

League In Every State

Electric Industry Must Combat Extensive Propaganda

Florence (Colo.) Citizen

"The electrical industry has been criticized in some quarters for opposing government competition with private business and combating the activities of such organizations as the Public Ownership League of America.

"Evidence of the far-flung and comprehensive activities of the Public Ownership League is provided by an excerpt from the eleventh annual report of that organization, reading as follows:

"There is not a state in the union that the League has not entered. It has been represented in hearings before state legislatures and has prepared literature and press service and has campaigned for weeks at a stretch in state-wide campaigns for public powers measures. Two radio stations are broadcasting League messages every week."

A press service is prepared by the League and an ever-increasing number of daily and weekly publications are using this and other publicity matter prepared by us. Some papers have frequently used special articles on their editorial pages over their entire system."

Experiment Fails

(Gold Beach Reporter)

The Non-Partisan League in North Dakota has flunked. The famous experiment of this radical organization in state ownership of industries and banks has failed and all that remains of it is a state bank, doing a small rural credit business, and a few minor insurance projects.

This venture of the Non-Partisan League in North Dakota was the most radical venture of the kind in the United States. It was launched 14 years ago by a group with communistic ideas who contended that all business should be controlled by the commonwealth. Farmers of North Dakota, in a sad plight because of poor market conditions for their products, grasped at the idea as a drowning man grasps at a straw. They saw in the new organization a means of better markets for their products.

Instead of relieving them of their burdens and making North Dakota a veritable heaven of prosperity, the theories failed to work out in practice. Losses and debts accumulated, there was chaos, bankruptcy and disillusionment.

Under its new governor, North Dakota is going out of the state ownership business. The state has learned its lesson and learned it well.

Announcement has just been made by the president of an American tobacco company that it will next year spend \$12,000,000 in advertising its principal brand of cigarettes. That is a lot of money for a single company to spend for advertising in one year, says the Trenton (N. J.) Evening Times. As a fact, the expenditure appears to be intended to retain a popularity already won. Of the total \$6,000,000 will be paid to the daily newspapers throughout the country and \$1,200,000 to the magazines, the announcement explaining that "this division of our advertising budget is based on the continued experience of the company with large scale advertising, which has satisfactorily demonstrated that newspapers offer the most effective medium of appeal." Can anything be more convincing than experience?

The umbrella, which lost much of its popularity when closed autos and porte cocheres came in, seems to be coming back into its own. In Europe the other day the umbrella of a princess kept her from being injured by the flying glass from a shattered window; in Chicago a woman chased her former husband and poked her umbrella in his ribs and he thought it was a gun and called the police; then he was pinched and had to catch up on his back alimony, says the Houston Post-Dispatch. In Houston a police officer took charge of a crossing while fire apparatus was passing and directed traffic with an umbrella.

The cost of the last great war, \$400,000,000, would have provided a comfortable home, it has been said, for every family in at least ten countries of the world, or a \$2,500 house erected on a five-acre lot, furnished with \$100 worth of furniture, for every family in the United States, Canada, England, Ireland, France, Wales and Russia, and would have given a \$500,000 hospital and a \$10,000,000 university to every city in these countries of over 200,000 inhabitants. Even then there would have been money left over.

Toledo's kidnaper-murderer who had the courage to kidnap and murder a child, was very much lacking in courage when it came his turn to die, and went to the chair with lips moving in panic-stricken supplications for mercy. Before you transgress the laws, try to consider how you will feel when called upon to pay, says the Houston Post-Dispatch. "Two boys who thought it a heap of fun to hold people up and frighten and rob them have just been sentenced to spend five years behind the walls, and are beginning to realize that it is not so funny on pay day."

Reading advertisements is worthwhile

What Newspaper Ads Did

It was only a few years ago that the retail stores in towns and the smaller cities did the bulk of their week's business on Saturday. While the other five business days might have paid expenses the merchant depended upon the Saturday sales for the major portion of his week's profit. Needless to say the average merchant would have been exempt from excess profits taxes in those days.

