

# MORO THEATER

25c Saturday, August 4 50c



Could so take you out of yourself and by the unfathomed depths of its emotional intensity, call forth the deepest feeling of which you are capable.

HAVE A BIG TIME  
AT THE BIG SHOW

## 'WE AMERICANS'

A picture that you can take to your heart at the beginning—that takes possession of your heart to the end.

You may have seen more spectacular pictures—  
You may have seen more pretentious pictures—  
You may have seen costlier productions—but—

You have never seen a picture that could hold you spellbound from beginning to end as does "We Americans."

The Picture the NATION is PROUD of!

## Hampton Furniture Co.

ANNOUNCE THEIR

### Annual August Sales

A Yearly Event with Extra Special Inducement Offering Values that are Substantial, Amazing and Beneficial

SELLING STARTED

Wednesday, August 1st, at 9 a. m.

And Lasts Until Quota is Made

Folks, we are going to be frank with you and tell you the reason of this sale. It's the same reason which prompts practically all the big successful and progressive merchants in every community and city in America—SPEED UP THE TURNOVER BY SPECIAL SALES.

**BEAR IN MIND**—This is a store-wide sale, and involves our entire stock of furniture, rugs, floor covering, ranges, etc.—not a single article will be spared from the bargain block. It is the mightiest effort this store has ever made. The purpose is legitimate and the facts are demonstrated in our store.

**AND ANOTHER THING**—This is a real sensational and superior merchandising event of unusual opportunity. Prices are reduced to a minimum all through the store and every article is marked in plain figures. Take advantage of this liberal price reduction, it means a big saving to you.

## Hampton Furniture Co.

The Dalles, Oregon

WHEREVER THERE ARE FLIES USE FLY-TOX



### Kill the FLIES

You Can't Keep Your Food Under Glass

FOR health's sake the food must be kept fresh, clean, pure. Flies must be killed. They taint everything they touch. Disease germs drop from the maggoty ooze of the fly's filthy feet. That poisons food.

Use Fly-Tox. It is stainless, safe, sure. It costs little—half-pints fifty cents—and can be bought at your retailers. A trial sprayer is free with each small bottle.



FLY-TOX is the scientific insecticide that was developed at Mellon Institute of Industrial Research by Lee Research Fellowship

**FLY-TOX**  
Kills FLIES, MOSQUITOES, MOTHS, ROACHES, SILVERFISH

Business Men Say: 'Advertising Pays'

## MOVIE NOTES

### "WE AMERICANS"

"We Americans," one of the great motion pictures of the year, will open at the American Legion theatre, Saturday, August 4th. It is an unusual picture in many ways. In the first place it brings George Sidney in a dramatic role. Sidney is too great an actor to stay always in the comedies which have brought him to so many screens.

He portrays his role in "We Americans" with rare discrimination; he never overacts, and proves himself capable of rare emotional depth, including honest tears.

But a little about the story: Three families emigrate to New York, from Russia, Germany and Italy. The parents retain all they loved of the old country, making no effort to become Americanized, while the children grow up to be typical young Americans, incapable of understanding their parents who, in turn, are incapable of understanding their children.

But the War comes along for a brief moment and their children enlist. To go further would spoil your enjoyment of this masterpiece, but you can see the possibilities. The ending is of rare beauty and happiness, raising the picture to the heights of art.

Special credit goes to Sidney, Beryl Mercer, Eddie Phillips, Albert Gran and Daisy Belmont; and to Edward Sloman goes the directorial laurel wreath.

### Who Really Paid?

Once upon a time, there were three competing mousetrap makers, all doing about the same amount of business. Each charged the trade twenty cents a trap. The merchant retailed for thirty cents.

One day one of the manufacturers decided to spend one cent per trap to advertise. He did not raise his price to the dealer, and the dealer did not raise his price to the public.

The advertising trap maker kept up the advertising for a couple of years, when it was found that his business had grown to such a volume that he could build better machinery. So, instead of turning out a trap for fifteen cents, by quantity production he could make a better trap for ten cents.

