Is Your Car Dusty?

Let us VACUUM CLEAN the Cushions and Rugs with our Vacuum Cleaner Designed Especially for THAT Purpose

Fred Pickett Motor Co.

MORO, OREGON

"FIRESTONE TIRES"

Moonlight Novelty DANCE!

Grass Valley Saturday Aug. 11th

RED - HOT MUSIC BY "ECK'S" GANG OF THE DALLES

Red Lemonade n'Everything !

The "Why" of Prosperity

America's electrical development is in the hands of engineers and scientists concerned only with achieving results — the minimum of cost to the consumer. Their objective is to help make life, industry and business better. They have made possible the enjoyment of even more comforts and conveniences than most people now employ.

Lower and lower goes the cost of production as machinery increases human capacity.

Higher and higher rises the standard of living in America as machinery makes possible the enjoyment by everybody of conveniences that were luxuries only a few years ago.

Electric power is responsible for this new day in American life.

Wherever work is to be done nine times in ten electricity does it best. Daily it contributes to the industrial development of America. Daily it adds to the national wealth.

Carrying on such work is made possible by the principle of individual enterprise under which it has been fostered.

Pacific Power & Light Company

ALWAYS AT YOUR SERVICE

PRINTER'S INK SPELLS

We Make It SPELL For YOU at Prices So Low They Will Astonish You

Come and Get Those Letter Heads You Have Been Needing So Long

A "WANT" ad in THE MORO OBSERVER will reach more people in Sherman County than by any other medium available.

The Real Issues

Respect For Law and Fairness to the Farmer Are Main Factors

There are only two factors that should govern the election of a president of the United States in the election to be held this year, or any other year. All other factors branch from the main questions into paths that may become confusing if the central thought should be lost to sight. Harry Garfield, president of Williams college, Massachusetts, concisely stated the question recently when he said: "Respect for the prohibition laws while they are on the statute books, fair play for the farmers and international cooperation are the issues upon which the voters of the country were entitled to opinions from candidates for office."

Better Than Ever Before

It may be said that Pendleton, at the close of one year's Round-Up, begins plans for the next. For the great Western exhibition, now in its nineteenth year, has become so well established as a community enterprise, that it is a part of the life of the community itself.

Pendletonians are now especially busy with preparations for the annual event to be held this year September 19, 20, 21, and 22.

Cowboys and cowgirls who are champions and champions-to-be, are coming in their usual numbers. Among the competitors this year will be the big aggregation of fine performers and beautiful stock known as the Charley Irwin and Eddie McCarty outfits, two separate groups.

Included in the galaxy of feminine stars is Mabel Strickland, queen of the 1927 Round-Up, and the only woman steer roper in the world. Pretty Mabel, despite a serious accident to her hand while roping last year would not relinquish the hemp until she had the steer tied with a neatness and speed which the cowboys envied.

Of course the bucking, as always, will be a most colorful event and to its stock of capricious horseflesh the Round-Up recently added a large group of bronks which are conscientious objectors so far as saddles or riders are concerned. Dan Clark, livestock agent for the Union Pacific has gone south to bring back Mexican steers guaranteed to give ropers and bulldoggers plenty of occupation. Ticket orders are being received daily and plans for special trains made.

Angel Gallarza, Mexican highway robber, was hanged to a tree by the side of the highway which had witnessed his operations. Why a man who was already an Angel should take such a chance on becoming an angel is difficult to understand, remarks an exchange. Mexico is a very lawless country, so we are told, but if we contemplated becoming a lawbreaker we should not choose Mexico as the scene of our operations.

"Police help aged folk."—Headline. Fine; the boys do a lot of good work like that, but it does not always get into print as spectacularly as when something takes place that throws discredit upon the force; hence we are glad to note this act.

While a California bride is reported to have cut the cake with an ax, it is believed the record is still held by the New England best man at a military wedding in '18, who shot it, having neglected to bring his saber.

"Sin is its own punishment," observes a popular pulpit orator. Well, sometimes it is. Take the case of that Berlin burglar who specializes in saxophones.

MOVIE NOTES

" THE WARNING "

Jack Holt, Dorothy Revier and Pat Harmon make a fine combination in "The Warning," which comes to Moro Saturday. The picture is a detective drama in the locale of Hong Kong, China. It offers unlimited opportunity for action, suspense and thrills. The outstanding features are: a good fight between Holt and Harmon in the cellar of the "House of a Thousand Delights." Both actors warm up to the action and give a good account of themselves. This is followed by a smashing of doors to enter the room where Fellows has taken the charming heroine. This sequence requires quick action and clever strategy on the part of Holt, Revier and George Kuwa. The whole plot leads up to a thrilling climax which brings the audience to its feet in the attack in the "Chamber of the Great Stairs," and the explosion in the temple.

Thruout the film there is a love interest which is well sustained. Miss Revier portrays the girl detective in a convincing manner and succeeds in getting herself in some tight situations from which she is extricated by Holt.

The photographic atmosphere of the Chinese city and the human interest touches introduced for color show skill on the part of the director. It is conservative to say that in "The Warning." George B. Seitz has turned out a masterpiece which will long be remembered.

Heart of America Is Sound

The candidates for President and Vice-President chosen by the opposing national political parties represent the flowering of an ideal in government aiming at an equality of opportunity for every citizen. They illustrate the working out of a constitutional form of government which for 152 years has encouraged private initiative and enterprise instead of crushing individual ambition with the iron hand of officialism seeking to enforce paternalistic control over the lives of a people.