The newspaper is given credit for discovering the possibility of scattering the Saturday peak load over the six business days of the week and it was newspaper advertising which has achieved the present more equitable distribution of the week's business. Saturday is still the merchant's busy day, but now he is only a little less busy on the preceding days.

This is only one of the many services performed for business by newspaper advertising. It is irrefutable that a great part of the increase in business experienced by the retail stores generally in recent years has been created by newspaper advertising. Newspaper advertising has been the "Aladdin's Lamp" of the retail merchant. There are still isolated towns where one may see for himself what "might have been" the nation over if newspaper advertising had never been.

Control Centralized

Small Enterprises Superseded By Co-ordinated Systems

The effects of centralization of ownership or control and the absorption of independent generating stations accompanying the extension of transmission lines is shown by the most recent state summaries released by the United States Bureau of the Census.

The number of individual generating stations in the various states has either remained stationary or else has shown a considerable decrease during the five-year period, 1922-1927. A great many of the smaller enterprises have been superseded by co-ordinated systems whose current is supplied by large, centrally-located plants, whose greater size and more effective operation of machinery are evident in the remarkable increase in the average horsepower per engine and in the increase in output per kilowatt of capacity, which the census figures show.

In Oregon, there has been a marked decrease in the number of "establishments" (that is, enterprises engaged in the service of electricity supply). A shrinkage of 22 is noted in the number of companies, representing the net result of a gain of 9 and a loss of 31, while two municipal enterprises have been absorbed into private systems. The most striking fact that the census figures reveal is, however, the relative growth of steam generation in a state supposedly blessed with power resources. Steam engines and turbines aggregated 37,680 horsepower at the end of 1922. At the end of 1927 these totalled 136,905, an increase of nearly 100,000 horsepower in the aggregate and showing a rate of growth of 263 per cent. On the other hand, while the increase of water wheels and turbines also totalled 100,000 horsepower, their rate of increase was only 147 per cent.

The output of electricity by the light and power enterprises of Oregon stood at 840,062,576 kilowatt-hours in 1927, as against 266,860,874 in 1922—an increase of 215 per cent. The total numbers of customers grew from 78,534 at the end of 1922 to 209,078 at the end of 1927,—an increase of 166 per cent. The much more rapid growth of output than either generating machinery or the number of customers reflects, again, the favorable factors of widespread inter-connection and the attraction of large-use industrial consumers to these lines.

A super-telescope will bring new worlds to view—with little hope, however, that any of them will be able to convey information as to how to manage this one.

The foresters are right: thousands of New England acres classified and excused as woodland are really waste land with no profit from scrub growth and poverty grass.

Health experts regard influenza as "endemic." As so often happens, the most efficacious prescription is least expensive—sunshine, fresh air and warm clothing.

A little more than 25 years ago, the music halls were singing a song: "Shall We Ever Be Able, Ever Be Able to Fly?" It was supposed to be a very comical ditty.

An average oyster, says a fisheries report, lays 16,000,000 eggs and a very large one as many as 60,000,000. We can see advantages in counting them before they are hatched.

Most criminals go to the death chair "dying game," as the reporters put it. Why the heroes? If they had lived game they wouldn't have to steel themselves to die game.

The preponderance of men "with few advantages" who succeed might indicate the need of a re-examination to see whether some disadvantages haven't been mistaken for advantages.

"Paint-Up and Clean-Up"

The Annual Day For Moro Will Be Friday, April 5th

At the meeting of the Moro Commercial Club, held at Hotel Moro on Wednesday evening, a committee was named, consisting of W. C. Bryant, L. L. Peetz, W. A. May and F. E. Fortner, to take charge of the annual spring civic house cleaning for Moro.

The committee met the next morning and districted the town into seven divisions and a painting committee, with a captain and committee members, to attend to each designated section of the city. Your name and street assignment can be found on posters to be posted Saturday.

It is planned to have a BIG basket dinner at noon in the city park, with L. L. Peetz in charge of the coffee making and the ladies of Moro enthusiastically endorsing the work by means of a hearty lunch to be most generously served to the workers. All citizens of Moro, and others not barred, are cordially invited to join in and make the affair the success such affairs should be.

