April 29, 1927

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WE WANT YOUR TRADE!

If Good Reliable Goods,
Lowest Possible Prices,
Fair and Square Dealing
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Will Get It
We Can Count on You
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Member Store United Grocers of Oregon

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1920 Dodge Brothers Touring — New Paint — New Tires — Overhauled....	\$225
1924 Dodge Brothers Coupe—New paint Lots of extras—been well taken care of	\$625
1925 Dodge Brothers Coupe — New Duo Paint — Extras	\$700
1923 Dodge Brothers Sedan — Excellent Shape	\$475
1924 Dodge Brothers Sedan — Very Good Value	\$600
1921 Dodge Brothers Touring — Overhauled	\$300
Studebaker Six Touring — Good Shape	\$150
Ford Touring — 1923	\$125
Ford Coupe — 1926	\$400
Buick Touring Six	\$150
— ALSO — We have Several Other Cars ranging in price — and up — from	\$25

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WALTHER-WILLIAMS CO.
The Dalles, Oregon
DODGE BROTHERS MOTOR CARS
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STORE YOUR CAR

In the concrete, fully equipped, roomy garage of
Walther-Williams Company. Competent workmen
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.

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

MORE HORSEPOWER FOR FARM RELIEF

All proposed plans have thus far
failed to provide the farmer with farm
relief by increasing his selling prices.
Industry, however, met a somewhat
similar situation by lowering the cost
of production. A similar solution can
be successfully applied to agriculture.
The increasing of production per
worker on the farm is being met to a
certain extent by using larger units of
power, whether horse or mechanical.
Where one man was using a single
horse or team he is now using from
3 to 5 horses, thus increasing the
ground covered from two to five times.
By the use of larger power units
labor can be reduced or eliminated.
An analysis of raising corn divides
costs according to the following:

Land	50 percent
Labor	20 percent
Power	20 percent
Miscellaneous	10 percent

Of these items one can be con-
sidered stationary, namely, the land cost.
Labor and power are variable and
have been the main obstructions to
lower production costs. Larger power
units are doing much to decrease labor
factors. Also, larger power units if
used over larger farm areas can do
much to lower the power percentage.

Professor J. B. Davidson, senior ag-
ricultural engineer, United States De-
partment of Agriculture, summing up
investigational work in 36 states, of-
fers this equation for farming:

1 = (S - C)Q
Where:
S = selling price
C = cost of production
Q = the quantity of produc-
tion

Professor Davidson states: "Where
quantity of production is held upper
most one finds prosperous farmers
who plan to farm more acres without
necessitating the overhead."

Corn controls central western agri-
culture. In that area the acreage one
man can farm is dependent on the
number he can cultivate. With the
single row cultivator he was unable
to cultivate more than four to seven
acres per day. The two row cultivator
doubled this amount. Three and four
row cultivators are now on the mar-
ket—even six row were used this sea-
son. It cultivates fifty acres per day.

TRUST COMPANIES RANK NEWSPAPER ADVERTISING HIGHEST

The outstanding trust institutions
of the United States are those that
were pioneers in using advertising as
a means of selling their services. A
speaker told a conference of trust
companies held in New York recently
he presented the results of a question-
naire sent out by the Trust Company
Division, American Bankers Associa-
tion, making an inquiry into the ad-
vertising practices of institutions do-
ing a trust business. Three out of
every four trust companies and bank-
engaged in extending trust services
were found to be advertising. The
opinion was expressed by the speaker
that their growth would closely follow
the amounts spent each year for ad-
vertising.

The local newspaper is the most
highly regarded advertising medium
it was disclosed. In all, 929 companies
answering the questionnaire used the
local papers and 333 did not. "The in-
creased buying space in local papers
are evenly divided among all sections
of the country. Comparing six media
for selling personal trust services and
considering their effectiveness from
the standpoint of producing results
the speaker declared that the local
newspapers should head the list. Fold-
ers and booklets can reach a limited
audience, he observed, but the news-
paper is the best medium for acquir-
ing prestige and mass circulation. It
should never be omitted, he urged.

