

Killing The Goose

The enormous wealth and national income of the United States has made possible in the last ten years a fiscal accomplishment without parallel. Our part in the World War cost, according to figures that President Harding had compiled, just about \$40,000,000,000. Of this approximately one third was paid from current revenues. On August 31, 1919, the national debt was just under \$27,000,000,000. Since then it has been rapidly reduced, until at the end of 1926 it was roundly \$19,000,000,000. Refunding operations have greatly reduced the interest, and further reductions are certain. Another ten years will see this enormous obligation reduced to almost insignificance.

Conversely, state and city debts have been growing fast, state debts being about three times what they were when the war began, and still increasing.

Many new sources of revenue have been tapped; some of the most important producers of revenue have actually come into existence during this period. For instance, special taxes on the manufacture and use of automobiles, and on gasoline sales, now produce more revenue, state and national, than the national government cost before the war. Gasoline taxes in 1926 were over \$200,000,000, and many states have this year increased the tax. It ranges in different states from one to five cents per gallon. Motorists have never seriously objected to it, as substantially all of it went to road building. But with the tendency to make the tax burdensome, there is increasing protest. Some friends of good roads fear that too vigorous squeezing of the goose that lays the golden egg may ultimately kill the bird.

About "Gas" Price Making

A man walked into a drug store and paid \$1.25 for a jar of a pharmaceutical preparation that he knew would have cost 97 cents at another store a block away. He thought nothing of it, climbed in his car and drove off. An hour later he bought "gas" at 22 cents, remembered that it had been 21 the last time and was sure he had been robbed.

What about the variations in gasoline prices? The Sidney (Neb.) Telegraph has looked into them and learned some interesting things, of which it says:

"A general impression has been too often encouraged that when the price of gasoline is raised on about the same rate in different sections of the country it is a result of an agreement between oil companies. The man who drives up to a filling station knows that the prices fluctuate at times, but he doesn't know why. He can hardly be blamed for suspecting an improper plot for his undoing. He doesn't know that periodic price fluctuations worry the oil industry a lot more than they do gas and oil buyers. The automobile owner does not realize the uncertainties of oil production, that are probably unparalleled in any other business.

"Nothing but the drill, at great cost, can answer the eternal conundrum, where to find oil. When a flood of new crude oil comes in the over-supply lowers the price, with resulting drop in gasoline. When the crude

supply becomes scarce the price goes up, and gasoline follows. It is the same as the price of butter or eggs, and the oil refiners are for the most part unable to prevent fluctuation in price as are sellers of farm products.

"This situation regarding oil products does not, of course, influence local price wars that are frequently engaged in by stations handling competitive brands of motor fuel. These wars, starting with small reductions in price to attract or stimulate business, often develop sharp retail price cutting to the public. In the matter of general price fluctuations, available supply is, for the most part, responsible for changes that are occasionally reflected in the market."

The Tree Crop

With all the attention given to the farmer and his troubles, only a few people are turning their thoughts to what may well become before long the fundamental problem of crop raising.

The tree crop has never been treated as agricultural, but as population increases the country will be compelled to focus all its agricultural knowledge upon the planting and maturing of the forests.

It is not merely that the supply of wood will become scarce if trees are cut faster than they grow. Cities cannot exist without great supplies of water, and this in turn depends upon huge areas of water bearing lands, a characteristic of which is forest growth.

Every owner of uncultivated land should be a tree farmer, using every available acre for producing trees for the profit of himself and society.

Nation's Advertising Bill

Economists and sociologists have lately given much consideration to advertising as a business and a social force. The American Newspaper Publishers Association calculates that last year 3,600 national advertisers invested \$235,000,000 in newspaper space alone. Among these, 309 of the biggest advertisers spent \$100,317,000. A little analysis of this list shows some interesting details.

For instance, twenty-one motor car manufacturers spent \$19,075,000; nine tobacco concerns spent \$9,563,000; twenty-four drug, chemical and toilet preparation concerns spent \$7,882,000; thirteen oil companies spent \$5,030,000; seventeen railroads spent \$4,979,000; six radio concerns spent \$1,420,000; five steamship companies spent \$800,000. Other heavy advertising buyers are electric washing machine and electric refrigerator makers; baking powders, meat packers, publisher houses, motor tires, clothing, and prepared foods. The complete list presents quite an astonishing variety.

The advertising bureau of the American Newspaper Publishers Association is endeavoring to make the fullest possible survey of the advertising field, the results of which would be of much value to both advertisers and publishers. Apparently more money is spent to reach motor car buyers and users, by the automobile and oil companies, than on behalf of any other single group.

Of making books there is no end—otherwise there would be fewer race tracks.

