

Gift Helps

We Are Showing a Complete Line of

Christmas Cards Candies
Leather Goods Smokers' Supplies
Novelties Pen and Pencil Sets
Bridge Sets Stationary
Christmas Box Cigars Magazines
Christmas Carton Cigarettes

Light Lunch and Fountain Service
At All Times

Ross' Confectionery

Moro, Oregon



The Wasco Bakery, at this Christmas Season, expresses its appreciation of the pleasant relationships, patronage, cooperation and loyalty of its many Moro friends, and takes this opportunity to wish them one and all, happiness and prosperity for the coming year.

Due to Indifference

Burden of Taxation Falls Upon Everyone

Extravagance in the government is due to indifference arising from a common belief that the "other fellow" pays for it, according to Professor William B. Munro, of Harvard University. Professor Munro declares that this belief is false and that the burden of taxation falls upon everyone, rich and poor alike.

"Everyone who buys merchandise pays taxes," says Professor Munro. "The retail merchant passes his burden along to his customers in the price of his goods. So with everyone who travels on a street car, or goes to the theatre, or smokes a cigar. They all pay taxes, whether they realize it or not."

"When the gas company or telephone company raises its rates, even slightly, there is a great hue and cry with meetings of protest and fiery speeches. Every household realizes who's who when it comes to paying gas or telephone bills. But when taxes go up, it leaves the great masses unmoved."

"Extravagance and waste bear more heavily upon the poor than upon the rich. If we impress upon the public mind this single, simple economic fact we shall make democracy compatible with economy—and we can accomplish it in no other way."

Cook Pork Well Done

All pork and pork products should be thoroughly cooked, not only on the outside, but entirely through, to prevent the possibility of their causing the disease known as trichinosis. Have pork chops cut medium thick and after browning them on the outside, cook slowly and longer than other chops. Make sausage meat into flat cakes rather than "balls," which are thicker in the center, and then they will cook evenly throughout. Sear a pork roast at a high temperature to retain the meat juices, and then lower the heat and cook at a moderate temperature until all pinkness at the center has disappeared. Ham and other cured pork products also require thorough cooking.

Joy Week at Moro Theatre

In arranging your Christmas and holiday entertainment do not overlook the splendid program for the holiday season being offered by Manager Sparks at the Moro Theatre. Christmas Eve, comes Hoot Gibson in his latest western comedy which includes the world's greatest Round up at Salinas, Cal. The cast includes Slim Summerville which as a hick comedian puts more comedy-kick in the picture than ever before. And remember this is our treat for children under 10 and adults over 60. This one is so good that we are holding it over for an additional run on Monday, December 26th, so if you miss it Christmas Eve, be on hand Monday.

Then comes America's Sweetheart Mary Pickford in "Dorothy Vernon of Haddon Hall," her greatest picture, made in a big elaborate way into a wonderful love story that is sure to please you all. This also is too good to miss so we are holding it for two nights, Tuesday and Wednesday, December 27th, and 28th. Make these two fine attractions a Christmas gift for your friends by inviting them to be your guests to see them.

They All Get the Money

The recent agitation regarding a \$3.00 license fee has brought a number of inquiries as to the various bases for taxation in different states. The Oregon State Motor Association states that there are 11 different bases on which the 48 states assess registration fees on private passenger automobiles.

Seventeen states base the rates on horse power; fourteen states on weight; seven states on horse power plus weight; one state on a flat rate per car; one state on the price of the motor vehicle; one state on cubic inch displacement; one state on value plus weight; three states on a flat rate plus weight; one state on value; one state on selling price plus weight and horse power; and one state on the manufacturer's list price.

New Use For Straw

Another of the wonders of research and laboratory experiments is revealed in a process recently perfected by Dr. Sidney D. Wells, for many years connected with the U. S. Department of Agriculture Laboratory at Madison, Wisconsin. Through the wizardry of Dr. Wells the golden stacks of straw that mark the end of the wheat harvest throughout the west will be transmuted into stacks of golden coin for their owners.

For many years the federal government and state experiment stations have been seeking a way to turn waste by-products of the farm into a source of profit for their owners. After much experimenting with wheat straw Dr. Wells perfects a process whereby the straw, after being cooked to a pulp in immense cauldrons and combined with certain other chemicals can be formed into thick rigid "boards" of great structural strength that are virtually perfect insulation to heat, cold or sound.

Dr. Wells is one of the world's leading authorities on pulp and vegetable fibers. While in government service he was in a way instrumental in the development of other nationally known building and insulating boards. It was due to his intimate knowledge of these factors that he found a way for a still greater improvement in insulating material through the use of wheat straw. The results of his work will be of inestimable value to the wheat growers of the country.

A mill has just been completed at St. Joseph, Mo., to utilize Dr. Wells processes commercially. This mill which will be the most modern of its kind in the world will manufacture insulating building "boards" from wheat straw. This first unit will consume over twenty thousand tons of straw annually and over 100,000 square feet of insulating boards will be turned out daily. These boards are used in all building, cold storage and refrigerating construction as they are non-conductors of heat, cold or sound and have remarkable structural strength.

