

"To Serve, The Electrical Industry Must Be Free"

Says William Cabell Bruce
United States Senator from Maryland

"Leave the operation of public utilities to private enterprise subject to the regulation of public authority which has shown its fitness to regulate them as distinctly as its unfitness to operate them."

In ten years the national income of the people of the United States has increased from twenty-seven billion dollars to ninety billion dollars. In the same period the output of electric energy in the country has doubled twice.

Providing this electric energy is a highly complicated business. The technical problems involved in building power plants and transmission lines large enough to care for public demand many years in advance have taxed the capacities of the world's greatest engineers.

The secret of America's success is the secret of America's productive power. Wealth depends upon the power of human beings to produce; and electric energy today is multiplying the productive capacity of American workmen from four to forty fold.

Only because individual initiative has been given free play has the electric light and power industry been able to give America what is admitted to be the best electric service in the world.

PACIFIC POWER & LIGHT CO.
ALWAYS AT YOUR SERVICE

Ginn, Coleman & Co. MORO, OREGON

DEALERS FEATURING THE

International Harvester Co.

Complete Line of Farm Implements

Plows Harrows Drills

Tractors Harvesters

Rotary Rod Weeders

Cream Separators

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

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

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

Business Men Say: 'Advertising Pays'

Farmers State Bank Complete Community Banking Service

Located in Moro. It is a modern banking institution under the able direction of financiers who have conducted its affairs in accordance with the great cardinal laws governing banking and finance. Has been a most important factor in the upbuilding of this entire section of Oregon.

Among the financial institutions of this part of the state there is indeed few which can show more substantial progress than this well known institution. From the date of its organization up to the present time they have been noted for their sound energetic and conservative business, commanding in a marked degree the confidence of their depositors and the public at large, a condition that is the aim of any executive board.

Tradition calls the Farmers State

Bank to constructive service to business, to the upbuilding and protection of the forces of production and trade. It permeates the organization, gives vigor to the personality, influences the policy and fires the spirit—all to contribute to the extra measure of banking service normal to the institution.

Another feature is the savings department, where courtesy and efficiency are always in evidence. One dollar starts an account here, and many who have never enjoyed the confidence which the possession of a bank account gives to every man, will find this savings department a stepping stone in success. A specialty is made of small accounts, and the very best attention is given.

Many people from the surrounding territory have found this a very desirable place to accumulate quite a fund for the proverbial rainy day.

It is arranged not only for the convenience of the officials of the bank, but as well for the accommodation of the public. Real magnanimous service to the public has been the policy of this bank since its inception and thus the people have learned that it is the intention of the management that the people should "Make Our Bank Your Bank."

It is quite fitting and proper that in this review we direct the attention of our readers to this bank as one of the distinctive features of Oregon's financial efficiency and one of its most valued assets.

Moro Confectionery

Fountain Service, Lunches, Soft Drinks, Billiards

Located in Moro and under the management of Mr. W. A. Ruggles is one of the most popular confectioneries in Sherman county and merits the large patronage received.

The Moro Confectionery is the meeting place of local and out of town people as they serve a complete line of Soft Drinks that refresh, nourish, and invigorate and pure and delicious Candy for the whole family, also Cigars, Cigarettes and Tobacco.

For the men they maintain a Pool and Billiard Room where games may be played by the hour or game. Meet your friends here. For a game of billiards now and then is a great tonic for tired men. or if you want to kill

time go in and play a few games. Nevertheless you are always welcome and never urged to spend.

They also serve Sandwiches of all kinds and Hot Coffee and carry a complete assortment of latest Magazines.

They also feature a special floral service whereby you can leave a floral order for Cut Flowers, Potted Plants, or floral arrangements for any occasion and they will see that you get it as their connections with prominent flower shops in The Dalles and Portland assures you of the very best of stock and service.

Mr. and Mrs. Ruggles take special pains to see that the service extended to all their patrons is as near perfect

as it is possible to make it and if you do not happen to know them, drop in and get acquainted for they dispense genial hospitality here to all their neighbors.

