


J.C. Penney Co. INC.
A NATION-WIDE INSTITUTION
DEPARTMENT STORES
The Dalles, Oregon

25th Anniversary

Very Popular Model
In Young Men's Suits



Two-button, single breasted. Here is style, quality, value and low price. Fine quality serges, unfinished worsteds and cassimeres in many new and unusual shades—grey, tan and blue—mixtures, overplaid, narrow, group and novelty stripes.

\$24.75

Other Suits \$19.75 to \$34.75

25th Anniversary

"Oh Kay" for Young Men
An Early Fall Marathon



Trim can be worn snapped or curled, with the new self-figured band and raw edge. Here's Personality for you—our feature hat at—

\$3.98

Full, rich lining in the Fall shades of pearl, chamois, tint - of - blue, coral and mocha.

"Let Us Be Your Hatter"

Our Feature Dress Shirts
A Most Exceptional Value

Fine quality rayon stripe madras and broadcloths in the popular collar-attached styles. New stripes and checks.

Cut full all over, round button cuffs. An outstanding value at the moderate price of—

\$1.49



MORO THEATRE
SATURDAY, JULY 30 at 8:15

Jewel Productions
PRESENTS
REX BEACH'S
WORLD FAMOUS STORY
"The Goose Woman"
— WITH —
Louis Dresser, Jack Pickford
and Constance Bennett

This Picture Will Please You

NEWS and COMEDY

Don't Miss the
MOONLIGHT HARVEST DANCE
Shearer Grange Saturday Nite

Moro Hdw. & Imp. Co.
MORO, OREGON
Sales Agents for the

Cheney Rotary Rod Weeder

Invite all interested to call and inspect the new No. 1 all steel Cheney Rotary Rod Weeder now on display at our warehouse.

IT SAVES YOU MONEY

The World's Wheat Crop

Seymour Jones, state market agent, in his weekly market report issued under date of July 27 states that the latest crop estimates place the wheat yield of Oregon at about 23,000,000 bushels and of the three states of Oregon, Washington and Idaho at 100,000,000 bushels. The estimate for all of North America is 1,190,000,000 which is 58,000,000 bushels less than the yield of 1926. For Europe, except Russia, 1,277,000,000 bushels, against 1,211,000,000 last year; in North Africa 88,000,000 against 90,000,000 in 1926, and in Asia 368,000,000, against 369,000,000 last year.

The figures above stated should indicate that wheat prices will advance as soon as the selling pressure caused by early marketing by Pacific coast farmers has reached its limits.

Auto License Fees

At the regular quarterly meeting of the board of directors, the Oregon State Motor association took a strong stand against any change in the license fee system until such time as the state highway program is finished and the obligations of outstanding bonds is met.

The state motor association went on record as having the betterment of existing highways so as to keep pace with the increased traffic demand and the removal of safety hazards so as to make the use of the highways safer.

The financial condition of the state is in a sound condition so far as highway construction is concerned and certain portions of the state have voted bonds, paid license fees and gas tax for many years on the basis that the highway program, as outlined originally, would be completed. Any change in the financial plan would jeopardize the fulfillment of that promise and would react against the whole highway program. The present license fee system, while not perfect, has accomplished its purpose. A fine system of highways has been constructed and the bonds are slowly but surely being retired. Not only that, but a small amount is available each year to match government money and so federal aid to the extent of 1 1/2 million dollars is spent on Oregon roads each year.

Why change this satisfactory condition for an unknown quantity? Things are progressing satisfactorily along the lines planned when the bond issue was voted by the people and we are pledged to this plan until the highway program is completed and bonds retired.

Woman Driver Wrecks Auto

Mrs. Perry, living at Grass Valley and wife of the railway engineer on the Shaniko branch line, drove the sedan car she was driving, between Wasco and Grass Valley last Sunday afternoon about 4:30, into a telephone pole on the west side of the Sherman highway just south of the city reservoir topping the hill near Wasco. In the automobile with Mrs. Perry at the time were six children, the eldest said to have been about 17 years old.

The accident was said to have been caused by a remark made by one of the children concerning a combine harvester in the field the car was passing, the driver taking her eyes off the road to glance at the machine in the wheat field.

The car was badly wrecked by its collision with the pole and two of the children injured. One girl had a severe scalp wound and one boy received injuries to his face and arm from broken glass.

Only two processes in cottage cheese making are important say the O. A. C. dairy specialists—clabbering and cooking. Clabbering determines the flavor, cooking the fiber or body. To prevent over cooking of the curd after it has reached the right degree of acidity it is heated in a pan of water rather than over the fire direct. Better results come when it is heated slowly for 30 minutes to about 100 degrees temperature.

Success Depends on Others

While the millennium has not yet arrived, men and groups of men are realizing that their own success and prosperity depend upon the success and prosperity of others.

The interests of workers, of stockholders, and of executives are mutual. The interests of groups in one industry are the same as the interests of the groups who work in another. The interests of the banker and the manufacturer and the agriculturist and the transportation groups have much in common.

