

RENEE ADOREE in **JAMES OLIVER CURWOOD'S** greatest story
BACK TO GOD'S COUNTRY

Wasco, Saturday, January 7th
Grass Valley, Sunday, January 8th
Moro, Tuesday January 10th

A valuable knowledge of the reliability and integrity of businesses is the reward of the steady reader of advertisements.

The Price of Carelessness

The long expected has happened. Owners of private passenger cars, beginning December 12, will have to pay an increased rate for public liability insurance. The rate for the whole country averages about 16 per cent. For some years past, the rate on this type of insurance has been going down steadily.

The experience ratio on which the new rates are based, covers the period from 1923 to 1927 inclusive. It shows the downward trend stopped and turned abruptly upward in 1925. In 1926, insurance companies as a whole suffered an underwriting loss, and available data for 1927 shows the upward trend of losses is continuing.

The new rates were adopted after long and careful study, and the principal causes which forced upward revision of rates are:

More powerful automobiles and greater speed. Increased mileage of improved highways and greater use of automobiles. Increasing frequency of claims. Growing tendency on part of injured persons to demand larger damages. Marked tendency on part of juries to award larger damages.

Every day local newspapers recount automobile accidents where one or more persons are injured and killed by one collision. Accident

Prevention Work Has Been Carried On

by railroad insurance companies, public utilities, private industries, cities and states. If it had not been for this work, rates would have shown a greater increase.

Albert W. Whitney, acting general manager of the National Bureau of Casualty and Surety Underwriters, says that "praiseworthy results have been accomplished through traffic regulation, strict examination of requirements for drivers, safety campaigns among both drivers and pedestrians, revocation of the driving licenses of operators, and penalties imposed by courts on careless operators. There is much work yet to be done in the field of accident prevention and the insurance companies are among the most enthusiastic in hoping that the near future will bring forth results which will justify a downward revision of rates."

The public can cooperate to reduce accidents; or it can disregard safety measures and, in addition to injury and death, it can pay increased insurance rates. The price of carelessness comes high, with or without insurance.

Scientific Evolution

The public is greatly interested in the oil industry. Next to food, clothing and shelter, gasoline comes as near being a necessity for the average American family as can any commodity or product.

No industry has had more to contend with in overcoming the forces of nature, than has oil. No industry has had to meet such an abnormal increase in the demand for its product as has oil during the past decade. No industry has had to develop under more open and ruthless competition.

It is small wonder, therefore, that oil producers have at times seemed to face insurmountable problems. They have attacked each new issue, however, with the courage and determination which is a primary requisite in petroleum production.

Today the whole oil industry is voluntarily cooperating to evolve what might be termed a new "constitution" to govern, regulate and conserve oil resources.

The industry has a type of leadership which realizes that the interests of individual oil companies can best be served by working out a national oil program in the interest of the industry as a whole, taking into consideration the vital interest of the American people in any policies adopted.

Oil leaders point out that they are not so much concerned in advocating specific legislative measures, as they are in ascertaining and making public facts relating to oil production and conservation.

When this is done and when the public and legislative bodies fully understand the problems involved, they feel that the necessary measures will be adopted and that the situation will be automatically adjusted.

This is progress by scientific evolution rather than by brainless revolution.

Business Follows Phone

America owes its industrial and social growth largely to the telephone. All of Russia, a country of 140,000,000 population has only half as many telephones as the city of Minneapolis.

Our national total of 18,000,000 telephones is more than there are in all other countries combined.

Each day 72,000,000 telephone calls are completed in the United States. The tremendous effect of this instant intercommunication can be easily seen.

In imagination look back fifty years; it seems impossible that business could exist and flourish with the communication disadvantages the pioneer had to meet. The telephone has changed all that, and our leadership over other nations has increased, seemingly, in direct ratio to our telephone development.

