

MORO THEATER

Saturday, March 23rd

The Smash Hit!



A Picturization of the Klondike Gold Rush packed with

ADVENTURE, ROMANCE, COMEDY and THRILLS!

Clarence Brown's production of Robert W. Service's

THE TRAIL OF '98

Children's Matinee

at 2:30 p. m.

Admission 15c-50c

with
DOLORES DEL RIO
RALPH FORBES
KARL DANE

Evening Admission

25c — 50c

A Metro-Goldwyn-Mayer Picture

Apples Widely Distributed

Pacific Coast Fruit Now Distributed All Over the World

Nearly one-half of the world crop of apples is produced in the United States, according to a bulletin on apple production, prices and transportation costs made public by the Bureau of Railway Economics.

"Apples from the United States," according to the bulletin, "are distributed to all parts of the world, reaching 72 different countries during the year ended June 30, 1928. The United Kingdom was the largest market for fresh and canned apples exported from this country, while Germany was the largest market for dried apples."

"Over 93,000 cars of apples were shipped by rail from the producing areas to markets in this country during this same year. Distribution within the United States was widespread, apples from the northwest reaching all of the states, while those from the eastern and central states reached practically the entire territory east of the Rocky mountains."

"Figures covering the 66 most important markets in the country show that apples from the state of Washington reached all of these markets, those from Oregon reached 55, and those from Idaho 54. In view of the long hauls involved, the distribution of apples from the western states is significant. Apples from Washington, Oregon and Idaho, in many instances, traveled over 2,500 miles to market. This is further emphasized when it is realized that apples from the state of Washington predominated in New York City, the entire width of the United States separating the origin and destination points. This wide distribution of apples shows conclusively that freight rates do not restrict their movement."

"Prices of apples at all phases of the marketing process fluctuated continuously during the past three years. Fluctuations were often pronounced, with wide daily, weekly, monthly and seasonal ranges in the prices paid to the growers and in the wholesale and retail markets."

"The spread or difference between the low and high prices was often several times the freight rate on a box, bushel or barrel of apples from producing areas to market. The difference between the low and high price at New York City for apples produced in the state of Washington during the 1927-28 season was \$2.09 per box, and at Chicago there was a difference of \$2.83 per box. This spread at New York in the daily average prices of Washington apples was about two and three-fourths times the freight rate on a box of apples shipped from any point in Washington, while the spread of \$2.83 per box at Chicago was about three and three-fourths times the freight rate. The ratio to freight rates of the spread in prices of individual sales was still greater. As freight rates were practically unchanged throughout the periods covered, they were in no way responsible for the ever-changing price situation."

Movies

"THE TRAIL OF '98" LEADS

A picture of powerful appeal, great magnitude, brilliant acting, flawless direction.

That is a terse description of "The Trail of '98," the big Metro-Goldwyn-Mayer film epic which opens at Moro theater, Saturday, March 23.

Ralph Forbes, Dolores Del Rio, Harry Carey, Karl Dane, Tully Marshall, George Cooper! All stand out in the gigantic cast of fifty which was assembled to portray the characters in this great film story.

If you liked Forbes in "Beau Geste," "Mr. Wu" or "The Enemy," you will like him still better in "The Trail of '98."

If you think Dolores Del Rio reached the pinnacle in "What Price Glory," "Resurrection," "Garmen" or "Ramona" you are mistaken, and you have yet to see her in "The Trail of '98."

Picture-goers have loved Harry Carey from the days of western stardom down to the more recent pictures, such as "Slide, Kelly, Slide" and other Metro-Goldwyn-Mayer productions. But Harry Carey has never been at his best until he appeared in the film adaptation of Robert W. Service's "The Trail of '98."

Remember Karl Dane as "Slim" in "The Big Parade," as the beadle in "The Scarlet Letter," as the janitor in "La Boheme," as the retainer in "Bardley's the Magnificent" and as the hardboiled top sergeant in "Rookies?" Well—you have to learn by seeing "The Trail of '98" just what Dane can do with a good role.

Everybody remembers Tully Marshall in "The Merry Widow," "The Covered Wagon" and other screen masterpieces, but his role as the sanctimonious card sharp in "The Trail of '98" will forever stand as the high-water mark of his career.