A Beggar's Warning

A kindly old lady stooped over a
reeling beggar and produced a pen-
ny. The beggar eyed it disdainfully.
"Ma'am," he began, "I've read in
de paper about a beggar that did and
left a million dollars to a lady that
gave him a quarter!"
"I seem to remember something of
the sort," replied the old lady, "but—"
"Well, that guy was me brother,
Dat's de kind of a family we are!"—
Exchange.

True to Form

"Do you act toward your wife as
you did before you married her?"
asked one married man of another.
"I'll say I do. Exactly. I remem-
ber how I used to act when I first met
her and fell in love. I used to hang
over the fence in front of her house
and gaze at her shadow on the cur-
tains, afraid to go in. And I act just
the same way now when I get home
late after a poker game."

Presents as Specified

There was a merchant who was very
stingy, but it seems he could not do
otherwise, no matter how hard he
tried.

One day he conceived what he
termed "a grand idea." The next day
he ran a big advertisement in the lo-
cal paper, stating that he would give
away presents to all his customers.
Cigar-lighters and coat-hangers, he
stated, were the presents to be dis-
tributed.

The following day his store was al-
most mobbed by a crowd anxious to
view a specimen of his generosity.
The two presents were neatly packed
in one bundle—it consisted of a nail
and a match.

From Farm to City

Farm Population of United States
Shows Big Decrease Made
Last Year

The farm population of the United
States decreased 649,000 persons last
year, the biggest decrease in any
year since 1920, according to esti-
mates by the bureau of agricultural
economics, United States department
of agriculture. The number of per-
sons living on farms January 1, 1927,
is estimated 27,892,000 against 28,
541,000 January 1, 1926. The 1925
agricultural census figure, 28,932,000
was used as a base for the bureau's
calculations.

It is estimated that 2,155,000 per-
sons moved from farms to cities,
towns and villages last year, and that
1,135,000 persons moved to farms,
making a net movement of 1,020,000
persons away from farms. Births on
farms during 1926 are estimated at
658,000 and deaths at 287,000, leav-
ing a natural increase of 371,000,
persons, which reduced the loss due
to cityward movement to 649,000.

The bureau's figures for 1925, re-
vised on the basis of the 1925 agri-
cultural census, show a net loss of
441,000 persons in farm population
that year. The gross movement from
farms to cities was 1,900,000 and the
gross movement to farms 1,066,000,
making a net movement to cities, not
counting births and deaths, of 834,-
000 persons.

All geographic sections of the
country show net decreases in farm
population last year. The farm popu-
lation in the New England states
was 636,000 persons January 1, 1927,
against 651,000 January 1, 1926;
middle Atlantic states 1,768,000
against 1,808,000; east north cen-
tral 4,323,000 against 4,425,000;
west north central 4,729,000 against
4,826,000; south Atlantic 5,393,000
against 5,531,000; east south central
4,509,000 against 4,586,000; west
south central 4,585,000 against 4,-
727,000; mountain 949,000 against
978,000; and Pacific 1,000,000
against 1,014,000.

The figures show that in the New
England states 72,000 persons left
the farms last year and 52,000 went
to farms; middle Atlantic states 155,-
000 persons from farms and 101,000
persons to farms; east north central
319,000 from farms and 164,000 to
farms; west north central 338,000
from farms and 193,000 to farms;
south Atlantic 354,000 from farms
and 133,000 to farms; east south
central 266,000 from farms and 101,-
000 to farms; west south central 402,-
000 from farms and 194,000 to
farms; mountain 130,000 from farms
and 95,000 to farms; Pacific 119,000
from farms and 102,000 to farms.

Public Should Keep List

It is wholly consistent for congress
and state legislatures to enact laws
relating to railroad regulation re-
specting rates and service, but when
it comes to the detail of railway op-
eration, that is something which
should be left to the management.
This refers particularly to legislation
concerning number of men in a train
crew, pilots on light engines, number
of cars in a freight train and similar
matters which have to do only with
economy of operation, and in no way
concern safety of employees or the
public.

The public is constantly seeking
lower rates, and at the same time re-
mains passive while legislatures are
passing full crew laws and similar
laws which compel the employment
of more men than needed and which
increase operating costs and rates.
The labor lobbyists, for the pur-
pose of intimidation, keep a record
of those who vote for and against
their bills, and do not hesitate to
warn those who refuse to take their
program of the consequences at the
election.

