

Wapinitia Road Saves Forty Miles of Travel

"Motorists traveling between Portland and eastern Oregon have been using the Wapinitia cut-off between Government Camp and Maupin to cut 40 miles off their routes during the past week, according to reports to the Oregon State Motor association.

The road is reported to be fair for most of the distance. A soft spot, however, has been reported on the old road just east of the junction of the sky-line trail with the cut-off road. Signs at both ends of the cut-off still say the road is closed, tourists say.

The cut-off is nearly completed. About one and a half miles of grading is yet to be done, while ten miles of the new grade must be surfaced with rock. After this is completed, some time this year, much eastern Oregon travel will use this route except during mid-winter.

Farm Relief Bill Passed

The farm relief bill was enacted by congress late last week and has been signed by the president. As indicated heretofore, the export debenture feature was stricken out and the bill was shaped in accordance with the policy favored by President Hoover. The friends of the measure are confident that taken together with the tariff duties of foreign agricultural products, it will result in material practical benefit to the farming industry. A board of twelve members appointed by the president, at a yearly salary of \$144,000 and an expense allowance of \$150,000, will have a revolving fund of \$500,000,000 to use in carrying out relief measures and supporting co-operative marketing of products. It is an experiment that will be watched with the most anxious interest at home and abroad.

The export debenture plan which failed of enactment as part of the farm relief measure, was introduced in the senate June 17 as an amendment to the tariff bill by Senator Norris, republican, Nebraska.

This move is in line with long standing plans of the debenture group to seek incorporation of the proposition in the tariff bill in the event it were eliminated from the farm measure as was the case.

County Notes

Kent Local Items

H. H. White and wife were here on business Friday.

The weather continues cold with occasional showers.

George Witter is putting up a new water tank for W. C. Helyer.

J. C. Wilson has moved his family back home from Portland as school is out there.

A. J. Decker brought his family home from Portland Sunday, to be home during the summer months.

County Judge McKee was here Friday looking over the road work and inspecting the new Legion building.

The reports are as expected that J. E. Norton and Mildred Ross were married in Albany last Wednesday.

Mrs. Ida Davis and daughter Pauline went to Eugene last week to remain for some time, as Pauline will attend summer school there.

At the regular annual school meeting held Monday, J. H. Wilson, director, and A. A. Dunlap, clerk were re-elected without opposition.

Durwood and Della Helyer are home from Monmouth where they were attending school. Lyle Hogue will stay there and attend the summer school.

Mr. and Mrs. L. V. Walton, Mrs. V. B. Eakin and K. Abell returned from Portland Friday night. They were down on account of the Masonic grand lodge.

Frank Sias arrived here Saturday and expects to work around here again this summer. He says that his folks have moved from Eugene back to Forest Grove.

Miss Darby of Wasco, who will teach here next year, was here one day last week arranging for a boarding place. She will teach in the room that Miss Ross was in.

Henry C. Peters and R. E. LeBlau have bought all the interests of J. U. Leonard, and will farm the P. N. Lemmon land. Leonard will move to Hood River in a few days.

Viggo Haufelt came up from Portland Saturday and may stay around here for some time during his summer vacation. He is still attending the dental college in Portland.

J. L. Matthes came home Monday. He was delayed for several days at Salem on account of the illness of Mrs. Matthes. He left her in the hospital there where she underwent an operation last week.

Estimated Winter Wheat Yield

A slight reduction in the estimated crop of Pacific Northwest winter wheat is made as of June 1st from that of May 1st. It is now given as 49,378,000 bushels, as against 66,176,000 bushels produced in 1928 and 51,425,000 bushels as a 5-year average. The rains since June 1st have improved the prospects for wheat in this region, hence the yield may exceed the estimate and be not far from the 5-year average.

Most people who have nothing to do make the mistake of doing it.