You can depend upon them at all times for expert service, adequate information, courtesy and a stock of the highest quality merchandise obtainable. The management is of the well known and prominent business men of the community and among the foremost boosters for all propositions promising public betterment.

Their desire to please makes Moro Confectionery store most worthy of mention and we wish to compliment them in this edition for their success in their special field of endeavor.

Mutual Cream Station

A 20th Century Money Producer For The Farmer

Located at Moro in the Pickett Garage Building, with a most modern and up-to-date Cream Station, is the famous Mutual Cream Co. under the efficient management of W. J. Cody.

This is a prominent institution which has aided in the upbuilding of the community and rendered a valuable and essential service in the past years and is admirably equipped to serve the farmers from whom they buy cream from all over this section. It is a well known concern under a management that is thoroughly conversant with every feature of the creamery business.

This is one of a number of plants owned by this concern on the coast. The station of this company is a model, sanitary institution and is equipped with the best of modern machinery and is under the direction

of an up-to-date creamery man. He is a valued public spirited citizen who always takes an active interest in the development of the community and this institution is among its most valued industrial assets.

Popularity with both the producer and company is evidenced by the large number of farmers selling to him and the fame Sherman county cream has attained. At the station of the Mutual Cream Co. one is assured the most courteous treatment and receives more for his product than would be paid if he had to depend on small express shipments for a market. The Moro Cream Station at the present time, averages about \$12,000 per year in cream checks to the farmers.

The production of cream is a proposition that ought to appeal to every

owner of a small farm, as it is a well-known fact that this mode of farming builds up the land at the same time making the producer more money than he can make by straight farming, and then he gets paid right along in cash. The plant is thus adding much as a market right at our door for the products of the farm.

We wish to give Mr. Cody the prominent place which this modern cream station merits as being among the foremost concerns in the field in this line of endeavor in this part of the country. It is a big contribution to the progress and prosperity of our community.

Mr. Cody is also agent for the Viking Cream Separator, one of the best and cheapest cream separators on the market and which is out-selling any other cream separator handled on the Pacific coast.

McDonald Flower Gardens

Flowers For Every Occasion

Located in The Dalles with a most modern and up-to-date greenhouse at 400-W-10th St. are the popular florists that are furnishing The Dalles and surrounding territory with floral offerings of every description.

They are also extensive dealers in Vegetable Plants, Perennials, Bedding Plants, and make a specialty of outside growing plants that are suited to rock gardens and landscaping.

They are members of the F. T. D., which means "Flowers sent by Telegraph," which has over 3000 members, thereby assuring delivery of your floral order by wire if purchased from this establishment.

A desirable feature of this popular Floral Shop is that they grow all their own flowers, thereby they are able to offer their customers choice flowers in the freshest of condition.

This is one of the most popular and efficient establishments in this section. Serving not only the city but all of the nearby surrounding territory with floral offerings of superior beauty.

There is no other one establishment more worthy of prominent mention in this edition than that of the popular florist's shop.

The proprietor has provided a service and stock of the highest character which compares very favorably with that of the most extensive and artistic dealers in the larger cities.

It is a well established fact in this section that this establishment offers the trade a choice from the most artistic and attractive lines in this section of the country.

In fact with a comprehensive knowledge of harmonious combinations and arrangements that stamp them as true artists in this work, they have

won no little distinction because of the eminently satisfactory and high grade flowers provided for the convenience of the public.

In the matter of special design for weddings, receptions, all kinds of social functions and for funerals and other occasions, this floral house has almost become headquarters in this section and the fact that prompt and satisfactory attention is given to mail and phone orders, bring large patronage in this department. No matter what the occasion that demands flowers may be, you will be pleased both with the high grade stock and eminently satisfactory service you will receive from this well-known establishment.

We are pleased to compliment this firm upon its success and the leading position which it occupies in this section of the state.

Wasco Warehouse Milling Co.

The Home of White River Flour

Located in The Dalles with a most modern and up-to-date flour mill on E-2nd St. are the manufacturers of the famous "White River Blended Wheat Patent Flour". Their immense mill which was completed in 1912 has a daily capacity of 2500 barrels and employs an average of 90 men, and offers the local farmer a market here at home for his products.