Mayor N. W. Thompson has given "Clean-up and Paint-up" day a real boost by offering to donate free of all charge a duplicate amount of paint of any color or grade for each pint, quart, gallon or barrel purchased from the Moro Hardware Co. It need not necessarily be applied next Friday, but any time soon and must be used on external work only, thus helping to beautify the town we call "our home."

Quality and Advertising

The business men of this country are learning that the value of advertising cannot be measured merely by the effect it has on the public. A man begins by advertising a product, and as his program grows he has to study it to discover its advantages. Before long he discovers, inevitably, its disadvantages—the shortcomings of quality or service subconsciously noted by the consumer—and in order to get the business he improves the product. This is, after all, the final field of competition—the constant effort to improve product and service and to lower cost—which has made the United States the economic wonder of the world. It is an ideal competition in that it does not bring profit to one at the expense of another, except as the other may fall behind the times. In the long run the determining factor in success is value—what the seller gets depending on what he gives.

Having sown the wind in China, the Soviets are now reaping the whirlwind. The pupils who so diligently learned the lesson from Russian lips that China should drive out the foreigners and are forcing them to withdraw, says the New York Times. The Nationalists, who less than a year ago were under the inspiration of Russian advisers, are following the example of the northerners, who expelled Russian agents and exposed the anti-Chinese activities of the communists several months ago. Slowly the leaders of the Chinese people have come to realize that Russia has been playing a hypocritical role and that her professions of friendship for China have masked a desire to use China for her selfish aims elsewhere.

There are now fewer insane patients in Alaska than at any time since the Klondike gold rush, says the San Francisco Chronicle. Insanity generally was described as caused by the long winters and isolation from human society. Miners, trappers and reindeer herders were its victims. Radio and airplanes have reduced this malady, physicians at Juneau declare. Practically all the distant camps have radios to tell of events around the world and diffuse entertainment. Almost daily airplanes may be seen in every section of the territory, bringing letters, newspapers and supplies to the most isolated settlements.

A postcard, mailed at Philadelphia in the summer of 1900, was delivered in New York November 30, 1928. The card contained the message, "Having a good time; wish you were here!" The sender, having died in the meantime, the greeting was slightly startling until the postmark was noted, though the cheerful tone belied the impression that it had been mailed from the place where the recipients of such vacation messages usually wish the senders of them would go.

A Kansas City thinker says the average farm would be more successful if conducted on the lines of a bank. So the first thing would be to select a group of substantial representative farmhands to get up a survey.

A fortunate editor in Iola, Kan., has no trouble finding a subject for an editorial: He just discovered that one of the government's flood relief schemes would put his office 35 feet under water.

If Eliza walked around on the ice she must have tracked up the kitchen floor something awful.

"Beginning in mid-July," says a travel prospectus, "Americans pour into Paris." And vice-versa, perhaps?

Some people think they are making up their minds when they are only moving their feet following the crowd.

Make The Hens Pay

The old joke about the cackling hen, and her owner who demanded, "chicken, is you lyin' or laying," has lost its humor. It isn't funny, now days, when the flocks do not lay enough to pay for their keep. The hen that eats regularly and lays only occasionally is a constant drag upon the profits of the farmer who is depending upon his poultry flock for a substantial profit.

Figures available from a test made by the University of Illinois indicated that the average profit on 264 flocks averaging 161 hens each was 86 cents per hen, but the average on the best two-thirds of the flocks was \$2.28 per hen. In other words, the "loafers" in the flocks were eating up \$1.42 cents worth of the profits the good hens produced.

Presence of hens laying less than 90 eggs a year on farms throughout the country is standing between farmers and a substantial profit from their poultry, according to U. S. Department of Agriculture figures. Need of better stock on the farms of America is paramount, according to investigators, because under present conditions many farmers are conducting their poultry business at a direct loss.

Cooperation of the hatcheries of the country has been secured in an attempt to raise the standard of poultry on farms. Formation of hatcheries into a business organization for the purpose of insuring farmers and poultry raisers of absolute fair dealing took place within the last year. These hatcheries, united under the slogan, "Hatchery Chicks For Greater Profits," are pledged to the production of chicks from good egg laying strains, to insure poultry raisers of a fair return on their investment.