No matter what ticket is elected in November it will be a victory for those principles of equality and democracy, without class or privilege, which are the basis on which our Constitution rests. The people will choose between men who are of the people in the truest sense of the term, and have the deep understanding of the national heart that makes for progress and good government.

Underlying the battle for the Presidency of Our Country are two types of leadership in both parties—leaders like Hoover, sprung from the small country communities, and leaders like Smith who struggled up from the multitudes in a great city.

The inception of the United States of America marked the end of that popular stupidity of the "Divine Right of Kings" and established the first successful government in history where a man was judged solely on his own merits and not by his blood.

When Herbert Hoover worked his way through college by driving a laundry wagon, and Alfred Smith sold papers on New York's "East Side" to help support a widowed mother, they were developing the character and proving the ability that was to place one of them in the most important executive position in the world. And they were given their opportunities to succeed by a principle of government that recognized that such men, in whom apparent misfortune had created qualities of greatness and sympathy, might be infinitely more capable of ruling a nation than the guarded first son of some favored monarch.

It is in the high honors paid such men that America is seen as the land of opportunity. The people rule, through the sovereignty of the ballot, by selecting to official authority men of simplicity and strength, men who have made their own climb from poverty and obscurity to positions of power and responsibility, men who appreciate our constitutional rights and privileges.

Business, industry and the individual have a feeling of security when they see the traditions and ideals of Our Country carried forward and strengthened by recognition of ability, ambition and enterprise. The greatest freedom for the individual, coupled with absolute security of private property rights, is a foundation principle of our government.

Skeptics have been inclined to think that these cardinal principles are being lost sight of but periodically the people, by voicing their opinion through the ballot, recognize outstanding men who typify the American ideal which stands for simplicity in government in line with constitutional rights so dear to the American people.

The greatest heritage of every American is his right to start with nothing and work toward the highest rewards in our political, industrial and business life. Every field is open to every man and woman. This is the priceless heritage our forefathers handed down to us and it should be jealously guarded.

In the United States there is no obstacle in the way of any worthy ambition. These men in the Presidential race, mounting each by his own efforts, and as the chosen leaders of great parties—this is high romance breathing still the adventurous spirit of American beginnings. So long as the people choose of their own so wisely, we may be sure that the heart of America is sound.

Despite the tragic accidents which still occasionally occur in the air, the safety record of the numerous regular air services daily plying from city to city both in Europe and in the United States has been remarkably good. Over many of the established routes the percentage of mishaps has been less than that shown by the railroads. This good record is due, of course, to the care taken in the choice of pilots, to the excellence of the equipment and to the adequacy of the force of mechanics maintained at the ground stations to make sure that the equipment be always in order.

Kansas has banned billboards and the Supreme court of that state has upheld the law. If a flat state like Kansas thinks it worth while to protect what it calls its scenery, what shall be said of the duty of really favored commonwealths?

How did we ever do without the radio! Now that it carries the details of everything that goes on, even the overseas flight of the eagles of the skies, wherever they go, it seems as though this wonderful service to mankind had always been doing this.

The neighbor who borrows lawnmowers gets a double play on his thrift. In the first place he doesn't have to buy one, and in the second place he doesn't have to pay for having it sharpened.

Big Circus Coming

Highly Trained Animals and a Galaxy of Lovely Stars Part of Show

Big tops and little tops will soon be up, the clowns are putting on the paint, the elephants are getting ready for the peanuts, the epuestriennes are putting on their silk fleshings, the wild animals are getting wilder, the grooms are putting rosin on the milk white horses, and the small boy can't sleep, for Monday, August 13, at The Dalles is circus day, the day the Christy Circus, the swaggering aristocrat of the circus world, give their great exhibitions, preceded by the gorgeously spectacular parade for the Christy Circus organization is the lagest circus in the world that still retains the parade feature of circus day.

The parade will leave the show grounds promptly at noon. Performances are scheduled for two for the aftenoon and eight for the night show. Doors will open an hour earlier so that all may pay a leisurely visit to the side show, with its many curious and strange people.

African Beauty Show

An explorer in Africa tells of a beauty show held in the heart of the jungle. Five hundred young women entered, and the winner was judged by the perfection of her feet, says the Dearborn Independent.

COLUMBIA PICTURES presents

"A Woman's way"

— WITH —

Warner Baxter
Margaret Livingston
Armand Kaliz

Alluring, intriguing, romantic Paris is vividly portrayed in this colorful drama. From the lure of romantic nights in boulevard cafes, this picture leads you thru the quaint and interesting sections of the French city as it unfolds strange and stirring adventures.

WASCO

Sunday, August 12th

Moro Theater

SATURDAY
August 11

Columbia Pictures presents

JACK HOLT

in

"The Warning"

with

DOROTHY REVIER
Norman Trevor
Pat Harmon George Kuwa

Story by
Lillian Ducey and H. Milner Kitchen

Daring deeds, red-blooded action, thrilling escapes and an intriguing love twist will hold you spellbound as this tense drama of Secret Service agents at work along the Chinese water front unfolds.

a George B. Seitz Production

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

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Lime, Plaster, Cement, Cedar Posts, Builders Supplies, Lumber, Wood, Coal and Hay

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

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ONE YEAR'S FREE Protection *against* accidents, wheel misalignment, negligence, cuts, under-inflation, rim cuts, blowouts, bruises, or *any* road hazard . . .

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Batteries
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