With realization of a far-reaching dependence, each upon the other, destructive political action on such questions as the tariff is discouraged by the people. Workman, farmer and manufacturer know that a fair tariff is essential for certain crops and industries. All they ask is a tariff that will give them an even break with cheap labor foreign production. This is a business proposition and not a political issue.

Establishment of industries near the raw product means saving in freight charges, growth of a population which will consume agricultural crops, and all-round development of the region surrounding the industry.

Fire insurance companies experienced a net underwriting loss of 2.95 per cent on earned premiums for the five years ending December 31, 1926.

Our country spends annually for candy and tobacco more than the amount of its entire electric bill.

Few men will admit being wrong as long as there is a chance to make others believe they are right.

A woman begins to sit up and take notice when other women say nice things about her husband.

Love is responsible for a good many frosts in the summer and for a few hot waves in the winter.

Nine times out of ten a proud spirit in a woman is mistaken for a sour disposition.

Where the Vest Begins

Down where the belt clasps a little stronger,
Down where the pants should be a little longer,
That's where the vest begins.

Down where you wish you were a little sligher,
Where the shirt shows a little bit whiter,
Where each day the buttons grow a little tighter,
That's where the vest begins.

Down where pains are in the making
And each big meal soon starts the aching,
That's where the vest begins.

Where each added pound is a cause for sighing,
When you know in your heart that the scales aren't lying,
And you have to guess when the shoes need tying—
That's where the vest begins.

—Exchange.

Assembled in Record Time

Eight members of the Washington section, society of automobile engineers, demonstrated the advantages of standard automotive parts recently by assembling a half-ton Chevrolet chassis in the record time of six and one-half minutes, in competition with six other teams similarly engaged. The stunt was a feature of the society's annual summer meeting at French Lick, Indiana.

While the assembled delegates derived much amusement from watching the seven teams vie for a record in a line of work with which they were unfamiliar except in theory, the performance also carried its lesson to many of the watchers. But for the perfect fitting parts, the assembly might have required hours instead of minutes. In view of the fact that none of the assemblers was connected with Chevrolet or familiar with its mechanical details, the elapsed time was strikingly short.

The slowest team required only a few minutes longer than the fastest, and its hurry added amusement to the contest. As a test of each team's work each car had to be run five times around a loop in the nearby driveway before the results were certified. Each team was provided with only two sets of tools such as are furnished with every Chevrolet truck and had to select such parts as the distributor assembly, the wiring system, gasoline tank, carburetor, a front and a rear wheel and other units, together with a miscellany of bolts, nuts and screws, from boxes into which they had been tossed.

The quick assembly job performed at French Lick gives a hint as to the reason for the popularity of the Chevrolet truck. Trucks are business vehicles and the owner loses whenever they are laid up for repairs. This feat shows that in most cases the owner can make needed replacements with no equipment except that furnished with his vehicle and keep his truck making money for him.

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Fire Burns Deleo Plant

A backfire through the carburetor on a Deleo plant on the Jim Kinney farm, east of Moro, last Friday afternoon started a blaze that resulted in the loss of the lighting plant, the tool house where it was located, all the machine tools on the farm, and about \$150 worth of gasoline and lubricating oil that had been intended for use during harvest. Fortunately, a wind from the right direction helped keep the fire away from all other buildings on the farm.

See the Harvest Dinner Menu on Page 3, this issue

DANCE
Saturday Nite
Wasco, Oregon
Open Air Pavilion
American Legion
Post 91

Wasco Theatre
SATURDAY
Laura La Plante
— IN —
"The Love Thrill"
SUNDAY
House Peters
— IN —
"Prisoners of the Storm"
ALSO
Lindburgh's
"Fly to Paris"

FOR SALE
Used Schubert piano, located near Moro, a fine old piano with a guarantee. Will sell at bargain. Write
CORSON THE MUSIC MAN
Frank McCord, Mgr.
The Dalles, Oregon

Used Ford Trucks
Reconditioned and Guaranteed
Fred Pickett Motor Co
Moro, Oregon

GENERAL TIRE
— 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. Schadewitz, Proprietor
Phone 171

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

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

CHEVROLET
For Economical Transportation


So Roomy . . . So Comfortable . . . So Easy to Drive . . . wherever you go

Come to our salesroom and see for yourself how completely the Most Beautiful Chevrolet meets every touring need. Note the ample room in each model for a capacity load of passengers. Test the deep, restful seat—pitched at the proper angle to encourage relaxation. Then take the wheel of your favorite model and go for a drive. Come in today. We have a car waiting for you.

— at these Low Prices

The Touring \$525	The Landau \$745
The Roadster \$525	The Imperial \$790
The Coach \$595	The Sedan \$695
The Coupe \$625	The Truck \$395
The 4-Door \$695	1/2 Ton Truck \$495
The Sport \$715	3/4 Ton Truck \$595
	5 Ton Truck \$1,295

All prices f. o. b. Flint, Mich.



TIPTON & MANCHESTER, DEALERS
THE DALLES, OREGON

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

QUALITY AT LOW COST

Business Men Say: 'Advertising Pays'