Certified Potato Seed Has Keen Competition

Certified potato seed production does not differ from ordinary commercial production in soil preparation, treatment, planting, cultivation or harvest, says G. R. Hyslop, chief in farm crops at the Oregon experiment station. The secret lies in starting with good seed, roguing early and often, and having the field so located as to reduce the hazards of infection from diseased fields. The rule is that a field will not be passed for certification if within 300 feet of a diseased plot, unless there is some suitable natural barrier to protect against insect spread.

"Although unrecognized by many growers, competition is strong in certified seed production, and potato growers, even in California, who depend upon Oregon for certified seed are becoming very discriminatory, insisting on high standards and potatoes of good quality," says Professor Hyslop.

To prepare a field for certification, it is necessary to go through and rogue out all diseased, weak and otherwise off-type plants, and remove them from the field, as there is no other known way of controlling certain potato diseases, advises Professor Hyslop. Some of the diseases spread by root contact, others are carried by insects which sting a diseased plant and later a healthy one, while the spread of some diseases is not understood. Removal of all diseased plants as soon as detected will, however, leave little opportunity for further spread of the trouble, finds Professor Hyslop.

Modern Invalid Conveyance

Manager Bert Thomas of the Crandall Undertaking company, The Dalles, was a visitor in Moro Wednesday afternoon, driving here the new invalid car which his firm has acquired for the comfort of residents of this section.

The new invalid car just put into service by Crandall's is in appearance much like a large size modern automobile, yet at the same time it contains the essence of comfort ready for the use of any one who may be unfortunate to need ambulance service. The car is equipped with a rubber tired roller wheel stretcher, which can be taken into a home, the patient can be easily slipped onto the stretcher from the bed, then conveyed to the car and the stretcher locked solidly into place with a slight movement of the wrist. At the hospital the stretcher and patient are taken to the bedside where a quick easy change is again made.

In the main compartment of the car are two turntable chairs for the use of a doctor and nurse or relative of the invalid. In front is a large wide seat that will afford ample room for the driver of the car and two people.

A feature of the car is the large door at the end which can be opened full width and the large doors on the sides. In addition to these side doors is an arrangement by which the door posts on either side can be locked solid with the doors and swung open also, thus affording full length of the side of the car for handling and placing patients in the car.

The body of the car is richly upholstered with heavy curtains at each window. It was built in the east and mounted at the factory on a Senior Dodge chassis. Mr. Thomas was in Moro on a "breaking in" trip and trying to keep the speed under 25 miles an hour limit.

Soil Information Ready For Oregon Farmers

What is perhaps the largest amount of soil data ever included in a publication of the Oregon experiment station is now available to Oregon farmers in a bulletin entitled, "Soils of the Willamette Series and their Utilization," published through the co-operative efforts of the station soils committee and the entire soils staff. The bulletin is one of a series planned to report various phases of Oregon soil and soil water investigations.

Willamette soils, according to the bulletin, are the brown colored, gently rolling, naturally drained lands of the main valley floor, including about one-third million acres.

The analysis indicate that the soils of the Willamette series are comparatively strong types, well supplied with essential nutrients, such as potassium and phosphorus, but with a striking variation in the amount of calcium and sulfur they contain. Applications of lime have paid well in experiments conducted by the Oregon station over a period of 15 years, making the soils more friable, more nearly neutral, and more retentive of moisture. Lime has also increased both the supply of available nitrates in these soils and their nitrate forming activity.

Model of Architecture
The Parthenon, or Temple of Athena Parthenas, was a magnificent building erected under the administration of Pericles and was finished in 438. B. C. It was of the Doric order of architecture and built of Pentelic marble. It had columns on all sides, eight on the front and back and seventeen on each side. It was ornately furnished with statues and elaborate ivories, and plates of gold.

Movies

"Where East Is East"

Some say that Lon Chaney is at his best in a drama of sinister shadows, of strange revenge and fantastic disguise, others like best his dramas of adventure, such as his "Tell It to the Marines," where he forsakes crippled roles for his own very strenuous and athletic self.

