

Weekly is Endorsed

Alfred P. Sloan, Jr., president of the General Motors Corporation, recently gave a strong endorsement of the value of the country weekly newspaper.

In discussing this year's advertising campaign for General Motors Corporation, Mr. Sloan, among other things said:

"I believe in the country weekly newspaper. I believe that no printed matter in the United States is more thoroughly read, or has more influence than the pages of these home town newspapers."

The Vest Comes Back

The days when I am feeling best are those in which I need a vest. In summer noons I pant like Shep. I have no gumption and no pep. The African-colored gink, he feels the heat much less I think, but I am white, or at leastwise pink. I lie around to rest my bones and feed my face with ice cream cones. I live on salads, fruits and slaw and suck up soft drinks through a straw. I cut no grass and saw no wood, in short I am no good darn good. But when fall comes and summer slumps I lumber up and stir my stumps. I seek, at sixteen Main Street west, the shop wherein I pawned my vest, and wrap

Something To Be Proud Of

Some, or the best informed persons on American industry might smile dubiously were they told that a mid-western town of 23,000 inhabitants has twice as many telephones as one of the most famous cities of the world with a population of almost 500,000. Yet it would be true. The town is Beloit, Wisconsin, and the city Venice, Italy. This fact tells the story of the difference between the new world method of encouraging private initiative and enterprise as contrasted with the old world method of governmental domination of industry and the individual.

Good Driver's Code

There are many ways in which a motorist may prove himself to be a bad driver just when he is thinking how other drivers must be admiring his facility in handling a car, says the secretary of the Oregon state motor association. The ten most common forms of bad driving which too many motorists regard as good car operation, according to Mr. Brandenburg are:

Driving slowly in the middle of the road.

Taking the right-of-way of the other fellow by taking advantage of his desire to avoid injury to himself or others or his car.

Driving a car that has squeaky, unequal and generally inefficient brakes.

Cutting corners and taking curves at high speed.

Passing another vehicle, going in the same direction, at the brow of a hill.

Descending a steep hill in high gear when discretion dictates going down in second or low gear.

Trying to beat a train to a grade crossing—even if the trick is turned successfully.

Parking so as to use up the space that might be taken by two cars.

Trying to pass a long line of traffic that is traveling at the legal speed limit.

Making repairs without pulling the car off the highway, or, at least, having two wheels off the side of the road.

Too many men who before their marriage were always particular to get out of the buggy and help the young woman in, may be observed after marriage sitting in the wagon while the good wife clammers in over the wheel as best she may. There is something wrong when the man is less thoughtful of his wife than he was of his sweetheart.

While you are tinkering around at this season making things, make a few good resolutions, and then stick to them like a sand-bur to a sheep's tail.

Private Aviation

Many will be interested in statements made recently in connection with the Lindbergh flight to the effect that an airplane requires "no more care than the average car" and costs less to operate, at the same time being very little harder to learn to manipulate than is an automobile, says the Christian Science Monitor. These statements have been made by Capt. Elliott White Springs, who served in the air service during the World war and who has paid much attention to the airplane situation in America since then. What Captain Springs has said calls attention further to the fact that there are now 11 airplane manufacturers in the United States building good, sturdy airplanes to sell between \$1,750 and \$3,500, all of them having the same general characteristics that they will carry three people at 85 miles an hour for five hours and will take off and land on an average golf course in case of emergency. Truly, it would seem that the day of private aviation is not far distant.

According to a survey just made public at Indianapolis by the National Protective League for Stammerers (whatever that may be) there are no less than 1,234,400 persons in these United States who are afflicted with vocal hesitation. It would be interesting to know just how the count was arrived at, remarks the Philadelphia Record. The figure seems much higher than it should be. But one fact which may be accepted without question is that the country's stammerers and stutterers outnumber the stammerers and stutterers by four to one. The explanation is offered that "vocal organs of women are finer than those of men," and that "in women the physical and mental coordination is closer because of the more delicate and sensitive physique of the female." Whatever truth there may be in that, most of us will be easily convinced that women as a rule are reader talkers than the men. But why the necessity for the National Protective League of Stammerers? What is it that stammerers, as a class, need to be protected from?

