

SHERMAN COUNTY OBSERVER

C. L. IRELAND Editor and Publisher

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Eureka Lodge No. 121 A. F. & A. M. Moro, Oregon Meets the 1st and 3rd Thursday evenings of each month. Visiting members cordially invited to meet with us. By order of W. M. Robt. Urquhart, Secretary.

Bethlehem Chapter No. 78 O. E. S. Moro, Oregon Regular communications each 2nd and 4th Thursday evenings of each month. Ella Thompson, Worthy Matron; Nana Barzes, Secretary.

Moro Lodge No. 113 I. O. O. F. Moro, Oregon Meets every Monday evening in the L. O. O. F. hall. Transient and visiting brothers are cordially invited to meet with us. Geo. McDonald, N. G. A. M. Young, Secretary

Lepine Rebekah Lodge No. 116 Moro, Oregon Meets 2d and 4th Tuesdays of each month. Visiting members welcome. Belle Conlee, N. G. Jessie Henrichs, Sec.

Chris Schultz Post No. 71 American Legion Meets at I. O. O. F. hall on 2nd and 4th Wednesday evenings of each month. W. H. Williams, Commander A. M. Zevely, Adjutant

Sunday School Elects

The Methodist Sunday school reports the following officers and teachers elected for the year commencing October 2nd: Superintendent... Mrs. W. C. Bryant Asst. Supt. ... Wm McKinney 2nd Asst. Supt. ... C. W. Smith Secretary ... Herman Christianson Treasurer ... E. J. Ginn Pianist ... Velma Powell Asst. Pianist ... Helen Searey Teachers: Beginners, Mrs. O. A. Ramsey; Primary, Mrs. H. H. Christian; Juniors, Ruth Bryant; Intermediate, Mrs. J. F. Belshe; High School Class, Mrs. R. A. Feenstra; Young People, Mrs. W. C. Bryant; Adult, A. M. Wright and E. J. Ginn. On Rally Day a collection of \$11.80 for World Service was taken and gifts of 45 handkerchiefs with material for a dress decorated the annual Christmas tree. These gifts are to be forwarded to a girl's school in Gonda, India. Another pleasant feature was the presentation of a gold pin with four pendant bars to Grace Phillips as a token of commendation for more than five years faithful attendance at Sunday school and church services.

We Are All Americans

Learned editorials in big metropolitan newspapers, discussing the inferiority complex of farmers as a class, lead to no good result. Perhaps this complex is more marked as a characteristic on the part of the farm critic, for city folks show woeful lack in general knowledge of "country" affairs. A great many "farmers" have become experts and prospered in dairying, stock raising, fruit and truck gardening, in spite of metropolitan jibes of Hicks and rubes. The people of Our Country, including city journalists and syndicate writers, better conclude that we are all Americans, with constantly changing habits and classes of occupations. The farmers and country bred people may make up the majority of medium and smaller sized cities one day, while the progressive and enterprising dwellers and tillers of the soil are coming more and more from the cities.

Freshman no Longer Hazed

A change in attitude toward freshmen, and the cessation of paddling during the annual Frosh parade are measures strongly endorsed among others by the Traditions Committee in a report recently submitted following a request by the President of the A. S. U. O. The committee recommends that the Frosh Parade be modified, says the report. "Hazing methods are fast disappearing from the majority of colleges—(persisting only in a few smaller institutions.) Upon investigation, the Committee finds that nowhere in the Northwest do other institutions have a Frosh Parade where the paddle is wielded. Nowhere a "cockiness" of the Freshmen subjected before he has a chance to be "cocky." The time has come for a change in attitude toward the Freshmen."

Value of Newspapers

A. A. Anderson, secretary of the Pacific Coast Building-Loan Association, in an address at the Pacific States savings and loan conference, recommends newspaper advertising as the most effective and economical means of reaching the public. Further, he urged that the building-loan associations throughout the United States should have a fund of at least \$1,000,000 for such a campaign. As Mr. Anderson knows, it has been fully demonstrated that the newspaper stands by itself as a carrier of messages to the greatest possible number of people. It is the only medium that is sure to reach the citizens of a community and be read. This fact is being more fully appreciated every day. The smaller city dailies and country weeklies are the great medium for reaching the masses of the people who represent the majority of the reading and buying power of this nation.

TERRIBLE ERROR

Reggie—Did somebody hit you on the mouth? Archie—Why, no. Where's the mirror? I—well, for heaven's sake! I used Mae's lipstick on my mustache instead of her eyebrow pencil!

Roy Powell of Moro and Ray Alsup of Grass Valley attended the Deschutes county fair at Redmond last week, having in charge the race horse King Bill. Place money was won in two race events while the horse was at Redmond.