Stating The Question

An authority on the tariff recently stated the proposition clearly, to himself, as it affects the farmer and the manufacturer, when he said:

"Our tariff must remain high as long as the living standards of other producing nations remain low. There is no better way by which we can help other nations to elevate their living standards than by protecting ourselves against products made under such conditions in competition with our own. Whether, therefore, the question is viewed from the standpoint of selfishness or philanthropy, the protective tariff has more than sufficient argument in its favor to support it."

His theory is to "protect" the manufacturer and the trade union man at the expense of the farmer.

The "Fox" had the Los Angeles police and the whole Pacific Coast baffled and mystified and no doubt you got a real thrill out of reading the many headline stories of the notorious Hickman murder but for a real thrill right here at home take the whole family to see "The Bat" Mary Roberts Rinehart's world famous Mystery Story at Grass Valley Saturday, January 7th; Wasco Sunday, January 8th; Moro Monday, January 9th.

Progressive Management

The publication "Railroad Data," for September 23, gives figures taken from an analysis by the Bureau of Statistics of the Interstate Commerce Commission proving "that the effort of railway management to get greater results out of every dollar spent for operation is showing progressive results." As an example, over 2 1/2 million dollars was saved in the consumption of locomotive fuel in a given period this year, in spite of increased freight transportation.

It is to the railroads' great credit that they are making Spartan efforts to reduce costs, and at the same time improve the service. In the face of rapidly mounting taxes and competition from less heavily taxed bus lines, they have gone quietly ahead making improvements. Improved service is for the benefit of the stockholders who represent every walk in life, and for the entire population of the United States, to whom railroad service is a tremendous necessity.

The railroads will continue to improve, for the reason that they have intelligent and progressive management which refuses to be discouraged by obstacles, and which realizes that no matter how far they have progressed, or increased efficiency, there is still another step that can be taken.

Demand For Horses Grows

Horses and mules received at public stockyards in the United States for the first ten months of 1927 showed an increase of 9,190 head over receipts for the first ten months of 1926. This represents a percentage of increase of 2.7.

The total number of horses and mules received in the 67 public markets up to November, 1927, was 349,960, as against 340,770 head for the same period of 1926.

For the month of October, 1927, there was a 99.5 per cent increase in number of horses and mules handled over the number of them handled in October, 1926; while there was an increase of 13.3 per cent in number of horses and mules handled at the public stockyards during the one month of October, 1927, over the average number handled during October for a five year period 1922-1926.

These figures showing increasing demand for horses and mules over the country are supplied by the Horse Association of America from data furnished by the United States Department of Agriculture.

Public Interest Growing

During the first ten months of 1927, 20 per cent of all railroad financing was accomplished through the sale of stock, the highest ratio in a number of years.

This wide dissemination and increased sale of railroad securities shows the confidence of the public in the character and efficiency of the managements, and recognizes their achievements in overcoming many of their problems since the war.

Railroad development, instead of being over, is steadily moving forward. A wider and greater sale of stock is a good sign and shows an increase in the public interest in the problems the lines are meeting. This is a good sign and points to normal growth of transportation facilities. Dangerous taxation, that gives more collector than to the stockholders, is an enemy of progress. The same may be said for unwarranted and unnecessary action taken by state and government commissions in railroad affairs.

Weed Out the Arsonists

During 1926 the national fire loss totaled \$560,548,624, the highest in this country's history. Conservative estimates say that at least one-third of this loss was the result of arson. Fires caused by carelessness or ignorance are bad enough, and the public should be more than glad to learn how to prevent them. But how much more serious and terrible is the fire caused purposely by the arsonist. Arson is one of the worst crimes and should be considered as such. The arsonist imperils life, property and prosperity of communities. Last year he destroyed at least 136,894,540 in property value, not to mention the lives he snuffed out.

The public should give every aid to apprehending this destroyer. Judge and state's counsel should deal with him rigorously, to the full extent of the law. He is deserving of no sympathy. When we have conquered arson we shall have gone a long way in solving the fire loss problem.