And now the doctors say that hand-shaking is almost as dangerous as kissing. For around the nails and in the folds of our hands germs lie in lurk and jump from host to host when hands clasp hands. In this country it is estimated that the people shake hands with trouble about 128,000,000 times a day. And still more danger, one we are told, is the finger-licking habit. It's almost as bad as sucking the thumb. Most every person puts a finger in his mouth at least once every day, and that is also said to be quite daring. But, on the other hand, we are multiplying rapidly, living longer than our ancestors lived and having a fairly good time. Besides, most people would rather be unhealthfully human than inhumanly healthy.

Lindbergh showed us plenty of speed. Yet his flight gave us a chance to note some other examples of modern speed. It was only 12 minutes after Lindbergh landed at Le Bourget that the Ferry building siren announced the fact to the people of San Francisco, says the San Francisco Chronicle. Lindbergh took off from New York on Friday morning. On Sunday morning photographs of his take-off were being shown in a San Francisco movie theater. They had come by air mail. This age hurries.

Explorers found a pot of food standing by the ashes of a fire near Jerusalem which was left by the inhabitants 2,500 years ago, but did not find out whether the wife found her husband at the ball game or on the golf course.

The ancients stayed young, says a medical publicist, through a necessity for biking great distances in the absence of other transportation. No doubt Methuselah had to walk a mile occasionally to the nearest cimed.

The increase in the value of the dollar, reported by Washington, is welcome, of course, but as long as it looks small to so many people it's going to have an uphill job getting back to prewar size.

If it is ever definitely proved that Halley's comet was really responsible for starting the World war, got a great deal can be done about it. Mr. Halley having been quite dead for 172 years at the time.

Benjamin Franklin, famed as a patriot, author, printer, scientist, inventor, diplomat and philosopher, is hailed now as a swimmer and strong man. In fact, Mr. Franklin was as versatile as a drug clerk.

Robbery of an armored pay car may place such vehicles in the class with unbreakable glass, nonshd tires, unimpeachable testimony and other things that do not always run true to classification.

Another figure that invariably arouses our curiosity is the one who decides to look up his genealogy all the way back to William the Conqueror or some one, and, after working hard at it a month, suddenly stops.

High authority, in many quarters has protested against the alleged modesty of modern dress. It may be possible to modify court dress to lines of discretion, but bathing suits will persist.

OBSERVER WANT ADS

MILCH COWS for sale; 31 head to pick from; E. E. Barnum farm. 4t's16

THE FAMOUS Italian variety prunes good keepers; good eaters, and good canners; packed in twenty pound crates; delivered to your station for 60 cents. Order now. Send check with order or if desired will ship c. o. d. J. Douda, Estacada, Oregon. 4t's16-2t

WANTED—Man with car to sell complete line quality Auto Tires and tubes. Exclusive territory. Experience not necessary. Salary \$300.00 per month. Milestone Rubber Company, East Liverpool, Ohio.

FOR SALE—Ripe prunes for canning. First grade 2 cents and 2nd grade 1 1/2 cents per pound, at Nob Hill Fruit Ranch, The Dalles. Turn at Millers filling station west of the city auto park and keep to the left, 2nd left hand turn after passing the Odd Fellows Cemetery. C. M. Beam, Phone 6712.

FARM FOR SALE—One half section wheat ranch. Good home, well improved. Write to Box 184, Kent, Oregon. 4t's16-4t

PIANO SACRIFICE near Moro. Beautiful piano to be sold at bargain. Terms of \$10 month arranged for good home. For particulars address Cline Piano Co. 66 Front St. Portland, Oregon. 4t's16-3t

FOR SALE—Few ewe lambs; two 2-year old pure blood Hampshire bucks; one 740 pound capacity Mellotte cream separator. A. T. Mass, route one, Moro, Oregon.