L. V. Moore of this city, in company with Dr. W. N. Morse of The Dalles and a friend from Portland, spent last weekend pheasant shooting in and near the vicinity of Dufur. Several birds were shot during the time spent in the field. Birds this year shot in the Dufur section seem to be a more than usual tasty bird. This gastronomic fact was proven to our personal satisfaction through the receipt of a bird from among those brought home by Mr. Moore.

BRIEF LOCAL NEWS

Paragraphs on County and Community Events

Fred Hennagin of Wasco was a social visitor in Moro on Monday.

Mrs. R. J. Ginn is visiting with relatives and friends in Portland.

Dr. Jos. Sanders was taken to the hospital at The Dalles Thursday for medical treatment.

W. H. Ragsdale and J. L. Searey were pheasant shooting last weekend in the vicinity of Hermiston.

To earn enough to pay a track laborer for one day, a railroad must haul a ton of freight 256 miles.

E. E. Larimore, manager of Hotel Moro, spent part of the current week in Portland, returning Wednesday.

Dr. Clark, Eye Sight Specialist, in Moro, Thursday October 13th at Hotel Moro, on his regular monthly trip.

The usual Dorcas society social for October will be held at the home of Mrs. W. H. Ragsdale on Wednesday, October 19th.

George L. Fox of Klondike, left last week for Portland where he will remain during the winter months while taking a business course at a business college.

Fred Pickett left here on Monday by auto for Seattle, intending to return by Wednesday in company with Mrs. Pickett who has been visiting in that city.

The Womens Synodical Society of the Presbyterian church meets next Monday evening in Portland. Several of the ladies of the society of the Moro church plan to attend.

Mr. and Mrs. O. L. Belshe, after a 10-year absence from the farm, have decided to again take up active farm operation on about 1800 acres of land owned by Mr. Belshe in the Boardman district.

C. C. Gilmore, C. P. Moore, Paul May, Marvin Miller and W. C. Ross motored to the mouth of the Deschutes river Sunday afternoon, returning in the early evening with a string of nine trout.

The "Tunney-Dempsey Soldiers" Field fight films, coming to Moro Theatre Sunday afternoon and evening, are said by those who have seen them to be exceptionally clean cut and clear vision pictures of the fight.

Gene Stratton-Porter's story "Ladette" which is coming to Moro Theatre in film form on Tuesday, October 11, is one of the best novels written by this popular writer. It is a wholesome story that is worth the seeing.

A number of ladies of Moro will be motor guests of Mrs. Arthur Hicks next Monday on a trip to Portland to attend the evangelistic conference of the Presbyterian church to be held in that city commencing next Monday evening.

Every householder should examine his fire hazards in and around his home, and take steps necessary to eliminate them, keeping his premises in such a manner that he would feel at ease to have the fire marshal make an inspection.

Miss Zella Burnett and Mrs. Karl Schade left here last Saturday for Portland where they will spend the winter months. Miss Burnett will attend business college and Mrs. Schade will take training in expert ladies' hairdressing work.

Mr. and Mrs. O. L. Belshe left by auto truck Wednesday for Camp Sherman where they will remain until the last of the week. They will bring back with them part of their summer camp equipment for use at their newly established farm home southeast of Moro.

A marriage license was issued by County Clerk G. C. Akers on Wednesday to Rev. F. R. Jackson and Nettie May Friday, both of Wasco. Rev. Jackson is the returning pastor in charge of the Methodist church at Wasco. The bride is a daughter of G. C. Friedley. The marriage ceremony was solemnized the same evening.

Mrs. V. M. Hennagin and daughter Maggie, who have been visiting in and near Moro the past ten days, left this week for Maryhill, where she intended visiting with J. M. Johnson and family and from there going to White Salmon to visit with Wm. Rudolf and family, before returning to her home at Portland.

Mr. and Mrs. W. S. Powell and family motored to Salem last Thursday to attend the annual state fair. They reported that Friday was as pretty a day as they ever had seen in the Willamette valley, but that it rained all night Friday and Saturday was not so good for sight seeing. They returned to Moro the first of the week.

Increased registration all along the line, in spite of a small resident tuition fee that is making a substantial building program possible, is shown from reports of the first week's enrollment at Oregon Agricultural college. Long term students passed the 3550 mark last week indicating that the total close to 3500 will be reached this term. Of these, 1340 are new to O. A. C., most of them being registered freshmen. Men outnumber women 2249 to 1108. Total students for the year including summer session has reached 4551, an increase of 150 over last year's.

