

\$29,000,000 For Ads

National Utility Companies Use Newspapers For Public Information

Public utilities generally are large enough to employ the best talent they can get for managers. No one appreciates the value of newspaper advertising more than these managers. In the past five years money spent for advertising has been doubled, reaching the high total in 1927 of \$29,000,000. Most of this was spent in daily and weekly newspapers.

Public utility advertising covers a wider field than the advertising of most business. On the whole, it falls into three general classes.

In 1927, public utility industries spent \$12,500,000 for the promotion of sales of merchandise. This was the same kind of advertising done by most merchants. The copy was used entirely by the daily and weekly press. The results were quite readily measurable and those results were great enough to cause a rapid increase in the use of this method of increasing sales.

Another class of advertising is called good-will copy. This sort of advertising is not intended to sell anything. It presents facts or historical data and seeks to acquaint the public with the problems of the industry. It is bottomed upon the assumption that an informed public is a reasonable public. Its success depends upon the accuracy of statement and complete frankness.

In 1927 public utilities spent \$11,000,000 in presenting this good-will advertising through the daily and weekly press, and to some extent in magazines.

Farm Crop Grading

Farmers and others who would like to learn something about the grading of wheat, oats, corn, hay, etc., should attend the short course which will be given in that line at the Oregon State Agricultural College, Corvallis, from January 14th to 26th, when the various phases of grading of farm crops, also seed testing, will be fully explained. The entire staff of the farm crops department will be in charge of instruction in this school. In addition, the following state and federal inspection officials will assist: Bertha G. Hite, seed analyst U. S. department of agriculture; B. W. Whitlock, B. J. Stubblefield and J. F. Welch, Pacific Coast Board of Reviews; A. F. Nelson, federal grain supervisor; Chas. W. Wright, chief, state grain inspection department; W. J. Morgan, federal hay supervisor; J. S. Jones, professor of agricultural chemistry. Registration may be obtained by writing the farm crops department, O. S. C., Corvallis.

For warm night clothes for children, a pair of full sized white blankets without a border will make two night suits of the style which have long sleeves, long legs and feet, and button from the neck down to the waistline in front. These blanket night suits cut to advantage and are warm and inexpensive.

For every error of the past generation we correct, we make another one to be corrected by our heirs.

John H. Will, Moro, prompt attention given to your shoe and harness repair work.

Farm Task Is Ahead

Rural Electrification Is Nation's Next Great Industrial Problem

Carrying electricity to the farm at such cost that it will be both remunerative to the power company and valuable to the customer can be done. Experts say the affirmative answer is beyond doubt. At a meeting in Chicago last week attended by power company executives from all parts of the country the opinion was unanimous that rural electrification is the big task of the next decade.

Less than twenty years ago managers did not want small country towns in their electric systems. They did not pay. Now so great has been the development of economies in manufacture and distribution that small towns are all electrified. Until recently it was not believed that lines could be profitably built into rural sections. That idea has been exploded.

C. F. Stuart of Minneapolis, expert in this field, says that farm consumption of 100 kilowatt hours per month will make returns on the cost of construction even when sold at a price which will make big money for the farmer. That demand can readily be developed. In a survey just being made Mr. Stuart has found hundreds of instances where farmers who make their living from the farm use more than 3,000 kilowatt hours of current in a year, and instances are known of 60,000 hours being used.

As yet there has been developed not more than one customer per mile of line where there should be three or four. Average consumption is only 520 kilowatt hours per year in place of 1,200 hours mentioned by Mr. Stuart. Average gross revenue per electrified farm is only \$50 per year.

Were it not that many of the lines serving farms also serve towns, service to farms would be at a loss. But that does not mean that development will not continue. Profitable uses for power on the farms are multiplying, and proper machinery is being manufactured.

Does Crime Pay?

In an article in the Baltimore Sun, James M. Hepbron disputes the statement that crime does not pay. "In that city (a typical American city) there were 10,000 serious crimes reported to the police," Mr. Hepbron says, "and in the final analysis only 97 people went to prison. If crime doesn't pay, who then gets the almost unthinkable sum of from ten to sixteen billions which is said to be the yearly toll of crime in this country, a sum which is one-seventh of our total earnings?"