WEANLING PIGS for sale; \$5 each. Theodore Johnston, phone 23F81, Moro, Oregon. 4t's16-2t

FOR SALE—Ford roadster, 1926 model; good condition. Call Sherman County Observer, phone 101, Moro. 4t's16-4t

FOR SALE CHEAP—House and lot one block west of Moro school house. Inquire of Betsy MacInnes, Kent, Ore. 4t's16-23

FOR SALE—Italian prunes for canning, two cents per pound. N. H. Marks, South Lewis Street, The Dalles, Ore. 2t's16-9

WE PAY parcel post one way on all shoe repairing. Good quality work and leather. Joe Amore, The Dalles, opposite the post office.

We can fit all kinds of people. Any size or weight. Crippled or deformed feet. Wernmark's Shoe Store, The Dalles.

TIME TO LIGHT UP, FOLKS!

Let's light our joke-o-lanterns so Not only Hallowe'en will glow But all the nights and days be gay With mirth that chases gloom away!

SATURDAY
Madge Bellamy
— IN —

"Ankles Preferred"

COMEDY — NEWS
10c and 30c

SUNDAY
Tom Mix and "Tony"

— IN —

"The Great A. & K. Train Robbery"

COMEDY — NEWS
10c and 35c

Wasco Theatre

WHY
Be Uncomfortable

When by the use of a pair of glasses you can stop all your eye strain. Protect your eyes and they will take care of you. We are best prepared to take care of your eyes than any one in Eastern Oregon.

Dr. Geo. F. Newhouse
320 E. Second Street,
The Dalles, Oregon

S. W. SEARCY
Office at Farmer's State Bank
MORO, OREGON

Agent for Sherman County
for the

WEST COAST
LIFE INSURANCE CO.

A most progressive company.
Has very attractive policies.
Is up-to-date in every way.

CIRCULATORS

Parlor Furnaces

For those that want the utmost in satisfactory heating we have many sizes and styles of beautifully enameled or plain black circulators capable of heating the whole house with a minimum of consumption of fuel. These stoves are built for wood or coal. Priced as low as—

