

We Want to Give All the Service

Possible at All Times, to the Farmer, and to Help Out as Much as Possible

Our Store Will Be Open Early and Late Through the Harvest Season

We Will Also be Open for Business Sunday Mornings Through the Harvest Season

We Solicit Your Business on a Service, Quality and Price Basis

Special Prices on Quantity Harvest Orders

MAY & SON Moro, Oregon
Member Store United Grocers of Oregon

For Sale or Trade

Good House and Lot 125 by 200 Feet in Corvallis

McGinnis & Son
Corvallis, Oregon



Our Suits for Men

who want to be well dressed are especially appealing priced at

\$25 \$30 \$35

Men's Oxfords

Both in Tan and Black priced at

\$4.50 \$5.00 \$6.50

Casteel & Stanley, Inc.
Wasco, Oregon

When Advertising Ceases

A generation ago "St. Jacob's Oil" was one of the most widely advertised products in America. It was a patent medicine enjoying enormous sales. When Charles Vogeler, the head of this business, died, an "expert" went over the balance sheets and saw the enormous advertising appropriation. This "expert" trimmed the advertising expenditure to little or nothing, reasoning that St. Jacob's Oil was so well known that it was unnecessary to spend money any longer to advertise it. Orders dwindled as advertising contracts ran out; business departed, never to return and it is safe to speculate that hardly one in 50 who reads this article remembers or ever heard of St. Jacob's Oil, one of the best known products on the continent 35 years ago.

A similar thing happened to James Pyle's "Pearline"—a company which used a \$500,000 advertising fund as far back as 1904 and was one of the best known products in the entire world. The ad fund was "lopped off"; the business went dead. It tried unsuccessfully to make a comeback in 1914, and sold its plant for junk to a large soap manufacturer. Killing off the ad appropriation wrecked both of these prosperous businesses and it would do the same thing to almost any great advertising concern today. —St. Louis Times.

Three Roads Surfaced

Three different jobs of rock surfacing on market road construction in Sherman county have recently been completed by the county. The first was connecting the Klondike and Hay Canyon roads by grading and surfacing 2.3 miles; the second was grading and surfacing 3.3 miles to a point close to Webfoot school house, east of Klondike; the third was financed by a special district tax that provided funds for surfacing 1.5 miles north of Wasco on the Rufus road. In addition to this, a number of low places were taken care of, by rock surface, on roads north and east of Klondike.

No one can relish food after a visitation by ants. Hours of painstaking labor are spoiled. Delicious dishes are tainted, made unseatable. Fly-Tox kills ants. Spraying should be continued for several days because ants are always present in colonies. Insist on Fly-Tox. Fly-Tox is the scientific insecticide developed at Mellon Institute of Industrial Research by Rex Fellowship. Simple instructions on each bottle (blue label) for killing ALL household insects. Fly-Tox is safe, stainless, fragrant, sure. Every bottle guaranteed.

Items of General News Concerning Wasco

Mrs. Sam Brock is visiting in Hood River for a few days.

Mr. Edw. Yocum started his combine harvester Monday.

Miss Opal Feldman is spending a few days in Portland visiting friends.

Mr. and Mrs. Clarence Anderson were in Wasco Monday on business.

Mr. Dave Lyons from Crescent, Oregon, is visiting his sister, Mrs. J. A. Smith.

Mr. and Mrs. Carl Glass of Eugene, visited at the home of Mr. and Mrs. Tuel Saturday.

Mrs. R. H. McKean, son Billie and Kenneth Walker returned from Camp Sherman Thursday evening.

Mr. and Mrs. Leston Wright returned Saturday from their vacation to East lake and mountains.

Mr. and Mrs. Wade Hull and son Harold visited at the home of Mrs. Guy Andrews over the 4th of July.

Miss Effie Andrews, sister of Mrs. Wade Hull, has returned to Portland to visit during the remainder of the summer.

Mr. and Mrs. Vic Smith and daughters Bernice and Virginia returned from their trip to California last week.

Miss Orle Davis, daughter of Mrs. Eric Davis, underwent an operation for appendicitis at the Dalles hospital Saturday.