Men of moral stamina resent such
practices. Any well informed ob-
server knows that the so-called labor
vote is not "delivered" like so much
chattel by any lobbyist or band of
lobbyists, and that the lobbyist rarely
controls more than his own vote.

The public should give closer at-
tention to the conduct of its public
servants and when it finds a legis-
lator bidding for any class vote by
betraying the public welfare, it
should at future elections effectively
express its disapproval.

If the public will do this, there
will be fewer demagogues in our
legislatures, and more real constructive
purpose in our legislation.

Harrowing winter wheat in spring
unless it is weedy, was profitable in
results at the eastern Oregon experi-
ment station. It reduces yield and
retards ripening. If winter wheat is
harrowed in spring it is best done
when the soil is not badly crusted or
when crust has been softened by rain.

Every reader of advertisements has
a purchasing advantage of no mean
value.

MEXICO WILL NOT SEIZE OIL PROPERTY

President Defends Our Foreign
Policy in Address to News-
paper Editors.

New York.—Mexico recently has de-
clared she will not confiscate Ameri-
can property, President Coolidge dis-
closed in a speech analyzing this na-
tion's foreign policy, particularly in
respect to Mexico, Nicaragua and
China.

Mr. Coolidge declared that "it will
surely be possible to reach an amice-
able adjustment" with Mexico on the
basis of this word, which was given
to him at a conference with Amba-
sador Teller after the latter's return
from a recent trip to Mexico City.

In his first public address since con-
gress closed, the president spoke be-
fore more than 1000 newspaper edi-
tors and their wives at the dinner of
the United Press Association commem-
orating the 20th anniversary of that
organization at the Baltimore hotel.

Mr. Coolidge also was hopeful of the
Nicaraguan and Chinese situations,
which he said involved this country
because of its determination to pro-
tect American lives and property.

Giving considerable attention to the
Mexican problem, he saw "grave diffi-
culties" in the way of the senate's pro-
posal for arbitration of the dispute
with Mexico over the agricultural and
oil land laws. The principle of confis-
cation was not open to arbitration; the
president said.

"We feel," he added, "that Mexico
is threatening to disregard this great
elementary principle by undertaking
a retroactive application of its consti-
tution to property of our citizens ac-
quired long before the constitution
was adopted."

HARTLEY REFUSES FURNITURE VOUCHERS

Olympia, Wash.—As an aftermath
to Governor Hartley's refusal to sign
contracts totaling \$519,000 last fall for
purchase of capital furniture, the two
other members of the capital commit-
tee said here that the executive had
declined to sign vouchers amounting
to \$18,717 for furniture delivered. The
other committee members are Land
Commissioner Savidge and State Audi-
tor Clausen.

Attorney General Dunbar has ad-
vised the governor that he has no re-
course but to sign the vouchers, Audi-
tor Clausen said.

The furniture contracts were let by
Auditor Clausen and Land Commis-
sioner Savidge, with the former sign-
ing them as "acting chairman." Gov-
ernor Hartley protested that the state
was paying exorbitant prices and that
the contracts were not let on a just
basis.

Should the governor continue to re-
fuse to sign the vouchers, mandamus
action is contemplated by the firms
involved, it was declared.

REDUCE SHINGLE RATES

Washington, Montana, Idaho and
Oregon Benefit on Cuts.

Washington, D. C.—Present freight
rates on lumber, shingles, posts and
sliding from points in Idaho, Montana
and Washington to certain destina-
tions in Nebraska were found unrea-
sonable in a decision of the interstate
commerce commission.

The commission ordered reduction
in shingle rates from coast point to
Gordon Irwin, Merriam and Ell, Neb.,
from 73 1/2 to 74 1/2 cents per 100 pounds
to 70, 71, and 73 cents; reduction of
lumber rates between the same points
from 62 1/2 cents to 58 1/2 cents; re-
duction of shingle rates from the Ore-
gon and Spokane districts from 71 to
66 1/2-69 1/2 cents and on lumber from
those groups from 54 1/2-59 cents to
54 1/2-57 1/2 cents.