This he was able to sell to the dealer for fifteen cents, and the dealer sold it to the consumer for twenty-five cents.

Now, who paid for the advertising? Not the consumer, who now got a better trap for less money. Not the dealer, because he now made a better percentage of profit, gave his customers better value, and made a quick turnover.

Neither did the manufacturer pay for the advertising, because he now sold so many more traps where he used to make five cents profit per trap and sold a thousand a day, he now made three cents per trap and sold three thousand a day.

He was selling three times as many traps. Yet the supply of mice had not increased like that.

By looking closer it is discovered that the other two mousetrap men had gone out of business.

The men who really paid for the manufacturer's advertising were the two who had not advertised, and who paid with their business. If the non-advertiser only realized it, while they are talking about needless expense of advertising, they are really paying the advertiser's advertising bills.—Clay Center (Neb.) Sun.

Reading of advertising is worth while.

## New War Offensive

Airplane Flares Used to Illuminate American Legion Convention

A new type of illumination in the form of huge airplane flares which will light up the countryside for miles around was a novel feature of the American Legion Convention at Medford this week. These big flares were released by aircraft during the night parade scheduled for Thursday, August 2nd, and provided brilliant illumination all over the city and the surrounding territory. The flares used are known as the Airways Parachute Flares, and have a lighting capacity of 400,000 candle power. They are released by means of special equipment which drops the flare and parachute, the latter opening at about 50 feet below the plane. Each flare will burn for a period of nearly four minutes.

Aircraft played an important part in the Medford convention, not only in the "Air Circus," one of the big features of the three-day program, but in many other events. One noteworthy feature will be the aerial parade of from 30 to 40 planes that will precede the patriotic pageant scheduled for Saturday afternoon, August 4th.

## A Dangerous System

Addresses presented at the International Association Chiefs of Police Convention at Colorado Springs recently, contained advice which, if heeded, will help prevent crime and improve the moral standards and safety practices of the nation.

Carlton Simon, M. D., traced the theory of crime, its increase after wars which demoralize nations and destroy large numbers of virile and courageous members of the human race, leaving the residue to carry on. He said in part:

"We can limit and harass human freedom to such an extent that even the normally balanced individual feels that he is oppressed without reason and will seek unlawful means of expressing his personality. This is the futility of those social crusades which would mold public opinion and have inspired what are termed 'blue laws.' These have usually worked the other way, to defeat their own purpose, creating a taste for the forbidden and leading to a perversion of freedom and unbridled licentiousness."

Mr. Simon states a great truth when he says that human freedom can be limited and harassed to such an extent that the individual will seek unlawful means of expressing his personality. We have all seen this illustrated by laws proposed which would make it "unlawful" to sell or own small arms.

This has a more particular bearing on American citizens than on any other people because the second amendment to the United States Constitution gives all citizens the right to possess and bear arms. This was a liberty expressly given to us and not enjoyed by the people of many other nations. Further, it was a national defense measure in lieu of maintaining large standing armies. Hundreds of thousands of Americans who have worked for crime prevention and law enforcement would immediately become law breakers if denied the right to own revolvers and pistols.

Thus, as Mr. Simon points out, measures can be made so drastic that they defeat their own purpose. Crime prevention can be promoted only by reasonable laws, prompt law enforcement, education and those things which strike deeply into the mind through the avenue of precept and the urge of emotion, the cultivation of true sportsmanship which teaches square dealing.

## County Notes

### KENT LOCAL ITEMS

A brother of Wilbur Haggerty is here from Wyoming on a visit.

Mrs. Kelly, sister of J. R. Dellinger, is here from Denver on a visit.

W. F. Schilling took out one of the new Case combine harvesters Tuesday.

Theodore Justesen and family left last week for Portland and may locate there again.

Miss Myrtle Walton was taken to Portland last week to be treated by a specialist for sickness.

Henry Schadewitz was out from The Dalles over Sunday to visit the boys and look over his ranch.

Mrs. W. C. Guyton was confined to the house for several days with sickness, but it now out again.