Of course I went to Hollywood, Seld Angelina Cross. They didn't offer me a party. But that's the movie's loss.

Get up a Theatre Pool party and have an understanding that each is to put up a given amount as a pool or bet that he or she can pick the murderer (The Bat) from the cast not later than the end of the first reel of the picture. We guarantee you to get more real thrills and high class entertainment from this picture than any you have seen in the last year.

CHEVROLET

Bigger and Better

See the **New Chevrolet** now on display!

Today, Chevrolet presents the crowning triumph of sixteen years' continuous progress—a great new automobile so impressive in appearance, performance and staunchness that it marks the opening of a new era of luxurious transportation at low cost!

Built on 107" wheelbase—4" longer than before—the Bigger and Better Chevrolet is impressively large, low and racy. Fashionable new colors in genuine Duco, rich new upholstery and handsome appointments lend an air of notable distinction; while a type of big car performance, once thought impossible in a low-priced car, has been achieved by numerous engineering advancements.

The Bigger and Better Chevrolet is powered by an improved valve-in-head engine with such impressive features as alloy "invar strut" pistons, hydro-laminated camshaft gears, mushroom type valve tappets, AC oil filter and AC air cleaner.

The chassis has been redesigned. And as a result, the new Chevrolet provides delightful smoothness—click-of-the-heel acceleration—the ability to maintain 50, 55 and 60 miles an hour—the safety of four-wheel brakes—the steering ease that can only result from a ball-bearing worm and gear steering mechanism—and comfort over all roads at all speeds, due to semi-elliptic shock absorber springs—84% of the wheelbase.

We urge you to come in—see this beautiful new car—and learn how Chevrolet has again electrified America by creating a Bigger and Better motor car and offering it at a price so low as to be actually amazing.

Features of advanced design and the completeness of detail demanded in the finest cars now offered in the New Chevrolet!

- Improved valve-in-head motor.
- New stronger frame 4" longer; wheelbase 107".
- Thermostat control cooling system.
- New alloy "invar strut" pistons.
- New instrument panel indirectly lighted.
- New two-port exhaust.
- New ball-bearing worm and gear steering.
- Semi-elliptic shock absorber springs; 84% of wheel base.
- Safety gasoline tank at rear. Larger balloon tires 30" x 4.50".
- New streamline bodies by Fisher.
- New Duco colors.
- Theft-proof steering and ignition lock.
- AC air cleaner.
- Single-plate dry disc-clutch.
- New crankcase breathing system.
- Alcrite pressure lubrication.
- and
- 4-Wheel Brakes

"Prices Reduced!"

The Roadster . . . \$ 495	The COACH	The Sport Cabriolet . . . \$ 665.
The Touring . . . \$ 495	\$ 585	The Imperial \$ 715
The Coupe . . . \$ 595		Light Delivery . . . \$ 375
The 4-Door Sedan . . . \$ 675		Chassis Only
		Utility Truck . . . \$ 495
		Chassis Only

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

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

ATTABOY EDDIE

Our Eddie's bland smile is a winner
He wears it from breakfast to dinner;
Though the kid rarely frowns
Still he has ups and downs,
For he's neither a saint—nor a sinner.

SPECIAL
Genuine Cannon BATH TOWEL
Given without extra cost to each purchaser of Dona Castile Soap
Doña 10 cakes for
EXTRA HEAVY-LARGE CASTILE - 98c

May & Son, Moro, Ore.
Member Store United Grocers of Oregon

The Watch Shop
Watch, Clock and Jewelry Repairing
By an Expert Watchmaker
With 16 Years Experience in Watch Repairing
ALL WORK GUARANTEED FOR ONE YEAR
We Buy, Sell or Exchange Watches
Turn your old watch in on a new one
F. D. Fisk, Jeweler, Moro, Oregon
Located at Main Street Barber Shop

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

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 THE OBSERVER ALL THE TIME
For The County News