Historic Apple Tree in Bloom

Vancouver, Wash.—The historic
Hudson's bay apple tree, 101 years old,
grown from a seed carried from Lon-
don in the pocket of a young subal-
tern of the Hudson's Bay company, is
a mass of pink bloom and was a lead-
ing attraction. The first fruit from
the old apple tree was served by Dr.
John McLoughlin, Hudson's Bay fac-
tor, to his guests at a banquet, nearly
a century ago.

Arizona Boy Defeats Charley Paddock
Phoenix, Ariz.—John Francis Scott,
12-year-old senior in the University of
Arizona, defeated Charley Paddock in
a special 220-yard dash at the Green-
way field day meet here, time 22.1-5
seconds. Scott led the world's cham-
pion by more than a yard.

Williams Veteran Film Actor, Dies.
Los Angeles, Cal.—Earle Williams,
film actor, died here of double pneu-
monia. Williams was born in Sacra-
mento and became a leading man for
the Vitaphone Picture company in the
early days of motion pictures.

Like Selling Potatoes

The Cost of Electric Power for
Farms Based on Cost of
Delivery

The chief problem encountered by
the electric power companies in sup-
plying electric service to farms is
that of securing enough farmers, liv-
ing close enough together to use en-
ergy in volume large enough to make
use of it profitable to the farmers,
and to assure the electric companies
against loss in giving the service.

"The problems encountered by the
electric companies in supplying elec-
tricity to the farm are similar to those
which a farmer would encounter if
he contracted to serve a number of
customers with potatoes over a term
of one or more years," the statement
reads.

"If the farmer can deliver the po-
tatoes in large units to sufficient cus-
tomers living close together, he can
sell the potatoes at a comparatively
low price yet make a fair return on
capital and labor involved in the ser-
vice.

"But if each customer insists upon
the farmer delivering a few potatoes
for each meal, hauling them several
miles, to each customer separately
each day, the cost of such service
might make the cost of the potatoes
prohibitive, although they might have
been grown at nominal cost.

"So it is with electric service to the
farmers. Electricity, like potatoes,
can be produced in large quantities
at low cost. The cost of delivery, not
of production, is the principal factor
in fixing costs of electric service.

"If electricity can be delivered in
large volume to sufficient farmers
over simple, direct wires, the total
cost of electric service will not be
heavy to any one customer.

"If electricity must be delivered,
in small quantities, to a few custom-
ers to each mile of line, electric ser-
vice may become so expensive that
neither farmers or anyone else could
afford it.

"The only economically sound pro-
cess of bringing electricity to the
farmer is that the farmer will find
use of electric energy so useful and
profitable to him that he can pur-
chase it in large volume and accept
its delivery, not for a meal, or for a
few hours lighting, but for several
hours a day for general farm use."

The Road Building Nation

In what respect is the United States
particularly different from other
countries of the world? In the fact
that its people use, as necessities, ar-
ticles which the majority of citizens
in other countries deem luxuries.

As a simple illustration, take the
automobile. Twenty-two million of
them are running in our nation of
about 110 million people. This is
probably four times as many auto-
mobiles as the rest of the world owns.
Approximately 18 million telephones
in the United States tell the same
story, as well as general use of elec-
tricity.

This means that all the people —
the day laborer as well as the man
with money — make common use of
the most modern conveniences.

With the automobile has come our
remarkable road system. Twenty
years ago we had no paved highways
through the country. Today paved
roads aggregate tens of thousands of
miles, and it will be but a few years
until unbroken pavement on several
routes, will stretch from the Atlantic
to the Pacific, just as it now reaches
from Canada to Mexico on the west-
ern coast.

Our nation is learning how to build
roads and also how to salvage old
macadam and gravel which was used
on highways before the automobile
demanded pavement. Instead of tear-
ing out such roads, many states and
counties are now using these old well
compacted bases as a foundation for
a resilient waterproof wearing sur-
face which eliminates dust and mud,
and binds the rock together, prevent-
ing its destruction.

Mechanical Farm Power

The increasing use of power, other
than man and beast, on farms, is
evident from figures compiled by the
bureau of statistics, department of
agriculture.

The number of farms having trac-
tors has increased from 5,374 in 1920
to 24,100 on January 1, 1927; the
number of farms having gas engines
from 54,607 in 1920, to 85,818 in
1927; and the number of farms hav-
ing electricity from 8,495 in 1921-
to 28,074 in 1927.