The company behind this mill is composed of men of outstanding prominence in the business world of the nation. Among the heavy stockholders are the Henry L. Doherty interests of New York, operators of public utilities, refineries and oil properties; and the Swift Estate interests, internationally known packers.

Dr. Wells will be in charge of the company's research and laboratory work.

Small Part of Cost

Generation of Electricity Low Expense Unit.

Cost of raw electricity at a generating station can no more be compared with the price of electricity at a lamp socket than can the cost per pound per pig on a farm be compared with the price per pound of browned, crisp bacon at the breakfast table, asserted G. G. Neff, vice president of the Wisconsin Power & Light Co.

He said government ownership advocates are endeavoring to focus public opinion on the lower cost of generating electricity at hydro-electric stations, ignoring in their calculations "the fact that modern steam stations can produce energy more cheaply than the great majority of water powers and that only 25 per cent of the cost of electricity is incurred in generation, the remaining 75 per cent being incurred after the electricity leaves the power house."

"People cannot expect that the cost per pound of the bacon, delivered at their homes and ready to be eaten, to be the same as the price the farmer received for it when he sold the pig. People can no more expect the cost of prepared electricity at the appliances in their homes to be the same as the cost of raw electricity at the generating station."

"Raw electricity is now produced at a very low cost, but the cost of preparing and delivering it for use in a home is considerable greater, just as the cost of other finished commodities that are used in a home are much greater than the cost of the raw material, or the original value of the article at the source of supply."

"If a person wanted to go to the coal mines of Illinois and dig his own coal, he would only have to pay 50 cents a ton, but let him have it dug for him and delivered in his coal bin and it will cost \$10 a ton."

"If there were some way for people to go to the power house and get a bucketful of kilowatt hours, electric companies could sell those kilowatt hours at one cent each."

"Only a small part of the cost of electric services is attributable to the cost of generating electricity in the power house. By far the largest share of the cost of electric service is incurred after the energy leaves the generating station."

"If it were possible to generate electricity for nothing, the cost of electric service to our customers could not be reduced more than 25 per cent. Seventy five per cent of the cost of the service would still remain in the form of transmission, regulation, delivery, labor and interest expenses."

Self Regulation Essential

While groupings, mergers and consolidations are being made generally throughout the country, of independently operated electric and gas properties into large units, brought about by the instant demand for increased facilities and better and more dependable service, these great utility properties are essentially local enterprises. They serve the interests of local communities in each state in which they operate, and are subject to the regulatory powers of the state commission, and their policies are at all times responsive to local public opinion. Notwithstanding the rapid development of interconnection between electrical systems about which so much is being said, it is still a fact that less than five per cent of the electrical energy generated throughout the United States is transmitted across state lines.

What, then, could a central regulatory agency at Washington accomplish which the various state commissions, representatives of the local public, could not better accomplish with the support of sound local public opinion? There is a growing uneasiness throughout the whole field of American business over the increasing part which the federal government is coming to play in our social and business life. It is a departure from our theory of government. We feel that the province of government is political, not economic. It is not more regulation, whether federal or state, in the electrical and gas business which is needed at this time, but greater self-regulation by the business leaders in these industries.

Tractors On African Farms

Tractors are replacing oxen as the power unit of economy in South African agriculture despite their higher price, according to P. J. Stevenson, United States trade commissioner. In his opinion the tractor is being adopted by South African farmers because it reduces production costs and permits rapid work in the proper crop season.

Because of the long distance from this country, the tractor costs about twice as much in South Africa as in the United States, while gasoline prices are from two to three times greater. Figures of the department of commerce indicate that Africa generally is acknowledging the tractor as the established power unit. More tractors are being purchased from the United States.

There is enough salt in the ocean to make a cover a mile and a half thick for the United States.

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For Christmas is here
The season of cheer,
Of mistletoe, tinsel and holly!

AGENCY FOR CROSLEY RADIOS

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And

"You're There With a Crossley"

May & Son, Moro, Ore.

Member Store United Grocers of Oregon

Joy Week Moro Theatre

Christmas Eve and Monday December 26th

Special for Tuesday, December 27

Howdy Folks!

I just want to give you a red-hot tip about my new picture "Painted Ponies." There are some riding scenes in there, rodeo stuff, that hasn't ever been equalled in pictures for downright thrills and daring. Lots of 'em too. Don't miss it folks!
—HOOT GIBSON.



Man What a Ridin' Riot!

Oh, Boy! Didya see them bronchs shake the cow-punchers loose from their teeth! Say, fella, I never did see anything in the line of ridin' like them rodeo scenes. Some stuff! Nothin' faked about that. What? Didn't see it? Well, take a tip from an old timer and DO!
With Complete Scenes of the Biggest Round Up in the World, Broncho Busting, Trick Riding, Steer Roping.

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In Her Greatest Picture

"Dorothy Vernon of Haddon Hall"

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And Special for the Kiddies From 6 to 60

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A Sparkling One Reel Cartoon
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