Easy Living Stressed

Great Contributions Made By Applied Electricity

Floyd W. Parsons, well known to readers of the Saturday Evening Post, starts off an article in the Gas Age-Record as follows:

"What an age! Photographs by radio. Machines that think. Lights that pierce fog. Gas made from water. Vending machines to replace salesmen. Horns that can be heard 40 miles. Beacons that are visible 250 miles. Crewless trains, and five-million volt guns built to smash atoms.

"Locomotives that pull trains two miles in length. Street lights controlled by clocks. Cameras that record the path of lighting bolts. Electric shovels that lift 24 tons. Electric lamps of 50,000 watts, and invisible motion-picture apparatus to catch burglars.

"Machines to measure the smoothness of road, record nature of accidents, strip telephone cables, put news in type direct from wire, administer an anaesthetic, transcribe phone calls, shoot cement, bury power wires, and repair stockings.

"Devices that will measure the billionth of an inch, register earth tremors, freeze fire, identify delicate tints, grade cotton, control entire systems of traffic lights, provide secrecy in radio speech, exert pressures so enormous as to render possible the manufacture of diamonds, and that will hear light and see sound."

Sometimes it seems as though we might stop thinking about rates, kilowatt-hour production, capital investment and what not and look over the contribution made by applied electricity to the art of living.

Copper Prosperity

After six years of metal depression following the World War, copper has gradually emerged from a position of uncertainty to one of commanding supremacy.

With the rapid expansion of the use of electrical energy the demand for the red metal is widened, because electricity and copper go hand-in-hand. A number of the railroads are giving earnest consideration to a comprehensive plan of electrification of their lines. The efficiency and economic advantage of this means of power are well recognized by the railroads, and once it gets well under way it will develop rapidly.

While the price of copper may go slightly higher, it is not the opinion of those who are in close touch with the situation that it will rise rapidly to a level greatly higher than the present one. The producers are prepared to meet the demand, and, as the price goes up, increased production will quickly follow, which action will have a stabilizing effect on the metal price.

Sizing up the situation, we naturally conclude that the outlook for the copper industry is especially bright. The price is not so high that it will discourage the use of the red metal and bring into use substitutes; yet, it is sufficiently high to enable the producers to make an attractive profit, which can be used not only for dividend purposes, but also to enlarge their plants and develop new reserves. On the whole, the statistical position of copper is better than it has been for many years. Reserves are at a low ebb and demand is lively.

—Ely, Nevada, Daily Times.

County Notes

KENT LOCAL ITEMS

Velma Matthes student at the U. of O. was home this week from Eugene.

Mr. and Mrs. Frank Haynes, Mr. and Mrs. A. E. Murphy and Mrs. A. A. Dunlap attended the Tri-county council in Antelope Monday night.

The railroad company has a crew of men here this week, repairing the depot building. They will repair all company buildings before they leave.

Miss Ruth Hamilton, teacher in the primary room, is learning to drive a new Ford roadster that she got from the Fred Pickett Motor Co. last week.

William Mitchell has taken the dirt work job from the state in widening the highway from DeMoss to Grass Valley and will have a force of men and teams at work in a few days.

Darrell Haynes was home from Corvallis a few days for the Easter vacation. Mr. Byers, a classmate who lives in Coquille, was with him and had new ideas of eastern Oregon when he left.

There was about two inches of snow here Friday night. They report six inches east of town, and another fall of two or three inches Saturday night. It is supposed to have done a lot of good loosening the crust on the ground and putting that much more moisture in the ground.

Mr. Roy Daniels and Miss Ethel Helyer were married in Moro Saturday. A number of friends and neighbors called on them that evening at the home of the brides parents, Mr. and W. C. Helyer. They expect to make their home in Astoria where Mr. Daniels will engage in the fishing business.

SHANIKO LOCAL ITEMS

Prof. Coffee spent the weekend in The Dalles.

Bill Haynes of Kent was a visitor here Thursday.

Rev. Richards of The Dalles held services here Sunday.

Joseph Rittner attended the dance in Kent Saturday night.