Statistics such as these show graphically the farce of American law enforcement. We have more laws than any other country in the world, more professional reformers, more people with cures for everything that ails or is said to ail the human race. And crime has increased in direct proportion to the increase in laws enacted. It would hardly be an exaggeration to say that every piece of criminal legislation of the "freak" type, such as anti-pistol enactments and similar laws infringing on personal liberties, means a continually increasing number of law breakers.

Mr. Hepbron states that in Sing Sing, according to Warden Laves of that penitentiary, "the average time between commitment to the death house and execution is almost a year. What a commentary on the American system of administering justice, in contrast to that of England, where from the time of trial, including every known appeal, only about six weeks elapse before execution."

A fact such as this requires no comment.

All Should Pay Taxes

"The state tax on public utilities is like the tax on gasoline—a charge levied on the public to pay for state services," says the San Francisco Chronicle.

"The utilities corporation does not pay this tax. The public pays it as a part of the rates established for gas, water, electricity, transportation, etc. And it is a fair and just tax when it is evenly distributed so that it applies to all."

"Patrons of municipally owned utilities escape their just share of this tax for state purposes. There is no good reason why John Jones, who buys power from a privately owned corporation, should have to contribute to state taxes, while Samuel Smith, who buys power from a municipally owned utility, goes free."

"If John Jones and Samuel Smith pay the same rate for their power, or gas, or water, or transportation, then the state is deprived of its revenue and the municipality retains it."

"Since the state has to get its money somehow it is no good for citizens to think they can avoid state taxes by all taking refuge in municipally owned utilities. That would only mean that the bill would have to come to them in some other way."

"Whatever is fair for John Jones is fair for Samuel Smith. Both should pay their fair share of state taxes. In equity to all the citizens, state charges against public service corporations should be assessed against them all, no matter what their ownership."

Reading of advertising is worth while.

County Notes

SHANIKO LOCAL ITEMS

Harvey Pullen was visiting in Grass Valley Wednesday.

Omer Burthuck of Antelope was a visitor here Thursday.

John Reynolds of Ashwood is spending a few days here.

Rev. Richardson held services at the school house here Sunday night.

Mr. and Mrs. Chas. Werner and son Eugene spent Christmas in The Dalles.

A dance will be given in the Shaniko Hall January 12th. Music by "Buster's Gang."

Mr. and Mrs. Allen Bunch of Medford spent Christmas and New Year here with relatives.

Lester Holt spent the Christmas holidays with his daughters, Madeline and Alma, at Oswego.

Several from here attended the Christmas dance at Antelope. A good time was reported by all.

Mr. and Mrs. Henry Miller of Tygh Valley spent Christmas here at the home of their son, Fred Miller.

A moving picture, Ken Maynard in "The Overland Stage," was shown in the Shaniko Hall December 31st.

Mrs. Jack McColloch and daughters June and Flora of Antelope were visitors at the Alex Ross home Thursday.

Mrs. R. O. Kinney was called to Salem Christmas day to be with her mother, Mrs. McDonald, who is very ill.

Mr. and Mrs. Terrell Casbolt of The Dalles spent Christmas here as guests of their brother, R. E. Casbolt and family.

Phyllis Hanna, who spent the past week with her sister, Mrs. D. D. Wolfe, at Bend, returned to her home here Sunday.

Mr. and Mrs. Otto Schmidt and son and Arthur Schmidt spent New Year's day at the K. Thompson home at Antelope.

J. W. Fisher returned Thursday from The Dalles, where he spent the Christmas holidays with Mrs. Fisher and daughter Helen.

Mr. and Mrs. J. T. Jones and children of Dufur spent the Christmas holidays here at the home of Mrs. Jones' parents, Mr. and Mrs. S. H. Reeder.

Miss Genieve Hunt, who is doing secretarial work at Toledo, Oregon, spent the Christmas holidays at her home near Maupin. She was visiting friends here Friday.

Mike Conroy, brother of Pete Conroy, was buried in The Dalles last week. Those from here to attend the funeral were Ed. Wokerlig, John Joyce and Pete Conroy.

Christmas dinner guests at the Wm. Gott home included Mr. and Mrs. Henry Miller of Tygh Valley, Mr. and Mrs. Otis Profit, Mr. and Mrs. Fred Miller and son Junior.