Mr. and Mrs. Lawrence Funk are visiting with their parents, Mr. and Mrs. H. E. Everett, and Mr. and Mrs. J. M. Yocum.

Mr. and Mrs. Frank Lamborn returned Friday from their motor trip to California and Mexico. They report a wonderful time.

Dr. and Mrs. J. A. Butler and daughter Mildred returned home from Colfax Monday, where they have visited the last five weeks.

Mrs. Jack Chapman has returned home from Portland, accompanied by her daughter, Mrs. Vinton Watkins, who will visit here for a few days.

Mr. and Mrs. M. A. Church of Portland are in Wasco visiting relatives and friends. Mrs. Church is the daughter of Mr. and Mrs. J. M. Yocum.

Miss Bernice Smith, daughter of Mr. and Mrs. Vic Smith, lately returned from a family motor trip to California, left Monday for Portland to again take up her office duties.

Mrs. Fred Fortner and Mrs. Jack Henderson are with the Campfire girls where they are spending their vacation. The party left Wasco last Friday, expecting to return to Wasco on Sunday, July 17.

Master Douglas Tuel celebrated his 5th birthday anniversary with a picnic. Those attending were Geraldine Lucas, Newton Crosfield Jr., Stanley Jones, Patricia Jayne Yocum, Gene Dutton, Betty Jean Medler and the host, Douglas Tuel.

Albert Medler, Sherman county pioneer, died at the Mid-Columbia hospital Monday afternoon, where he had been about a week. Death terminated a long illness. Funeral services were held in Wasco Wednesday, at two o'clock, from the Christian church under direction of Crandall's. Mr. Medler was a member of a prominent family. He was born in West Virginia in 1875 and came with his parents to Oregon in 1881, settling near Wasco in Sherman county. He is survived by his mother, Mrs. B. F. Medler; three sisters, Mrs. C. W. Johnson of Wasco, Mrs. E. E. Barnum of The Dalles, Mrs. Ida Woolen of Portland; three brothers, Walter Medler and Julius Medler of Wasco and Fred Medler of Portland.

That 1,743-word sentence written in an annual report by Nicholas Murray Butler is even more wonderful than was at first supposed. It makes no mention of the weather, base ball scandals or prohibition.

There is some \$8,000,000,000 invested in the electric light and power industry in the United States, or more than \$68 for every man, woman and child in the country.

When a woman goes visiting nothing hurts her so much as her inability to impress upon her hostess the idea that she is used to something better at home.

What ever became of the old-fashioned girl who used to spend Saturday mornings breathing into lamp chimneys and cleaning them with an old newspaper?

Nothing is calculated to jar an eligible girl like a young man who talks about his money but says nothing about matrimony.

The happiest land is one in which the people aren't *seen* enough to justify the existence of "great leaders."

The meanest trick a woman plays on her husband is to increase his stock of family connections.

A woman doesn't really begin to have faith in a man until other people lose it.

Rock Crusher Moved

County Roadmaster H. S. Wall was in Moro Wednesday and while here informed us that the county rock crusher plant was being moved to a location on the Guy Andrews farm west of Wasco, preparatory to crushing rock for the market roads now ready for surfacing extending west of Wasco to the Fulton canyon road and to near the Art Barzee farm. There will be nine miles of rock surfacing for the crusher force to handle when the plant is again in operation. The work will be completed by the last of October.

Chevrolet Demand Grows

Indications that Chevrolet production will reach, if not pass, the million mark this year, are seen following the announcement that factory production for the first five months totaled 494,953 units. This is a sixty per cent increase over the corresponding period of last year, and testifies to the phenomenal demand which has kept all Chevrolet plants constantly at capacity since early in the year.

Since January Chevrolet has each successive month bowled over the production record of the preceding month, reaching an all-time monthly mark in May with an output of 115,623 units, as compared with the record 74,617 units set in May, 1926.

In an effort to keep pace with the demand Chevrolet factories are now averaging more than 5,000 units daily, working on the heaviest schedule ever undertaken by a manufacturer of gear-shift cars.

Chevrolet's production achievements so far this year make certain that a new mark for the manufacture of gear-shift cars will be set this year. The present record, now held by Chevrolet, stands at 728,697 units—cars and trucks. This was established last year, and was a 40 per cent increase over the previous high mark, also held by Chevrolet.

