

New Plumbing Business in Moro

C. A. BINDER

Huls Building Moro, Oregon

Agent for the Royal Hot Air Furnace

Dealer in Pumps and Windmills

Complete Line of Plumbing Supplies

Tin and Sheet Metal Work done on Short Notice

Let me tell you about the Royal Furnace. How it is made. How it can cut your fuel bill. Why the Royal is the best and cheapest furnace made.

L. L. LINDNER SHOWS

THE CARNIVAL BEAUTIFUL

Playing All This Week

ON THE STREETS OF

MORO

A CYCLONE OF FUN

A SUNBURST OF JOY

DON'T MISS IT!

The New Statesman

The electric light and power industry has consistently extended the usefulness of its service, while materially reducing its rates. This reduction meant a saving in 1927 of five hundred million dollars to domestic consumers alone.

It was Locke, the great economist and philosopher who wrote, "The purpose of business is to keep a man occupied for the prosperity of the Commonwealth."

Locke's definition of business is being applied today as never before. The engineer and the scientist have become the statesmen of a new State that is industrial in form and economic in purpose.

In its contribution to the general

wellbeing of the public, it is doubtful if any industry in the history of the world has rendered a greater service than the electrical industry.

That America today enjoys advantages approached by no other country is due in no small measure to the fact that American manufacturers and workmen have at their command more electric power than is available to all the rest of the world.

Pacific Power & Light Company

ALWAYS AT YOUR SERVICE



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

Ladies and Children's Hair
Cutting and Shingle Bobbing

BATHS

Business Men Say: 'Advertising Pays'

Modern Business Methods

Early Morning Airplane Visitor Greeted
J. B. Morrison at His Farm Home

When the airplane came into Moro the other evening it gave Wm. Frail, manager of the A. E. Page Machinery Co. at Moro, a new slant on something which he had been thinking about for several days. A visit to the home of J. B. Morrison in Gilliam county.

A deal had been pending for some time whereby Mr. Morrison was considering buying a new tractor for his farm. What was better than a modern up-to-date drop-in thought Mr. Frail when he saw the planes come into Moro on Tuesday. No sooner thought than done, is the way Mr. Frail acted. A brief talk with the airship men and the next day the ship was pointed across the John Day river for Mr. Morrison's farm. The men operating the plane seemed to think that since it was six months since Mr. Frail had been to the Morrison farm that he would have difficulty in selecting the exact location, especially as he had seen the farm previously only from the land side and not at all from the air.

The round trip was made in 45 minutes, a landing being made within 25 feet of where Mr. Morrison was working treating seed wheat. He was surprised to see the plane give him an early morning visit, but not more so than were the airship men have proof that it was easy for Mr. Frail to pick the exact farm where he wanted to land.

Mr. Frail says that the time for the round trip was only 45 minutes travel time. That a car would need approximately six hours to make the same trip by highway. The airship used seven gallons of gas. The car would use about ten. The time saved on such trips as the one made Wednesday morning is worth a business man's consideration and it is only a question of time that they will be more a necessity to the business world.

Mr. Morrison had a deal pending for a Caterpillar tractor which is no longer open for discussion. The deal was closed for a new machine while the crew of the airship rested viewing the extensive farm holdings that is operated by Mr. Morrison, who saw the plane coming and saw it pass without a thought that it was intending to land alongside him until it came to a stop.

Portland was one of 23 of 50 of the largest cities in the country to show an increase in postal receipts last month over August, 1927, according to a tabulation prepared by the postoffice department. The receipts at the Portland office last month were \$255,635 as compared with \$255,561 in 1927, an increase of \$2974, or 1.17 per cent.

The Union county court prepared a certificate of necessity to be placed on the November election ballot asking that \$100,000 be authorized for a courthouse to replace the one partly damaged by fire at La Grande August 21. The proposed building will cost about \$150,000, but \$50,000 is to be raised outside of special taxation.

Frightened by loud claps of thunder and jagged forks of lightning, J. Smith, a shepherd, near Klamath Falls, drove his sheep into a compact mass under a grove of trees. A minute later lightning struck into the center of the flock. From the lightning and in the resultant stampede 70 sheep were killed. Smith was knocked down and stunned by the lightning bolt.

Three industrial fatalities were reported to the state industrial accident commission for the week ending September 6. Workmen reported as losing their lives during the week were Dave Armstrong, Vernonia; Robert Folk, truck driver, Salem; and Frellyn H. Phipps, Medford. A total of 344 industrial accidents subject to the provisions of the workmen's compensation act were reported to the commission.

Formal dedication of Pilot Butte park, volcanic cone near Bend, which was recently given to the state highway commission as a memorial to the late T. H. Foley of Bend, will be on September 30, with Governor Patterson listed as the principal speaker.

The Shevlin-Hixson picnic park at Benham falls on the Deschutes river south of Bend was a mass of flames, forest service lookouts reported. Origin of the fire, which was racing through the scenic grounds on the Deschutes, had not been determined.