Speech Range

Farthest Two Points Connected by Telephone Wires are 7,000 Miles Separated

The first outdoor trial of the telephone was held on October 9, 1876, when the inventor, Alexander Graham Bell, talked from Boston to his associate, Thomas Watson, in Cambridge, Massachusetts, over two miles of telegraph line. In the fifty years since that time, telephone engineers have overcome one by one the barriers to speech transmission. From the very beginning, the progress of the art has been marked by notable advances due to inventions and improvements in telephone apparatus and equipment.

Some of the more important of these achievements are the development of the switchboard, without which no interconnecting group of telephones would be possible; the discovery of the process of hardening copper wire and its application to telephone circuits, thus helping to make long distance telephone possible; the use of full metallic circuits in place of grounded circuits; the phantom circuit which utilizes two physical telephone circuits to create a third independent circuit; the loading coil which, placed at regular intervals along the circuit, greatly reduces the energy losses and permits a much longer talking distance; and the application of the repeater or current amplifier to long distance circuits, thereby strengthening the current and increasing the range of long distance telephony.

An historic occurrence illustrating the wonderful progress in long distance transmission took place on January 25th, 1915, thirty nine years after the first outdoor trial over two miles of wire, when Dr. Bell, in New York, talked with the same Mr. Watson, in San Francisco, over the transcontinental line of the Bell System, 3,400 miles long. It is now possible to telephone by wire circuits from British Columbia to Cuba, a distance of 7,000 miles.

The latest extension of the range of telephone speech was the opening early in 1927, of public telephone service between America and England by radio telephone connecting with the land wires at either end.

Power of the Rural Press

At the recent annual convention of the Iowa Press Association at Des Moines, Judson C. Welliver, director of public relations of the American Petroleum Institute, said of the rural press:

"Whoever has dealt with public affairs knows how enormously influential is the thoughtful, independent rural press. But sometimes one is tempted to suspect that everybody else places a higher valuation on the influence of the smaller newspapers editorial page than does the editor. To urge that the country editor ought to appreciate his responsibility, and ought to try sincerely to make the most of his opportunity and duty of public service, is not by any means to urge that the provincial press should be organized in an attitude of hostility to the press and the general interests of the metropolitan centers. The men who conduct the great daily papers and the periodicals of national circulation are just as honest, just as sincere, just as patriotic as the rest of you. But there are some things that they do not know and cannot understand so well as you of the country press can know and understand. It is for you to paint your part of the picture as it is for them to paint their part of it if it is to be a faithful representation of national interest, thought and aspiration. Nobody with the real interest of his country at heart would dream of writing any section of the press to urge upon some particular program, to insist upon preference for the interests of any particular geographic area or social section. But there is the possibility, the present and insistent need for a wider influence, a more helpful direction of thought, a more effective guidance of policy, through the efforts of a thoughtful and serious minded rural press, fully conscious of its responsibilities and animated by an adequate appreciation of its place and power in the community."

Many a man's unpopularity is due to his attempt to wear a misfit mantle of greatness.

News Items from West

Mrs. Jas. Wilson is quite sick with a cold.

Henry Sprout has moved into town for the winter.

Mrs. I. E. Wilson and daughter returned Sunday from a week in Portland.

Farmers are busy seeding. We have had lots of rain this fall and also some beautiful days.

Paul Stout who was operated on at The Dalles for appendicitis last week is expected home any day.

Mr. and Mrs. Sweet were visitors in Kent Sunday, at the home of Mrs. Sweet's mother, Mrs. Hogue.

Frank Haynes and wife returned from their trip abroad on Sunday. Kent looks good to both of them.

Carl Gregg and Wren Hogue combined business with pleasure Monday and motored to Prineville. They returned Tuesday.

The very interesting meetings conducted here by Rev. Pointer, closed on Sunday. A movement has been started to get a resident pastor.

After an illness of five days Mrs. J. E. Norton passed on to the Great Beyond Friday evening. She leaves a husband, four children, father and mother, brothers and sisters, and a host of warm friends.

Ranger—Famous Dog Star

Developing a new theme along unusual lines, the first of F. B. O.'s new series of police-dog pictures, "Flashing Fangs," will begin a one day run next Tuesday at Moro Theatre.

Ewart Adams, the author and scenarist, has conceived an original theme and plot, which is refreshingly different from the ordinary run of canine drama, and is correspondingly entertaining. Much of the interest of the film is due to the work of F. O. B.'s recently acquired four-footed star, Ranger, who makes his screen debut in the picture, and who shows a remarkable promise and ability. Some beautiful photographic backgrounds of the high Sierras, where the exterior scenes were taken, and the excellent work of the supporting cast, which includes Robert Ramsey, Lotus Thompson, Eddy Chandler, Clark Comstock, Ada Mae Vaughn and Mary Dow, are added features of the production, as is the direction of Henry McCarthy, who is responsible for much of the story interest and the well built up climax.

One season is about as bad as the other. In summer you go crazy with the heat and in winter you go crazy with the heater.

The consensus of informed thought is that the Lindbergh exploit has done more for commercial aviation than for commercial poetry.