A merry crowd, consisting of Mrs. Alex Ross and sons Gerald and Glear, Mr. and Mrs. A. Bunch, Mr. and Mrs. Griffith and son Wayne, Mr. and Mrs. Tom Plaster, all of Shaniko, and Mr. Derthick of Maupin, motored to the Del Sperry home Saturday, pleasantly surprising the Sperry family, where an old fashioned party was had.

Protect The Home Market

Congressman Hawley of Oregon is chairman of the ways and means committee, which has the handling of tariff legislation, and the attitude of the committee with regard to the needs of agriculture is indicated in the following from Washington: Hawley contended that any farm relief bill passed would be only supplementary to what could be obtained for agriculture in readjusting the farm tariff schedules. "The tariff," he said, "is the greatest measure of farm relief obtainable. We do \$90,000,000,000 worth of business among ourselves. It's a cash market, and for the farmer to have an opportunity in this market on at least equal, if not a little more favorable, terms than his competitors is the most important thing for the farmer."

Model Arson Law

Several years ago the Fire Marshals' Association of North America prepared a model arson law which has been adopted by 15 states. It has three essential features, says F. R. Morgaridge, of the arson department of the National Board of Fire Underwriters. "First, under it a man can commit arson who burns a building which he owns or which he occupies; ownership or occupancy is not at all material."

"Second, it includes not only those who set fire to or burn, but in addition, those who cause to be burned, or who aid, counsel or procure the burning of certain buildings or property."

"Third, it covers the attempt to burn buildings or property."

"If every state would pass and enforce this model arson law, it would be a great progressive step in curbing one of the least excusable and most vicious of crimes."

"When admiring a mule," advises the Life Extension Institute, "always stand at a respectful distance in front of him."

KENT LOCAL ITEMS

Fred Haynes left for Medford last week on a business trip.

Wilbur Haggerty is reported as very sick at his home this week.

Dr. Poley was called Wednesday to see Anton Ricardo who is very sick at the Kent Hotel.

A. J. Decker and family returned to Portland Monday after spending the holidays at the ranch.

Mrs. Fred Haynes was out Wednesday after being confined to her room for the past ten days with "Flu."

Chas. McCutcheon has been confined to his room at the hotel several days with the prevailing disease that is going around.

Joe Wilson was home from Portland over Christmas, leaving again Sunday. He is attending medical school in Portland.

Cards are out announcing the marriage of Adelbert Reese of Shaniko and Helen Guyton at the residence of W. C. Guyton on January 4th.

James L. Matthes is now the owner of a new Ford that he got last week from Fred Pickett Motor Co. of Moro. Chas. Garhammer has also ordered one for March 1st delivery.

Home Pointers

(From School of Home Economics)
If salt fish is soaked in sour milk before cooking, the delicate flavor will be brought out.

Figs and dates given to children in place of candy will help keep their systems in good physical condition.

If cheese is wrapped in a cloth moistened with vinegar and kept in a covered crock, it will not dry so readily.

If bottles containing flavoring, extracts, and seasonings are not kept tightly corked, the contents will lose their flavor.

To remove a tight glass stopper, apply a cloth wet in hot water. Bind around the outside and hold it over the spout of a boiling teakettle.

Bath tubs may be cleaned by putting a little turpentine on the cloth with scouring powder. Rub it on any stains, and they will come off immediately.

When sweet milk is rather old and you wish to heat it, add a little lime water or soda and it will prevent its curdling. It can then be used for cooking purposes.

Movies

"A WOMAN OF AFFAIRS"

Michael Arlen wrote a story some time ago which was acquired by Metro-Goldwyn-Mayer for picture-making. Information that came from the studio from time to time was that the intention, at least, was to make the film something that would stand out even among photoplays of the variety which producers have come to label as "special."

After some months of speculation came word that the decision was to call this picture "A Woman of Affairs," and make it the occasion for the third appearance together on the screen of John Gilbert and Greta Garbo, in whose close-ups, first in "Flesh and the Devil," and then in "Love," the cinemagoing public showed a rather more than lively interest.