In "Where East Is East," his new Metro-Goldwyn-Mayer drama plays at the Moro Theater, Saturday night, Chaney has struck a happy medium. He wears a strange disguise, it is true, but mingles adventure and thrills with what finally turns out to be one of the strangest and most compelling situations ever seen in a play. He is an adventurer, a bit of swashbuckler; then, when faced by a terrible choice, he becomes the most deadly of menaces. "Where East Is East" is something decidedly new in entertainment, and, possibly, one of the greatest roles in the career of the character star.

When the play opens, Chaney appears as an adventurous trapper of wild beasts in a Siamese jungle, a former circus animal trainer. There are thrilling adventures in the wilderness. He traps savage tigers and rides at the head of herds of elephants. His grim struggle with an escaped tiger is one of the most thrilling animal scenes ever filmed. Then is injected something into the plot more dangerous even than his wild pets—the conflict of love and human emotions. Faced with the alternative of taking human life or sacrificing his daughter's happiness, he is confronted with the grimmest of problems, and the solution makes the most astounding of dramatic climaxes.

Chaney is superb as the adventurer, to the very end, in his death battle with the giant gorilla, and Lupe Velez, as his little half-native daughter, has a role that she plays with remarkable skill and finesse, while Estelle Taylor is astounding as the exotic Oriental charmer who hovers like an evil spirit over their lives.

Lloyd Hughes is a refreshing contrast as the young American visiting the jungles, and his love story with Miss Velez furnishes the romantic interest in the play. Louis Stern, Mrs. Wong Wing, and other clever players appear in important roles. Tod Browning directed the picture with all of his famous skill at the building up of mysteries. He and Harry Sinclair Drago are responsible for the story, which Waldemar Young adapted and Richard Schayer scenarized for the screen. The settings, including the great Siamese river and town, are gorgeous and colorful, as well as being huge pieces of engineering.

"Price Appeal No Longer All Powerful"

At the International Advertising Convention in Detroit, last year, Mr. Edwin R. Dibrell, executive vice president, R. H. Macy & Co., made the following interesting remarks as to the relative standing of style vs. price in modern merchandising methods:

"Although \$375,000,000 is spent annually on retail advertising, only about 10 per cent of total retail sales can be traced directly to advertised items," Mr. Dibrell said. "This is due mainly to changing times and changing tastes," he added.

"The people we sell goods to now are not the same people we sold goods to in 1914," he continued. "Their habits of thinking, of living, of buying have materially altered because of a variety of revolutionary changes. The American public today enjoys a new leisure. Shorter working hours and an increase in time and labor-saving devices have brought it about. A vastly increased number of the finer luxuries of living are now theirs. Another great influence which has transformed the customer is the new wave of interest in style, color and design. In home furnishings, automobiles, bath rooms, fountain pens, typewriters, even kitchen utensils, beauty is as much a factor as utility. Price is subordinated to the appeal of style in many cases. Improved standards in the taste of the American public are everywhere in evidence. The recent concentration of interest in modernist design is an example of the greater public awakening to the element of style in merchandising."

Mr. Dibrell pointed out that many merchants have arrived, or are arriving at the conclusion that "sale" advertising is extremely limited in usefulness. "It has been very much overdone," he said. "Its effectiveness has decreased in direct proportion to the growing public interest in style, color and design. Price appeal is no longer all powerful. It must be supplemented by the style appeal. And it must be preceded by a customer confidence in the truthfulness and dependability of the store."

Sharpest Vision
The distance that the human eye can see over the surface of the earth has never been definitely measured. The longest feats of unaided vision on record approach 200 miles. Observers on the Mediterranean coast of France are said to have sighted lights on Corsican mountains 133 miles away, and mirrors on Mount Shasta, Calif., were recently sighted from Mount Helena, a distance of 192 miles.