Their White River Flour has been of such uniform quality that the consumer will take no substitute from the dealer. We particularly call your attention to the fact that this is your local company and merits your support.

White River Flour is manufactured especially, particularly and solely for the woman who bakes in the home and the baker who is anxious to please and hold his trade.

Waste of food material in these days is almost criminal and to buy flour that is not dependable results in waste of food that is spoiled in the baking. You will save food, money, time and temper if you buy White River Flour.

Every woman owes it to herself and her family, every baker to himself and his customers, that the best flour obtainable be used in baking of bread, biscuits, rolls, cakes or pastry, and you can do it by following the directions of any standard, reliable recipe if you use White River Flour.

White River Flour is made under conditions that permit the closest attention to all the details of manufacture by the management whose knowledge and "knack" give the flour its character, its quality, its flavor and uniformity.

White River Flour is an all-around flour made to suit every need of the housewife and the baker to produce perfect results in all branches of cookery.

The rich, meaty flavor of the choicest wheat that is grown is evident in everything it makes. If you do not find it of better flavor, better texture and more uniform in results than any other flour you have ever used, your dealer will cheerfully refund the purchase price. For the Wasco Warehouse Milling Co. guarantees every sack.

In this review of our onward progress we cannot fail to compliment this progressive concern its industry, and to say that it has been a decided factor in the industrial life of the community.

Dr. W. N. Morse

Physician and Surgeon

THE DALLES, OREGON

Office at Mid-Columbia Hospital
Phone No. Hospital 841

W. C. BRYANT

Attorney - at - Law

OFFICE PHONE MAIN 93
Moro, Oregon

DR. C. L. POLEY

Physician and Surgeon

Grass Valley, Oregon

People can reach me from Moro at night from the long distance booth at Hotel Moro by ringing The Dalles.

Dr. J. R. Morgan

DENTIST

United States Dental Examiner for this district

OFFICE AT
MORO, OREGON



EYE STRAIN

Can only be corrected under the proper conditions and by the use of the very best of equipment. We have the Best Equipped Optical office in Eastern Oregon.

OPTICS EXCLUSIVELY

Newhouse Optical Co.

Dr. Geo. F. Newhouse, Proprietor
320 East Second Street
THE DALLES, OREGON

POUND'S JEWELRY AND GIFT SHOP

The Dalles, Oregon

For exclusive
Birth Cards
Visiting Cards
Condolence Cards

GUY A. POUND, Proprietor

ZELL

FUNERAL HOME

THE DALLES, OREGON

Phone 845 The Dalles

Ambulance Service

A. M. Wright

Representative at Moro

MORO, OREGON

A. M. HICKS

Plumbing and Heating

Sells and installs the famous Mueller pipe or pipeless furnace

WASCO, OREGON

JAMES STEWART

Stock and Brand Inspector

For Sherman County

Moro, Oregon

DEPUTIES: L. Schadowitz, Kent, Oregon; Dr. Jos. Saunders, Moro, Ore.; W. H. Meyer, Wasco, Ore.

Bank Hotel

The Dalles' Newest and Best Hostelry

Centrally Located

Sherman County Headquarters

EDW. BALL, MANAGER

THE DALLES, OREGON

NEW PERKINS HOTEL

Washington at Fifth Street, PORTLAND, OREGON

Our usual pre-war transient rates still prevail. Special Rates to permanent Guests



UNDER THE PERSONAL MANAGEMENT OF Edward C. Holt

RATES

Room with bath privilege, 75 c up Outside room with private bath, \$1.50 up

Special rates where more than two persons occupy one room.

Let us show you our Accommodations

When in The Dalles

HAVE YOUR

Lunch or Dinner 35c

(Full Course)

at the

WHITE RESTAURANT

408 E. 2nd St.

The Dalles, Oregon

We also serve, at usual prices, Lunch and Dinner combinations that are said by our patrons to equal Home Cooking.

CALLAWAY'S

FUNERAL CHAPEL

Funeral Directors

and Embalmers

Union and Third St.

The Dalles, Ore.