Clarence Brown, who directed "Flesh and the Devil," "The Goose Woman," and a dozen other film masterpieces, proves he is an ace director by his marvelous direction of "The Trail of '98." A pen can't any more describe this picture than a pen could describe the Klondike gold rush. You will have to see it yourself—and then see it again!

BOY SCOUT BENEFIT SHOW

"The Patriot," which makes its appearance this week at the Moro theater, is Emil Jannings' greatest starring vehicle. It is being shown as the feature part of the Boy Scouts Benefit Show and Athletic Tournament, Tuesday, March 26.

Directed by that master of subtlety, Ernst Lubitsch, "The Patriot," brings to the screen a story of the Russian court a century ago which, for suspense, dramatic force and lavishness of production, has rarely been equaled, never surpassed, in any local theater.

Produced in the Paramount studio in Hollywood, "The Patriot" brings to the screen the amazing attention to detail and set construction which marks Paramount pictures but it also presents a story of such sweeping force that the audience is engrossed in a study of the characters. Like the three ring circus of early memories, it is impossible to see everything which should be seen and a second viewing of the picture might be worth while, if only to observe the details of sets and costumes.

Florence Vidor, the gracious and beautiful aristocrat of the screen, plays a role opposite Jannings which offers marvelous opportunities for her suave and meticulously careful artistry. Lewis Stone, who plays the name part of "The Patriot," presents a character which, for dignity and convincing realism, might be that of the original, Count Pahlen, whose name is plastered all over the pages of Russian history a century ago.

Other members of the cast, Tullio Carminati, Vera Voronina, Harry Corring and others, under the mastery direction of Lubitsch, presents character studies which are amazingly real.

Candy Helps Build Health

California's candy consumption last year, according to a national survey just concluded by a large candy manufacturer amounted to nearly 60,000,000 pounds, representing a per capita consumption of 13.52 pounds, an increase of more than 11 per cent over that of the year before. California's annual candy bill amounts to \$15,000,000.

While New York purchases the greatest amount of confections, 125,000,000 pounds a year, it is in such states as California, Nevada, Montana, Oregon, and the Dakotas, the report points out, that the per capita consumption of candy is the largest.

In the southern states, the survey indicates, consumption of this concentrated food falls far below the average, Louisiana using less than seven pounds for each inhabitant, and South Carolina less than five pounds.

A definite ratio, it is suggested, could be established between the growth of children in the candy-eating states and the amount of sweets they consume. Nevada's candy ration, the report stated, exceeds 17 pounds a year.

Get behind all good movements, but don't get so far behind you have to run to catch up.

Small Towns Benefit

Electric Service Is Extended Widely Thru The United States

In five years, the electric-light and power industry has extended service to 4,000 small towns and villages which before had no such service. Not only that, but it has extended to them twenty-four-hour service just as reliable in quality as the larger city dweller gets.

That statement is made by Paul S. Clapp, managing director, National Electric Light association. In other words, Mr. Clapp shows that the electric light and power industry has in five years put the people of 4,000 small towns and villages into the metropolitan city so far as electrical service is concerned.

He further shows that in just seven years this industry has connected up to receive for the first time the benefits of electricity 9,000,000 American homes, representing the hearthstones of some 40,000,000 American boys and girls and men and women. Electricity is now serving, all told, some 17,600,000 homes. Stick a pin there and ask yourself the question: How long would it probably have taken government to have done this?

Congress has spent the last six or eight years discussing what disposition it ought to make of Muscle Shoals and it has come to no conclusion as yet. If it takes the federal government six or eight years to decide upon a plan of action, what can be said for its ability to administer the plan once it is decided upon?

This is just a typical case. One of the basic factors in the unparalleled standards of living, uniformly high wages of the American people is power generated and served by private enterprise. Where would the American nation be today with reference to electrical development had it depended upon the government for it?