J. B. Adams' Car Stolen

The Dodge coupe, owned by the Eastern Oregon Land company and used by manager J. B. Adams in his driving over the country, was stolen Monday in The Dalles from in front of the Wasco county court house. Mr. Adams was away from the car less than a half hour and immediately upon discovering his loss notified the officers.

Traffic Officer Morrison was guarding the approach to Hood River at the loops shortly after being notified and saw the car coming. The thief also saw the officer and turned around and headed back to The Dalles with the officer in pursuit. A shot brought the car to a stop at the Marsh pits. Thief and car were returned to The Dalles.

Upon his return to The Dalles, it was discovered by the officers that the car recovered was the second one to be stolen by the same man that same day in The Dalles. The first one stolen ran short of gasoline before he had gotten out of town.

It was also discovered that the man was traveling from the middle western states by means of stolen cars, having stolen four machines between Lewiston and The Dalles.

"Naughty Nannette"

Starring Viola Dana, comes to the Moro theatre for an engagement of one day Saturday, October 8th. It is credited with being one of the most entertaining pictures that F B O has produced. The theme of the story is laid around two extra girls, in the movies, buffeted about by the winds of chance, and doing their best to help each other along. Viola Dana, winsome, petite, and always lovable in her portrayals for the screen, is one of the extra girls. "Naughty Nannette" takes one right into the studios and gives the public an insight into scenes and incidents usually denied to their gaze. It has every thing that goes to make a good picture—entertaining—comedy, drama, thrills and suspense. A well selected and evenly balanced company supports the little star and is headed by Ed Brownell with Helen Foster, Alphonse Martel, Patricia Palmer, Joe Young, Sydney de Grey and Barbara Clayton, prominent in their roles.

See Dr. Clarke about your eyes: In Moro, October 13th at Hotel Moro.

E. E. Kaseberg of Portland spent part of last Monday visiting friends at Moro.

Mr. and Mrs. Howard Conlee were luncheon guests at Hotel Moro last Sunday.

Avery Martin left here last Saturday for Portland, where he will attend business college this next year.

A number of Moro ladies motored to Wasco this last Wednesday afternoon to attend the county convention of the W. C. T. U.

Any town that fails to advertise and keep up its trade territory falls an easy prey to the mail-order houses.—Iowa Press Bulletin.

A new line of furniture just arrived, in the over-stuffed and also in wicker furniture. Parlor heaters and heating stoves. Moro Hardware & Implement Company.

Editor and Mrs. C. L. Ireland took a second Sunday off from dinner at home to have a second visit to the dining room at Hotel Moro for Sunday luncheon last weekend.

Dr. Clarke, of the Clarke Optical Co., 360-A, Alder street, Portland, Ore.—Eye Sight Specialists, will be in Moro all day and evening, Thursday October 13th, at the Hotel Moro. See him about your eyes.

G. A. Williams, energetic city marshal of Moro, accidentally broke the glass in the front door of the Bank of Moro on Tuesday morning. He had opened the inside door and was busy trying to operate the latch on the screen door when the spring operated inside door closed on his elbow. Shattered glass on the floor and a busy hour for the repair man was the result.

Mr. and Mrs. L. L. Peetz drove by motor to Redmond last week where they attended the annual Deschutes county fair on their way to Camp Sherman. They returned to Moro Tuesday evening, accompanied by Miss Mildred Boardman, assistant postmistress at Sisters the past summer, who will make her home this winter at Moro with her parents, Mr. and Mrs. Chas. Boardman.

Morris Searcy of Moro was recently awarded first prize in a Journalism contest conducted by the department of industrial journalism at O. A. C. The prize, "How Could I Be Forgetting," a book of essays and poems by Ben Hur Lampan, was presented to him for efficiency in news writing. All students registered in Journalism practice work are automatically entered in this contest as a part of their class work.

Mr. and Mrs. Vernon Platt and children left here by motor for The Dalles Tuesday evening where they boarded the train for Spokane to make connection with the Great Northern to take them to Grandon, North Dakota, where Mr. Platt's father is reported to be seriously ill. Mr. Platt expects to be away about three weeks. During his absence his various business affairs will be taken care of by Ora Workman.

MORO CHURCH NEWS

Notes of Interest to All Denominations

Moro Methodist Church Sunday school at 10 a. m. Mrs. R. A. Feenstra will preach at 11 a. m. on "Three Good Cheers."

Mid week prayer meeting at the parsonage Wednesday evening at eight o'clock. R. A. Feenstra, pastor.

Presbyterian Church Services will be held at 11 a. m. and 7:30 p. m. The Endeavor Society will meet at 8:45.

The evening union service will be continued. Arthur Hicks, Minister.