While the percentage of all farms
having power equipment is still small,
the increase during the past seven
years has been almost fivefold in
tractors and over threefold in elec-
tricity.

A prime factor in the upbuilding of
a community is the community news-
paper.

MISSISSIPPI DELTA FLOODS DISASTROUS

Secretary Hoover Directs Re-
lief Work in Stricken
District.

Memphis, Tenn.—Secretary of Com-
merce Herbert Hoover arrived as
President Coolidge's representative in
the direction of relief work for the
flood stricken Mississippi valley.

Mississippi and Arkansas presented
the greatest relief needs; Louisiana
was threatened as the flood crest
moved southward.

Kentucky, Oklahoma, Tennessee
and Kansas apparently had solved
their flood problems. Missouri was
caring for some 16,000 refugees satis-
factorily.

The death list, known to embrace
at least 100, mounted as news trickled
in from stricken districts. Official es-
timates placed the probable death toll
in the Mississippi delta area at 200.
The fate of many others in the far
flung sectors was doubtful.

Thousands had been rescued from
perilous situations while other thou-
sands were reported still marooned.
Throughout the flooded valley fleets
of boats were taking refugees from
levee tops; tree and house-tops, knolls,
Indian mounds and upper stories of
dwellings.

With more than 100,000 persons al-
ready homeless and refugee camps
swelling almost hourly in population,
grave fears were felt by officials for
inhabitants of the delta country be-
tween Greenville and Vicksburg.

NEWS CAMERAMEN PERISH IN WAVES

Longview, Wash.—Three motion
picture cameramen were drowned at
Bunker Hill cliff, at Oak Point, 12
miles west of Longview, when a
mighty wave in the Columbia river
engulfed the men they were grinding
away at a 30,000-pound powder blast
which lifted the entire face of the
cliff into the river.

The dead are:
T. G. "Shorty" Randolph, of the In-
ternational News Reel, Seattle; his
brother, F. H. Randolph, also of Se-
attle and of the same company, and
Arthur Bassett, 24, of Longview, an
amateur cameraman.

Mrs. T. G. Randolph was present
and witnessed the death of her hus-
band and brother in law.
Bassett and his wife lived at Long-
view. His parents, it is understood,
live near Castle Rock.

All the bodies were found within
approximately 200 feet of each other
and the rock from which they were
swept by the wave.

IDAHO LOWER HOUSE CUT

10 Counties Lose Representative Each,
Due to Light Vote.

Boise, Idaho.—According to figures
compiled by Fred E. Lukens, secretary
of state, ten counties, including Ada,
each will lose one member of the lo-
wer house when the 20th legislature
convenes in January, 1929, because the
voters failed to go to the polls last
November.

Under the state apportionment law,
each county gets one representative
for each 2500 votes or major fraction
thereof, and one the basis of the vote
in 1924, a presidential year. Ada coun-
ty was entitled to five; Bannock, Can-
yon and Twin Falls to four; Kootenai
to three, and Bingham, Bonner, Cas-
sia, Fremont and Idaho to two each.
At the next election, due to indiffer-
ence of voters last November, each
will lose one representative and the
legislative body will be smaller by 10
than it was in 1927.

Trans-Ocean Giant Plane is Wrecked.

Newport News, Va.—Commander
Noel Davis, who was preparing for a
New York-Paris transatlantic flight,
and Lieutenant Stanton H. Wooster,
his alternate pilot, were killed when
their giant airplane, The American
Legion, crashed near Mossick, Va.
Reports received at Langley field said
that the machine apparently develop-
ed engine trouble, became unmanage-
able and fell several hundred feet
to the ground. It was carrying a load of
more than 13,000 pounds.

60 Mexican Bandits Pay Penalty.

Mexico City.—Federal forces sent in
pursuit of the rebel band which had
burned a train in a holdup last week
overtook the rebels at El Guitarero
valley, in Jalisco, Saturday and in a
five hour battle 60 of the band, eight
soldiers and an officer were killed.

G. N. Asks Right to Build in Oregon.

St. Paul, Minn.—The Great North-
ern railway has asked the interstate
commerce commission for permission
to build a line from Bend to Klamath
Falls in Oregon, in lieu of the pre-
viously proposed extension of the
Oregon Trunk road.