Wins Music Scholarship

Allan Tom, son of Curtis Tom of Rufus, left The Dalles Tuesday night for Traverse, Mich., to take advantage of a scholarship terminating August 18 which he won in a northwest states contest recently at Spokane as one of three representatives of The Dalles high school band. Allan Tom specializes in trumpet and piano. He was one of four successful contestants in a field of 250 attending the contest from four states. The national contest programs will be broadcast over a national hookup, will be used in the movies and reproduced on Victor records. Mr. Tom will also have a chance to qualify for an orchestra that will make a European tour during the winter months.

Farm Pointers

(From School of Home Economics)
Tuberculosis of chickens, which shows most severely in fowls over one year old, is evidenced by a gradual loss of flesh, the birds often becoming extremely emaciated, with comparatively little flesh on the breast bone, while the head becomes pale and the comb shriveled. In occasional cases lameness is shown, and in advanced cases there is frequently evidence of diarrhea. If the internal organs of such fowls show whitish lumps and lesions, there is little doubt that tuberculosis is present, says the Oregon experiment station.

The laying hen is quite generally active, has well-worn toe-nails, full, bright eyes, has a wide, deep body, giving plenty of room for the vital organs and for handling a large quantity of feed. Such a hen is not deformed, is active and not wild and flighty, says the Oregon experiment station. The pelvic bones in a good laying hen are generally thin and pliable, and in addition the non-layer feels tight instead of loose and flexible in this section of the body.

If a flock of laying hens is thrown into a false moult in the spring or early summer, they will almost invariably go into a natural moult in the fall, finds the Oregon experiment station, although some cases of successful false moults have been reported.

Advertising is the oil that lubricates the machinery of business.

DEPENDABLE USED CARS

1925 Ford Roadster,	\$125.00
1921 Ford Sedan, New Motor last year,	75.00
1920 Studebaker Touring,	75.00
1926 Ford Coupe,	240.00
1926 Dodge Commercial,	350.00
1925 Ford Coupe,	150.00
1928 Chevrolet Coach,	475.00
1926 Ford Coupe,	250.00
1924 Dodge Coupe,	195.00
Fordson Tractor,	150.00

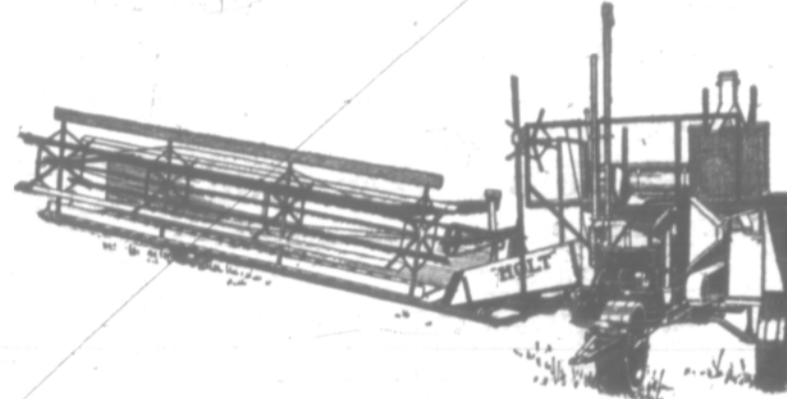
Fred Pickett Motor Co., Moro, Oregon

UNION PACIFIC STAGES INC.
operating deluxe stages
DAILY SCHEDULE
To Wasco and The Dalles Lv. 10:50 a. m.; 5:00 p. m.
*Connects at the Dalles for Portland.
Shaniko, Madras, Bend Lv. 8:55 a. m.; 2:55 p. m.
Stages leave from Moro Hotel.
EXPRESS PACKAGES CARRIED

A TIP from Your Teacher
Among "Northwestern" students of last summer were teachers who paid us many splendid compliments. Of many letters later received was one which read:
"As a graduate of the University of Washington and the Ellensburg State Normal School, I am glad to state that your instructions are among the best I have ever known."
Information about the forthcoming summer session will be gladly sent to you on request.
Write direct to Chas. F. Walker, President
NORTHWESTERN School of Commerce
BROADWAY and SALMON
PORTLAND, OREGON