"He's so dumb," said Lucy the other evening of one of the boy friends "that it took him six years to get through a diploma mill."

Department of Agriculture reports a large increase in the number of hogs in the country, referring, of course, to those of the genus sus.

Big battleships are something to talk about. This fact does not dispose of the suggestion that big battle planes are something to think about.

As a compromise, an English preacher, at the beginning of a sermon recently, suggested that the congregation cough only at the end of sentences.

Final investigation of the death of a cobbler at Miami, worth \$100,000, showed that there was nothing criminal about it. He just pegged away.

The graduate who is getting a lot of credit for working his way through college by writing short stories may have written the stories to his father.

"An anti-eater's nose," says a Popular Science article, "is from eight to twelve inches long," but happily, sinus trouble is almost unknown among the species.

It isn't hard to agree with the dentist who told the National Dental Technicians' meeting at Chicago that perfect teeth are rare. So is perfect anything.

Congo natives are said to register great amazement at seeing a match strike fire. A patent lighter in the same circumstances would probably paralyze them.

A young English swimmer has also crossed the channel on his first attempt. It is understood arrangements are being made to put this feat on a time-table basis.

The typewriter company that has bought a freight plane to deliver its machines seems to be determined that the airplanes shall keep up with the stenographers.

If the court, which fined a New York ticket broker \$11,000 for filing peculiar tax returns had thought, it might have tacked on an extra couple of thousand for "service."

At an Indian festival in the North west, Redskins did their tribal dances while paleface youngsters were dancing jazz steps nearby in a pavilion, and doubtless to the same music.

Philadelphia taxi company use women drivers during the daylight period. At first the public was skeptical about the innovation, but are now carried away with the idea.

OBSERVER WANT ADS

FOR SALE—One 14-7 Superior hoe drill; one 18-7 Van Brunt hoe drill. Both drills are ready to go into the field and will be sold at a price worth the money. Also a 1923 Cheve Coupe for \$200. Geo. N. Crossfield, Wasco, Oregon. 1to7

FOR SALE—Standard make piano in vicinity will be sacrificed. Must sell at once. \$10.00 monthly. Write Tallman Piano Store, Salem, Oregon. 3to7-21

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.

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RANGER FLASHING FANGS

A thrilling story of a man and a dog—alive with rescues, love and human interest! You'll love it!

There is —

Only One Dog That

- Digs tunnels —
- Saves children —
- Summons doctors —
- Swims torrents —
- Rescues his Master from a mob —

And That's RANGER

Moro Theatre

Tuesday, October 18th

Red Juniper Wood 4-foot

Red Juniper Posts 3x7x7

C. E. HEAGY, REDMOND, OREGON

DR. THOS. D. FISHER CHIROPRACTIC PHYSICIAN

Office in Moro Hotel Hours 9 to 6 p. m.

Sundays and other hours by appointment.

Moro, Oregon

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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.

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Office at Farmer's State Bank MORO, OREGON

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WEST COAST LIFE INSURANCE CO.

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

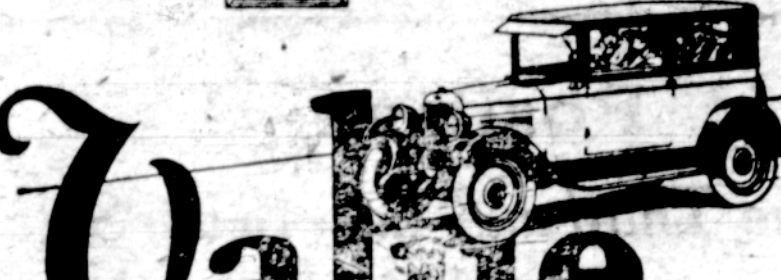
CIRCULATORS

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

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Value

that defies comparison!

Just think what Chevrolet offers you today!

A type of performance that is amazing—perfect comfort at every speed—flashing acceleration and remarkable handling ease—all the marvelous beauty of bodies by Fisher—finished in smart colors of genuine lustrous Duco—a motor world-famous for power and economy—in short, advanced modern design in every unit that results in the extreme of satisfactory economical transportation!

Because these cars are sold at amazing low prices, they embody the most outstanding motor car value in the world today—a value that defies comparison!

TIPTON & MANCHESTER, DEALERS THE DALLES, OREGON ASSOCIATE DEALERS FOSS & COMPANY, MORO SHERMAN GARAGE, WASCO GRASS VALLEY MOTOR CO., GRASS VALLEY

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Moro Hotel Barber Shop
Moro, Oregon
Ladies and Children's Hair Cutting and Shingle Bobbing
BATHS

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.

READ & GALLOWAY GENERAL MACHINE SHOP

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

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"A Pillow for the Body."
\$55.00 Genuine Sealy Mattress On Sale October 17th to 25th for only **\$39.50**
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FRIDAY AND SATURDAY
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