H. A. Sommer and wife made a trip to Portland last week and came home driving a new Velle automobile.

The weather has finally got back to about normal and we are all feeling better and are able to get some sleep again.

Justin Mottorn jumped out of a tree into the swimming pool in Buckhollow Sunday, went to the bottom, and broke a bone in his foot on rock.

Paul Stout has moved with his family to Salem, where he has found employment. Jack McKay has taken Mr. Stout's place on the state Highway truck.

W. L. Kinberling, brother of Mrs. J. U. Leonard, came in from Colorado last week for a few days' visit, and left later for Idaho, where he will locate.

A state traffic officer dropped in around the warehouses early Tuesday morning and made it unpleasant for some that were running trucks without a license.

H. E. Morrow has been confined to the house for several days with sickness. G. R. Walton has taken Mr. Morrow's place in the W. W. M. Co. warehouse during his sickness.

Mrs. Floy von Borstel, Mrs. Dae Goodrich, Mrs. A. A. Dunlap and Mrs. Matt Simon of Grass Valley left early Tuesday morning for Medford to attend the state convention of the American Legion Auxiliary. They are going in Mrs. Goodrich's car by the way of Klamath Falls and Crater Lake.

### Worth \$1,000

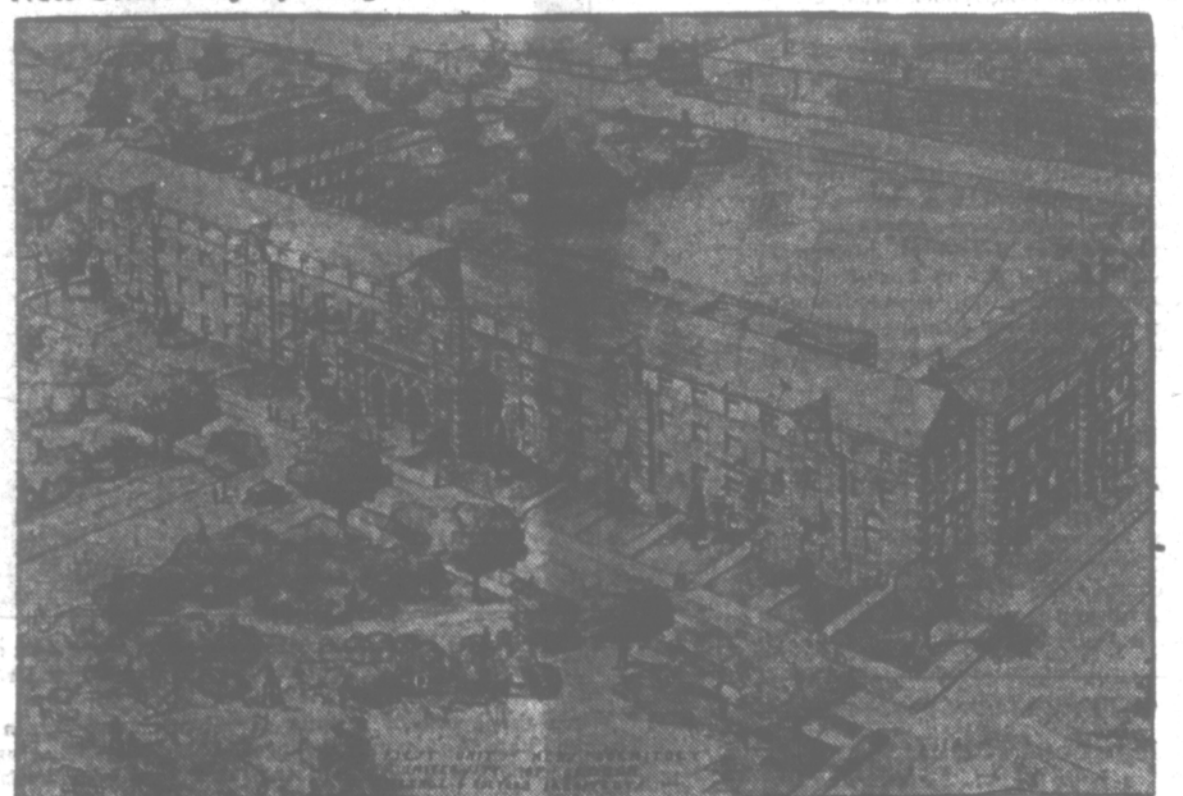
A newspaper man's little finger is worth \$1,000 in cash. It was so decided by a Spokane court in the suit of E. C. French, newspaper man, against J. G. P. Boisevain. Their cars collided and French lost a little finger.