Our Dollars Are Fighting For You!
And bringing to you low cost merchandise of merit through our part ownership of wholesale store connections and membership in the Chain Store Association of the United Grocers of Oregon Inc.
Citrus Granulated Soap, two large pkgs. for ... 67c
Independently Owned! Unitedly Operated!
See our hand bills for Saturday and Monday Specials
Walter A. May & Son
Store No. 111 United Grocers of Oregon, Inc.
A Link in the United Chain of Grocers

The HOLT Hillside Harvesters Are Here



We want you to see Models 34, 36 and 38 either at The Dalles or at our Moro, Arlington, Condon or Goldendale salesrooms.

These harvesters are of the old reliable Holt line of 40 years standing, vastly improved and now being built by the Caterpillar Tractor company.

Into these advanced machines are going the same high grade of workmanship and materials that thousands of Caterpillar users will testify are found in the Caterpillar tractors.

The new features and improvements of the 34, 36 and 38 were not developed from theory, but from actual experience in the field—from the experience and suggestions of wheat farmers, and from an exhaustive study of the problems of the men who operate the machines.

The Result is Here Awaiting Your Judgment!

Cascade Tractor & Equipment Co.
217 East Third St. The Dalles
Harvester and Tractor Parts are carried at our Dalles, Moro and Arlington houses

Combined **HOLT** Harvesters

Answer This Question!

All Automobiles and Furniture are Painted by Air Pressure. Why not Your Home and Barns?

We Save You Real Money!

Think of Painting your Home or Barn with the Best Paint obtainable at a cost for both Labor and Material at very little in excess of the cost for the Paint you might buy from a mail-order house!

The Air Gun for Painting is a Great Labor Saver. The Finish is Beautiful. While Protection Value is Superior.

We use the best Paint Materials—both Oil and Color. If you doubt this statement, we permit you to select samples from what we are using and send them to the Oregon State College at Corvallis for Analysis.

Call us up at phone 102 Moro for estimates. This will put you under no obligation to us. Ask our customers about us. We refer you to the school boards of the DeMoss school, the Moro school, the Boardman school, the Grass Valley school, and the Grass Valley Elevator Company.

Our Air Brush, run by power, is a Master Painter, the "last word" in excellence in painting roofs or buildings. All the cracks, crevices, and inaccessible places are reached by Paint, driven under high pressure, like rain driven by a windstorm. A first blast of air gives a CLEAN SURFACE while the immediate following of the Air Driven Pressure Painting gives a CLOSE CONTACT, resulting in neat, beautiful work!

All Work done on a Guarantee and at very reasonable prices and easy terms.

AIR-ELECTRO PAINTER
R. H. SMITH
Ellsworth Hotel — Moro, Oregon

Business Men say: "Advertising Pays" Read the Observer for county news.

Big Dance
Wednesday, June 26
Auditorium Ballroom
The Dalles
BILL PERRY
And His 10 Piece Band Of Radio and Recording Artists.
Direct From Cole McElroy's Spanish Ballroom Seattle.
Adm'n \$1 — Ladies Free
Dance This Saturday and Next With the "Blue Devils" at the Ballroom.

Don't call us on the 'phone

to say that you are planning a party for tomorrow night and will probably need more electricity than you usually consume. You may take it for granted that our generating plants will produce enough light and power for all your demands.

Electricity can help in many ways to make your party a success. Lights are essential, of course. Electrical cooking appliances can simplify the preparation of food and allow the hostess to remain with her guests.

The electrical refrigerator provides ice cubes and makes it easier to keep salads and deserts fresh until they are served.

Routine tasks in the home are simplified by enlisting the aid of electricity.

Pacific Power & Light Company
ALWAYS AT YOUR SERVICE