A COLLECTION OF THE WORLD'S SMALLEST BOOKS

Mr. James D. Henderson, of Brookline, Mass., has made a hobby of collecting tiny books. Among his collection are some of the smallest printed books in the world, including an edition of Shakespeare and Dickens. Many of them are about the size of a postage stamp and a magnifying glass is necessary to read them.

Photo shows Mr. Henderson with part of his collection.

MOVIE NOTES

"SHEPHERD OF THE HILLS"

When a novel read by virtually everyone is produced as screen entertainment, the film producer feels the weight of his responsibility to the followers of the novelist.

Probably no novel of modern times has been so widely read as Harold Bell Wright's "The Shepherd of the Hills," which was not only a "best-seller" for over a year after its publication, but a consistently popular book ever since. For that reason, the bringing forth of its screen version is a real responsibility.

Charles R. Rogers, who produced the story in an elaborate film version for First National Pictures, to be presented at Wasco September 19 and Grass Valley September 20, felt this responsibility so keenly that he spent months in careful preparation before a scene of the film was shot. Albert Rogell, who was not only a notable film director but one enthused over the possibilities of the novel as screen material, was selected to direct, as the very first step.

Then an all-star cast was selected with great care. Acting ability plus fitness to the character type required were the two qualifications that won each player who appears in his role.



Molly O'Day and Alice B. Francis in "The Shepherd of the Hills"

Then location, as many as possible being on the actual story locale, were mapped out. Meanwhile, the adaptation of the novel was being written by Marion Jackson.

"Probably the most important single item in producing a satisfactory screen version of a famous novel is the selection of actors to portray the story characters," Mr. Rogers observes. "We devoted great pains to the cast selection, and believe that it will meet with the approval of all readers of the novel."

TUNNEY IN FILM DRAMA

With Gene Tunney heading the procession of boxers as heavyweight champion, the crown which carries the most weight as an influence over fistiana, boxing is expected to take a firmer hold on the American public.

Gene not only represents the highest type of manhood in the realms of roped arenas, but he is often pointed to by leaders in every walk of life as being representative of the cleanest living young Americans. The primrose paths hold no interest for Gene. Smoking and drinking and the night life to which many become accustomed, once they get into the public limelight, are entire foreign to Tunney's ideas as to what is necessary to keep in trim for the battles of the ring as well as the battles of everyday life.

That many American women now take a keen interest in boxing bouts for world titles is evidenced from the number who attended the Tunney-Dempsey "battle of the century" in Philadelphia in September. It was estimated by sports writers that 15,000 or more of the fair sex were in the big arena when the bell clanged for the first round.

In addition to the number who personally attended the bout, it is believed that between ten and fifteen million of the radio fans who tuned in on the fight results were women. Not so many years ago boxing was followed almost entirely by men and all too frequently the bouts took place in some alley, the rear of a saloon or in some abandoned barn. Gamblers often "fixed" the fighters and the result was a foregone conclusion. Through the establishment of city and state control, the level of the sport was gradually raised and today many of the participants and the promoters are the highest type of sportsman and would never think of multing the public.

What the tourist crop is to the state is indicated by the fact that one Cottage Grove tourist camp, the Woodson camp, registered 35,000 persons during the year, which ended August 31.

An increase of flax acreage under contract to the state prison to 4500 acres for 1929, as compared to 3500 acres this year, was announced by Colonel W. B. Bartram in charge of the state flax industry.

The Deschutes county fair board and managers are completing plans which will mean the best county fair yet held. Managers of the department are working on entries. The fair will be held in Redmond September 26, 27 and 28.

Portland Rate Lower

Municipal Revenue of Seattle Is Compared

The city of Seattle has a municipal electric light and power plant competing with a privately owned concern. During the recent convention of the Public Ownership League in Seattle, one of the speakers told his audience that the people of Seattle were saving large sums of money because of the presence of the municipal plant. Like many similar statements, it will not stand up under the light of investigation, which should be of interest to the people of Oregon.

The average revenue received by the Seattle municipal plant for each kilowatt hour sold in 1927 was 2.143 cents. The average rate received by the Portland Electric Power company for all electric energy sold in 1927 was 1.9 cents. In other words, the private company of Portland, without the spur of municipal competition, charged less per kilowatt hour for the energy sold its customers in 1927 than did the Seattle municipal plant. If the Portland company had in 1927 received the same average rate per kilowatt hour as was received by the Seattle municipal plant, the Portland company's customers would have paid several hundred thousand dollars more than they did.

A paint improver is going on the market. It is of Pacific northwest origin, apparently. When mixed with first class paint, in equal proportions, the quantity is doubled and it is claimed that it makes a smoother and more lasting coat. It would make good paint when thus used, cost about two-thirds of the regular cost, if it were all regular paint.