A. R. Altermatt spent the weekend in The Dalles with his family.

James Fisher was a business visitor in The Dalles Saturday.

Mrs. Alex Ross was confined to her bed a few days the past week.

C. L. Ireland of Moro stopped here Thursday while enroute to Bend.

Mrs. John Reid returned Thursday from a visit with relatives at Redmond.

Mr. and Mrs. Walter Lang of The Dalles were visiting friends here Saturday.

Mrs. Van Olson and James Rees were business visitors in The Dalles Wednesday.

Arthur J. McDonald of Clarno was attending to business matters here Wednesday.

Mr. and Mrs. Mart Bleakney of Redmond were guests at the Roy Wheeler home Thursday.

E. Williams, connected with the Bell telephone service of The Dalles, was here Friday inspecting wires.

F. Saunders of The Dalles, formerly a resident of Shaniko, was stopping here Sunday while enroute to Bend.

Mr. and Mrs. Bert Dudley and son of Antelope have moved here. Mr. Dudley is working for the Shaniko Farmers' Elevator Company.

Mr. and Mrs. Roy Wheeler entertained with a bridge party at their home here Thursday night. A large crowd attended. Mrs. Silvertooth and D. V. Bolten won first prize. Mrs. Gertie Murphy and John Silvertooth second prize.

Why Stay Poor?

A favorite argument in favor of government development, and operation of the Muscle Shoals power plant has been that under present conditions, the power is sold to a private concern at an absurdly small price, thus allowing it to reap immense profits at the expense of the public which holds title to the project.

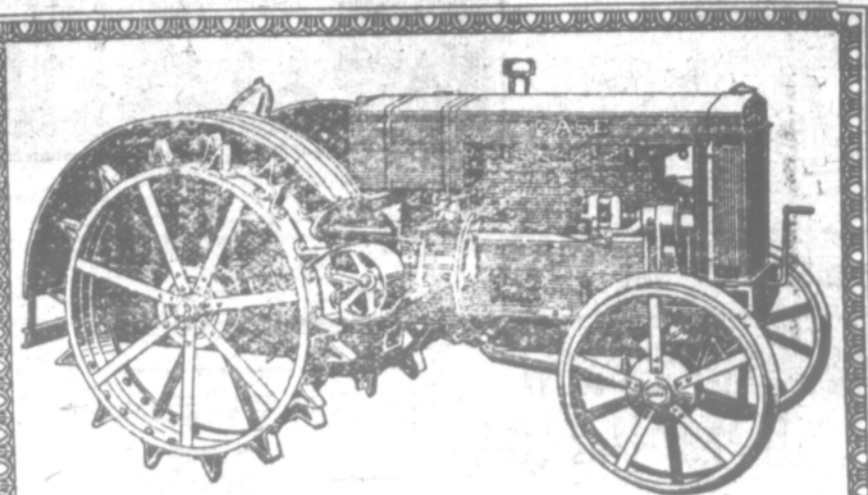
Muscle Shoals power is sold to an Alabama utility for two mills per kilowatt, under a contract whereby the company can take as much or as little as it wants. The contract is revocable by either party on 30 days' notice.

Yet, according to a table published in the San Francisco Chronicle, during 1928 the Alabama utility took but 12 per cent of the available power. The most it took in one month was a third; the least it took was less than one-fifty-sixth. The balance of the power went to waste.

The logical deduction from these facts is that in spite of the apparently low price of the power, the purchasing utility obviously is not making an exorbitant profit, or it would take all the power and make a still more exorbitant profit.

The Chronicle propounds the interesting question: "Why doesn't the Alabama Power company take all this dirt-cheap power and get rich reselling it at monopoly prices?"

Reading of advertising is worth while.



The New Case Model "L" Tractor

Another master stroke in the building of Wheel Tractors that is far ahead of any other wheel tractor yet built in a great many ways

THE NEW CASE MODEL "L" TRACTOR IS BUILT WITH four cylinders upright; three speeds ahead; low gear for combine pulling; larger motor; higher rated horsepower. If interested in a tractor, come in and let us explain its many high grade qualities.

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 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

Crowds Come to those who ADVERTISE