\$75.00

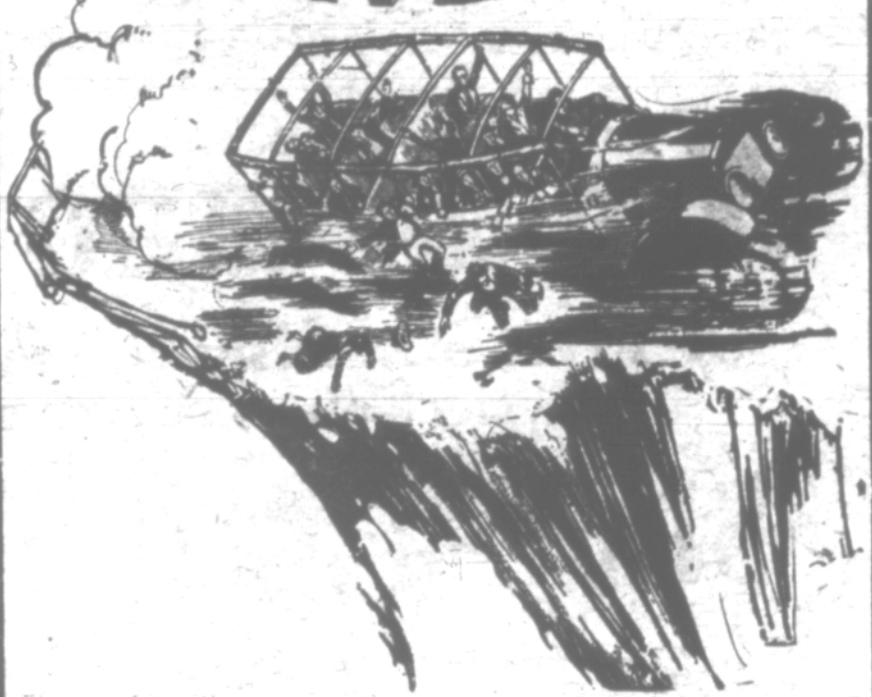
Ginn, Coleman & Co.
MORO, OREGON

MORO THEATRE

PRESENTS

SATURDAY, SEPT. 24th

"FLAMING WATERS"



"He Done His Best"

Thrills that transcend the arenic sensations of the ancient Romans! A spectacle that dwarfs the San Francisco fire. A climax as lurid in drama as the great torrent of blazing oil that sweeps down upon the cottage where Danny O'Neil's mother and sweetheart stand aghast at the flaming onrush!

A boy swimming under water beneath the flaming surface—getting a rope ashore and carrying his loved ones hand over hand—above the satanic tongues of fire that leap at their feet!

COMING! TUESDAY
SEPTEMBER 24th

"The Isle of Retribution"

WHEN YOU TRAVEL

BY AUTO AND VISIT THE DALLES

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 OBSERVER PRINTING OFFICE

IS AN ESTABLISHMENT THAT IS KNOWN
BY THE HIGH GRADE OF ITS PRINTING

READ & GALLOWAY

GENERAL MACHINE SHOP

Repairing Trucks, Tractors, Automobiles, Caterpillars, and Combine Motors, Cylinder Grinding, Oxy-acetylene and Electric Welding

The Dalles, Ore.

615 East Second St. Phone Main 4001

Auction Sale

AT MY FARM SIX MILES EAST OF GRASS VALLEY

Friday, Sept. 30th

Sale Starts at 10 a. m. Sharp

Free Lunch at Noon

I have sold my farm and am going to sell all my Household Goods, Farm Machinery, and Harness. This will be a Clean Sale of everything I have

SALE INCLUDES THE FOLLOWING

Two Grey Mares age 9, weight 1600 each
One Grey Mare age 6, weight 1200
One Grey Gelding age 4, weight 1300
Three Bay Geldings age 3, weight 1700 each
One White Mare age 7, weight 1400
Two Sorrel Mares age 7 and 8, weight 1700 each
One Sorrel Gelding age 12, weight 1700
Two Bay Mares age 4 and 9, weight 1600
One Bay Gelding age 4, weight 1200
One Bay Colt, 1-year old
Six Good Milch Cows
Sow and Five Pigs
One 3-bottom 16-inch John Deere plow
One 2-bottom 14-inch Canton plow
One United States Cream Separator
One 3/4-inch wheat wagon and rack
One 2 1/4-inch wagon and water tank
One 2 1/4-inch wagon with header box
One low wagon and rack
4 1/2 sets of Butt Chain harness
Three sets of Leather Harness
Other items too numerous to mention

All my Household Goods
One set Fairbanks Morse scales
One 3-horse gas engine
Blacksmith Outfit
Two Weeders
One Buck Rake
One John Deere Cutaway Disc
One Reaper
One Feed Grinder
One Fanning Mill
Five Pitchforks
Five Hundred Grain Bags
4 1/2 sets of Butt Chains
One 4-section iron harrow
Two small harrows
One Water Trough on Wheels
One VanBrunt disc drill
One Deering Combine
Twenty Horse Collars
One set of Leather Britching Harness
One Saddle and Bridle
One Buggy

TERMS: All sums of \$20 and under, cash; all sums over \$20, one year's time may be had by making arrangements with the Clerk and giving bankable note bearing 8 per cent interest. Five per cent discount will be given for cash on sums over \$20.

G. R. Gochmour, Auctioneer

R. J. Baker, Clerk

J. J. Wiley, Owner