Millions of wooden spoons are used by a national concern in premium advertising. They are made out of Oregon applewood. As the supply of applewood diminishes, the manufacturer is now hustling for another solution of his problem of production.



'SWIMMING IN ERMINE'

Miss Mary Walton is right at the head of style in this beach outfit of blue moleskin with white ermine trim. The fur suit can be used in the water. Photo shows Miss Mary Walton in fur bathing suit at the Oak Street beach.

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

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

THRILLS - STUNTS

DARING DEEDS GALORE!

Gene Tunney

IN

"The Fighting Marine"

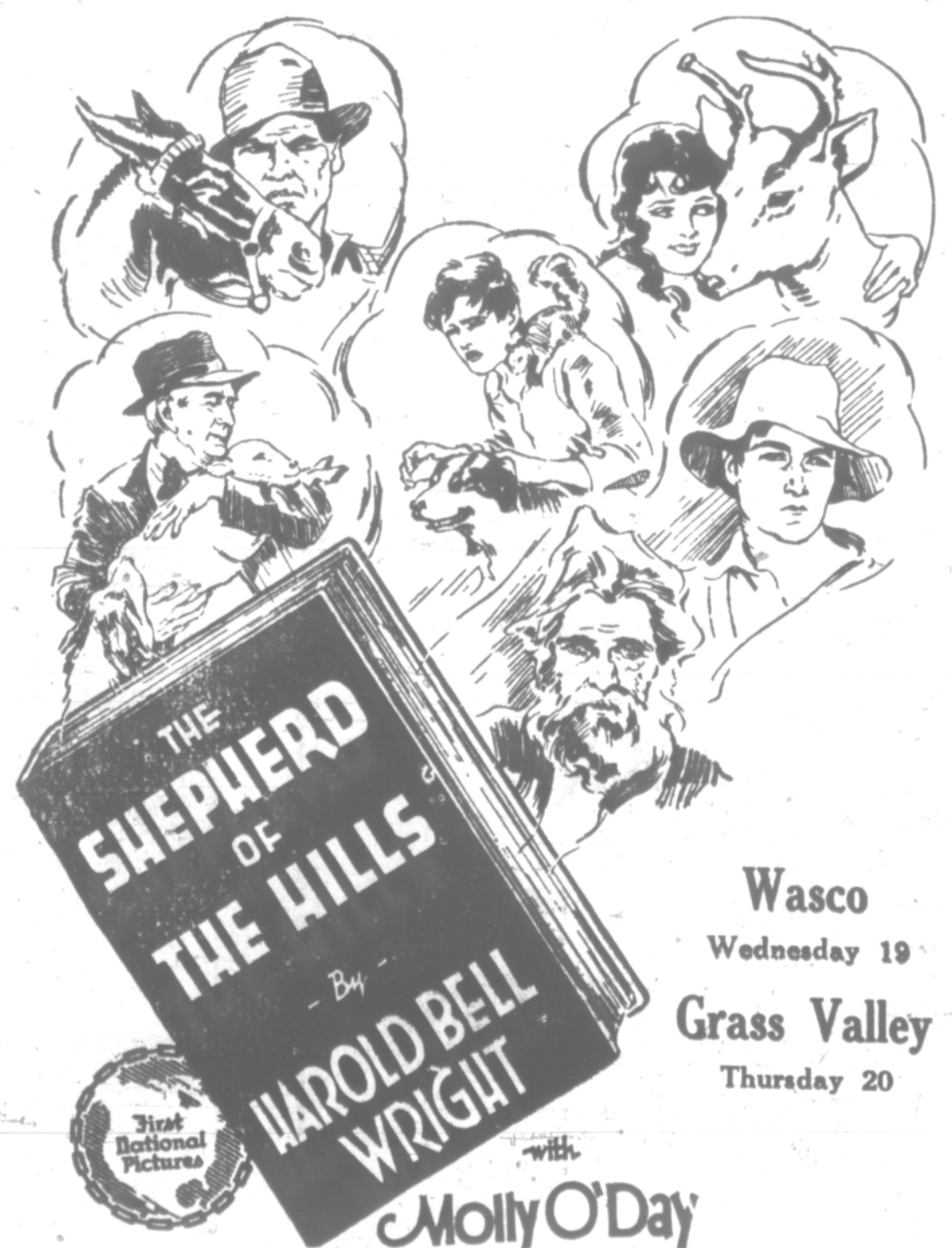
with

Walter Miller and Marjorie Gay

The first screen appearance of **The New World Champion Gene Tunney**, fighting Marine, Legionnaire, clean-living, hard-hitting boxer in his first feature picture bristling with spine-tingling situations and sparkling climaxes.

126,000 paid from \$3 to \$50 to see the Tunney-Dempsey fight. Millions will see this his first and only motion picture.

WASCO SUNDAY, SEPT. 16 - 15c and 50c



Wasco

Wednesday 19

Grass Valley

Thursday 20

Molly O'Day