### Yelling Robbery

Fifteen per cent of all the property taxes in Oregon are paid by public utilities, says a statement by Earl Fisher, state tax commissioner. In the last two years there has been an increase of \$2,000,000 in property taxes of utilities. State records show that at the end of 1927 the property valuation of utilities in this state was over \$300,000,000, an amount nearly equal to the local assessed property valuations in Multnomah county. Fisher said that about 10 cents of every dollar paid for light bills goes for property taxes. Fisher declared that he is against a fixed tax on the gross earnings of utilities, which is proposed by several legislators.

And yet there are some "itchy" handed politicians yelling robbery.

## New University of Oregon Dormitory Is Called "Real Home" for Students



UNIVERSITY OF OREGON, Eugene—"A Real Home!" This is the expression used by a prospective student and his parents, who had just inspected the new dormitory for men at the University of Oregon, a modern, fireproof structure that will house 276 students. Work on the building, which is declared to be the finest dormitory in any institution on the Pacific Coast, is practically completed, furnishings have been purchased, and every room will be ready for occupancy when first year students report September 24. Reservations are already pouring in for rooms in the new dormitory, and a

booklet describing it and giving all details has been prepared. This will be sent to any student or prospective student on request by the University registrar. The dormitory will be divided into six separate units, each of which will have its own living room. In this way student organizations for participation in athletics and for social affairs can be formed. Each unit is so constructed that only two men occupy each room. In these are found two study tables, easy chairs, rugs, dressers and ample closet space. Sleeping rooms are sep-

arate, and are so arranged that but four men are allotted to each. This means that every student has privacy and quiet for study and rest, essentials to good work.

The attractive halls are centrally located, just a step from the class buildings. The dining room, where all students will dine, is one of the attractive features of the structure.

Many new features will be found in this home for men students, and both students and parents who have looked over the structure are enthusiastic in their praise for its utility and beauty.

## Home for Sale

About 20 acres joining Moro for sale; has 6-room house; good barn and sheds; electric lights; running water piped to house and barn; graveled road.

Price \$2100 includes Furniture, Tools, Hay and Feed, Team, Hog Wire Fenced. Half cash, balance on long easy terms.

S. D. Montgomery, Exclusive Agent  
Write or Phone in care Collis Moore, Moro, Ore.

## Hotel Moro

"The House of Good Will"

Owned by the City of Moro  
Operated for the Benefit of the Traveling Public  
and Sherman County Community

Under the Personal Management of  
E. E. LARIMORE  
Formerly of The Hotel Oregon, Portland

SPECIAL CHICKEN DINNER SUNDAYS 75c

DINING ROOM OPEN USUAL MEAL HOURS



C. V. Belknap, Proprietor  
Moro Hotel Barber Shop  
Moro, Oregon

Ladies and Children's Hair  
Cutting and Shingle Bobbing

## BATHS

## 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

The reader of advertisements knows that he has the most reliable guide to markets that exists in the world today.

Because we KNOW this tire, we offer you

## ONE YEAR'S FREE Protection

against accidents, wheel misalignment, negligence, cuts, under-inflation, rim cuts, blowouts, bruises, or any road hazard...

We Carry  
A Complete Stock  
of  
Seiberling Tires  
and Tubes  
Auto Accessories  
Phileo  
Radio and Starting  
Batteries  
Zenith Radios



MORO GARAGE  
M. R. SCHADEWITZ, Prop.  
Phone 171 Moro, Ore.