The announcement was made that Clarence Brown, director of "Flesh and the Devil," would be the director, and that an exceptional supporting cast would be assembled. The cast included Lewis Stone, Hobart Bosworth, Dorothy Sebastian, John Mack Brown and Douglas Fairbanks, Jr.

As is the case in such instances in picture-making, there was the added notice that no effort would be spared, so far as lavishness and sumptuousness were concerned, to form a proper background for the united stars, who have been signally successful individually, and for the cast, of the sort which generally is referred to as "all-star," and the director, of whom it has been said, that he has had no screen failures.

This outline of the process of making this story ready for the screen may not prove uninteresting in view of the announcement that "A Woman of Affairs" now is launched upon its career as a vehicle for entertainment, and will be presented at the Moro Theater on Saturday, January 5th.

In author, stars, cast and director it is obvious that the makers of this film did not have in mind any ordinary program feature. They were out to catch the public fancy, with every facility at their command, as indeed was frankly admitted.

In any event, the facts show that a maximum of studio energy was expended in trying to make "A Woman of Affairs" as attractive as possible to a large public. It is the belief at the Metro-Goldwyn-Mayer studio, anyhow, that Gilbert and Miss Garbo together are the most fascinating romantic figures of the screen world just now.

Route Freight Via C. H. Gilpin Truck Line

Leaves Portland daily at 6 p. m.
Leaves The Dalles daily at 8 a. m.
Leaves Grass Valley daily at 2 p. m.
for Portland

Portland — Sherman County Way Points

Connecting with Mail Stage at Grass Valley for Kent — Shaniko — Antelope

Moro Agent — Fred Pickett Motor Co.

Wasco Agent — Wasco Motor Service Co.

Grass Valley Agent — Grass Valley Motor Co.

— Office at —

Portland — Lincoln Transfer Co., 10th and Hawthorne, Phone E 7780

The Dalles — 212 Federal St., Phone 107

SHERMAN RESTAURANT

Shaniko, Oregon
On The Sherman Highway
Meals and Short Orders
All hours — Reasonable Prices
Regular Dinner 50c — Rooms 50c up
Cigars and Tobacco
Soft Drinks and Confectionery
Dance Hall in Connection
Mr. and Mrs. H. Pullen, Proprietors

Moro Hardware & Implement Co.

DEALERS IN
OLIVER PLOWS AND REPAIRS

We have a carload
due to arrive soon

WISH TO ANNOUNCE

that we have some 18-inch Oliver Tractor Gang Plows in 2- and 3-bottom, with Special Designed Moldboard for turning over heavy stubble

We yet have several John Deere gang plows and parts, which we offer at reduced prices to clean up

It will pay you to see the Special Oliver Plow before you buy

Moro Hardware & Implement Co.
MORO, OREGON

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

THE OBSERVER PRINTING OFFICE

IS AN ESTABLISHMENT THAT IS KNOWN
BY THE HIGH GRADE OF ITS PRINTING

Business Men Say: 'Advertising Pays'

Coming!

RUMELY POWER FARMING SCHOOLS

A great day for farmers

January 14, 1929 — Moro Legion Hall

Famous Rumely short course in operating, adjusting, repairing, design and construction of power farming machinery. National in scope. Eleventh successful year. Miles of thrilling, interesting, instructive movie films, synchronized with lectures. Sponsored by Rumely at huge cost, but coming free to farmers of this community. We are fortunate indeed in securing this treat. A rare opportunity to learn to "Know your power farming machinery." Bring the boys and hired help, too. Come early; stay late. Three sessions: Morning, afternoon and evening.

Special: Movies taken in your own locality will be shown. Come and see your neighbors in the movies.

25 One gallon Cans of Oil given as prizes, Value \$25

Lunch Served at Noon by Harland View Grange

C. H. Larson, Moro
Agent for Sherman County

Tipton & Manchester, The Dalles
Agents for Wasco County

Invite You to Attend these Meetings

A Home Paper That Carries All The Home News

Have you ever noticed how completely the news columns of this paper covers all of the various sections of this community. It reflects in condensed form all of the social and business activities which have transpired during the week. If you have a neighbor who is not subscribing, you will do him a favor to tell him about it. And we will thank you for your interest.

Sherman County Observer

Sherman County's Leading Newspaper