Production of 1,000,000 Chevrolts this year would again shatter the present record by forty per cent. The June schedule called for the manufacture of 112,965 units, which brought the total for the first six months to 607,918.

Building More Good Roads

Ten states will each build 1000 miles of good roads this year; Texas leading with 1800 miles. The 26,841 miles added this year make a total of 586,000 miles of highway; not all of exactly equal excellence, but all usable for autos.

No country in history has ever had such a road program. Some of the old roads were clumsily and expensively built. But the roads never could have been built without some wasteful experimentation.

Today, however, there is little excuse for money wasted in road building. Caterpillar tractors, modern road grading machinery and waterproofing materials for saving the road base, have combined to eliminate useless labor and loss of supplies.

Many states are oiling hundreds of miles of rocky roads, realizing that if they save the surface the road base will remain intact for paving at a later date.

Tractors and power machinery are revolutionizing farming just as they have revolutionized road building—less farm labor shows greater production.



—goes a long way to make friends



Balloon Dual Grip

The Tread Two Years Ahead

General's Balloon Tread is the leader in the latest principle of balloon design. All the testing was finished a year ago and now it has had a solid year of actual use by tens of thousands of car owners. No experimenting—it's not new but a tried and proved feature with General.

MORO GARAGE
MORO, OREGON

M. R. Schadowitz, Proprietor
Phone 171

Weeders! Weeders!

CALL AND SEE

The Pendleton Self Adjusting Weeder
The Peerless Rotary Rod Weeder
and the Tomlin Weeder

These weeders are made in sizes to suit the purchaser up to 24 feet

Ginn, Coleman & Co.
MORO, OREGON

Additional Service by Motor Coaches—Now Leaving

NORTHBOUND

11:25 a.m. 5:20 p.m. 11:40 p.m.

Stages leaving at 11:25 A.M. and 5:20 P.M. make direct connections at The Dalles for Portland and way points.

Stage leaving at 11:25 A.M. makes connections at Biggs Junction for Yakima, Pendleton, Spokane, Walla Walla, Boise and way points.

SOUTHBOUND

8:50 a.m. 3:35 p.m. 7:50 p.m.

Stage leaving at 8:50 A.M. makes direct connections at Bend for Klamath Falls and way points.

ONE-WAY AND ROUND-TRIP FARES FROM MORO

TO	One Way	R'd Trip	TO	One Way	R'd Trip
Portland	\$4.35	\$ 6.55	Walla Walla	\$5.80	\$ 9.60
The Dalles	1.35	2.05	Spokane	8.75	13.70
Bend	4.45	6.70	Klam Falls	10.75	19.20
Yakima	6.60	11.80	Redmond	3.80	5.70
Pendleton	4.55	6.85	Madras	2.80	4.20
Arlington	1.80	2.70	Hood River	2.20	3.30

STAGE DEPOT

Ross Confectionery—Phone 411

COLUMBIA GORGE MOTOR COACH SYSTEM



for **CHEVROLET**
for Economical Transportation

Everybody, Everywhere

for this Year's Vacation!

THE automobile has brought the nation's wonder places and playgrounds within the reach of everybody, everywhere. And all of them await you when you own a Chevrolet! Select the model that meets your preference and requirements from the eight Chevrolet body types.

—at these Low Prices

The Coach	\$595	The 4-Door Sedan	\$695	The Imperial Landau	\$780
The Touring or Roadster	\$525	The Sport Cabriolet	\$715	1/2-Ton Truck (Chassis Only)	\$395
The Coupe	\$625	The Landau	\$745	1-Ton Truck (Chassis Only)	\$495

All prices f.o.b. Flint, Michigan. Check Chevrolet Delivered Prices. They include the lowest handling and financing charges available.

TIPTON & MANCHESTER, DEALERS THE DALLES, OREGON

ASSOCIATE DEALERS
FOSS & COMPANY, MORO SHERMAN GARAGE, WASCO
GRASS VALLEY MOTOR CO., GRASS VALLEY

QUALITY AT LOW COST

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