Christian Science Announcements Christian Science services are held every Sunday morning at 11:00 o'clock, and on Wednesday evening at 8:00 o'clock. The Wednesday evening services include testimonials of healing.

Sunday school is held in the Sunday school room every Sunday morning at 10:00 o'clock. Pupils up to the age of twenty years are received into these classes.

The topic for the lesson-sermon at the morning service next Sunday will be "Are Sin, Disease and Death Real."

Wedding Bells Ring

A beautiful home wedding occurred at Wasco Wednesday evening of this week when Miss Nettie May Fridley became the wife of Rev. Francis Roy Jackson. The happy couple stood under an arbor of autumn leaves lighted softly from above, and pledged their troth in the words of the service, during which Rev. R. A. Feenstra officiated. Only the immediate families attended the service after which a dainty wedding lunch was served.

Foresight and Cooperation

The Journal of American Insurance defines insurance as "a group of persons, each of whom realizes that he is subject to the possibility of some loss, the time and amount of which are matters of uncertainty, agree to create, through justly proportioned contributions, a common fund, from which, in event of such loss happening to any of them, compensation may be made to the loser and the burden thereof distributed over the entire group. It involves two main factors which are distinctive of civilized man, his social progress and security—foresight and cooperation."

By development of the former, through education, applied science, and social organization, man has diminished the realm of chance and enlarged that of calculation. By exercise of the latter, he has become increasingly efficient in the preservation of his life and possessions. In no field of effort has he demonstrated to better advantage the practical value of foresight and cooperation than in that of insurance."

If a woman isn't quite sure of her husband she always advertises for a plain cook.

Just Look Back Five Years YESTERDAY—TODAY TOMORROW Suppose you had saved one-quarter of what you made, what a nice sum you would have. If you will but make up your mind to live on three-quarters of your earnings and put the other fourth in the bank the dollars will pile up surprisingly. THINK IT OVER Bank of Moro

Hotel Moro "The House of Good Will" The Usual Sumptuous Chicken Dinner Sunday, October 9th 75c

Science The Key To Education True education not only opens up stores of knowledge but develops the alert mind. The chief glory of modern science is The Scientific Spirit Higher education in the field of applied science combines technical study with the fundamental training essential to citizenship. Its degrees open the way not only to leadership in "the several pursuits and professions in life" but also to a larger community service. Oregon State Land-Grant College Maintains schools of Engineering (civil, electrical, mechanical, chemical), Mines, Forestry, Agriculture, Pharmacy, Home Economics, Vocational Education, Commerce, and Military Science, all offering accredited college work. The School of Basic Arts and Sciences, Industrial Journalism, Library Practice, Physical Education, and Music afford sound basic and specialized training. For catalogue and other information address the Registrar Oregon State Agricultural College Corvallis

When You Need Mill Feed Lumber Wood Family Flour Shingles Coal Chicken Feed Cement Brick Hay and Grain Fire Insurance Ground Bone, Etc. Sacks and Twine REMEMBER WE SELL IT! Your patronage will always be appreciated By The Farmers Elevator & Supply Co. Office at Farmer's State Bank Moro, Oregon Be sure and see the new Calkin's Combined Seed Treater and Fanning Mill at either the Farmer's Elevator and Warehouse or at the fair grounds during the fair.

Independent Warehouse & Milling Co. R. H. McKean, Manager, Wasco, Oregon DEALERS IN Lime, Plaster, Cement, Cedar Posts, Builders Supplies, Lumber, Wood, Coal and Hay. MANUFACTURERS OF MILL FEED AND FLOUR

COMING Thursday, October 13 Official 1927 Round-up Picture See the real Round Up COMEDY—NEWS 10c and 35c

Force of Advertising The force of advertising is invisible, but you can feel it, and Ernest C. Hastings, managing editor of the Dry Goods Economist, tells a story of a conversation between an advertising man and a merchant that illustrates the point in interesting fashion. "Ever have your hat blow off?" asked the advertising man. "Yes," said the merchant. "What blew it off?" "The wind." "Did you ever see the wind?" "No." "Well, advertising is like the wind—an invisible force. You can't see it, but you can will see the results just as you saw your hat go rolling down the street."—Jayhawk Press. A short girl gets around it by making the stripes on her skirt run in the opposite direction.

ATTABOY EDDIE These beautiful American "Maid" Dolls are now on display in our store. There is one for you. Each cash purchase amount is punched on a record card, kept by us until amount totals \$10. Then we will sell you one of these \$3 Dolls for 99 cents cash. This offer also applies to monthly account purchases made after October 1st. May & Son Moro, Oregon Member Store United Grocers of Oregon