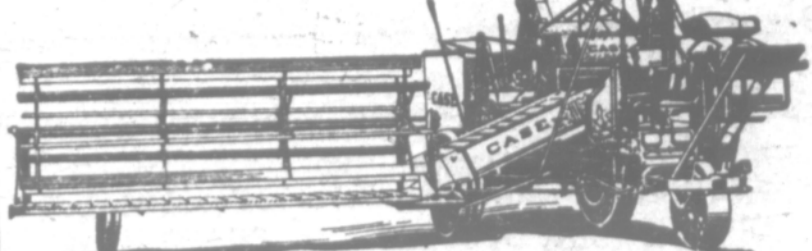
Have Confidence

There is no basis for lack of faith in Our Country.

Consider a few elemental facts compiled by Garet Garrett in his booklet "The American Omen," and after thinking them over and sleeping on them one night, realize what it means that America is going forward to its destiny under the fateful star of world supremacy and leadership as a nation, which position has been forced upon us and which we have joyfully assumed during the 10 years following the World War.

The statistics of commerce and finance prove that our prosperity is legitimate and is founded on the increasing producing power of American genius (mass production); colossal earning power (in higher wages); enormous consuming power (our increased home markets). These have increased enormously in 10 years and did not decline in 1928. Commercially and financially we stand supreme in the eyes of the world today. We must realize these facts and prepare to go ahead with full faith and confidence.

The New Model "W"



CASE COMBINE HARVESTER

Has a Great Many Improvements over previous models; such as Self-Leveling Shoe, all Ball Bearings, and a lot of other valuable improvements.

If interested,—Come in and we will show them to you.

Moro Hardware & Implement Co.

MORO, OREGON
AGENTS FOR THE CASE LINES
For Moro, Wasco, and Grass Valley District

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

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

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

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

Ladies and Children's Hair Cutting and Shingle Bobbing

BATHS



Sherman Restaurant

Shaniko, Oregon
On The Sherman Highway

Meals and Short Orders

All hours — Reasonable Prices

Regular Dinner 50c - Rooms 50c up

Cigars and Tobaccos

Soft Drinks and Confectionery

Dance Hall in Connection

Mr. and Mrs. H. Pullen, Proprietors

WHEN YOU TRAVEL

BY AUTO AND VISIT THE DALLES

STORE YOUR CAR

In the concrete, fully equipped, roomy garage of Walther-Williams Company. Competent workmen always ready to help you in any way they can at least expense to you. For any service rendered the charge will always be reasonable.

WALTHER-WILLIAMS GARAGE

THE DALLES, — — OREGON.

THE OBSERVER PRINTING OFFICE

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

Wise Tool Selection

Farm machinery and equipment generally are subject to wear and breakage, and constant attention to repairs is necessary. The extent to which repair work is done on the farm depends upon local circumstances. If there is a well equipped shop nearby where the work can be done efficiently without loss of time the greater part of it may be done there; but if the shop is at a distance, is poorly equipped, or the mechanic in charge is incapable of turning out good work, it will be a saving to perform the work at home. Besides, there is a large amount of repair work which cannot be carried to a shop and of necessity must be done on the farm.

The saving in time and expense makes a repair outfit an important part of the farm equipment. The selection of the tools will depend upon the scope and kind of work to be performed. A small, well selected outfit efficiently used and well cared for is better than a large miscellaneous assortment improperly used. The following list of tools includes most of the more desirable ones for the farm:

Woodworking tools: Axe, hatchet, crosscut saw, compass saw, ripping saw, steel square, draw knife, brace and augur bits, screw driver bit, screw driver, smoothing plane, wood chisels, claw hammers, spoke shave, folding rule, chalk line, spirit level and wood maul.

Iron-working tools: Riveting hammer, monkey wrenches, S-wrenches, alligator wrench, pipe wrench, punches, cold chisels, files, forge, anvil, vise, blacksmith hammer, sledge hammer, tongs, drill press or ratchet drill, soldering iron, drill bits, hacksaw, stock and dies.

General tools: Tinners' snips, pliers, cutting nippers, crowbar, clawbar, oil cans, wire stretcher, staple puller, leather punch, rivet set and riveting machine.

These lists of tools and supplies may include articles not urgently needed on some farms. In deciding which to purchase first, selection is based on the relative usefulness of the article. Saving is possible, says the farm management department of the Oregon State college, if tools can be purchased in combinations.

Advertising is the oil that lubricates the machinery of business.