

Gas Outdoes Oyster In Manufacture of Pearls

Imitation pearls that not only have the lustrous beauty of the natural jewel, but which outdo the oyster's product in taking on any tint desired, are now being manufactured by the use of automatically controlled gas heat.

The work begins with slender rods of milky glass. Special machines hold these rods over gas burners until a small bead is formed upon a wire spindle, after which bead and wire are dropped onto a moving belt which carries them away. A holder carrying a quantity of beads is next put in a gas furnace. The accuracy of temperature at this point determines the quality of the product, and the furnace heat varies less than one degree. From the treated beads glassworkers, equipped with gas-jets, form hollow shells of the desired size and an acid bath dissolves out the wire spindle.

Pearl essence, prepared from fish scales, and resembling heavy lacquer, is used as a dip, and into this the glass shells are dipped, 48 hours being allowed for drying between treatments. After the final dipping the pearls are polished, matched and strung.

Strings made to imitate Oriental, Persian, Australian or any other type of pearl, are produced, and it is said that only an expert can distinguish them from the natural jewels.

Oregon Sixth In Motor Cars

Oregon ranked sixth in number of motor cars in proportion to population in the year 1928 and was only surpassed by California, Nevada, Iowa, Kansas and Nebraska. Washington, our neighbor to the north stood fourteenth in the list with 4.6 persons per motor car while Oregon in sixth place had 3.96 persons per car. California had the greatest motor car density with 2.87 persons per car; Nevada was second with 3.55 while Iowa 3.61, Kansas 3.88 and Nebraska 3.93 completes the list of the states who ranked ahead of Oregon. Florida which has ranked very high for the past 3 years was 17th with 4.75 persons per car.

Road Magnet Here

The state highway department's road magnet was working south over the Sherman highway from Biggs last week, passing through Moro Saturday.

The device consists of a long metal bar slung beneath the chassis of a light truck and highly magnetized by a motor-driven dynamo. The truck is driven slowly along the highway at about a 7-mile an hour speed, working as near the edges as possible, and the magnet picks up all loose metal particles in the road surface and gravel shoulders. As much as 75 per cent of the material gathered is puncture-producing, such as nails, staples, screws and bits of wire. The machine has gathered more than a hundred pounds of metal in a few hours operation.

When at Moro the machine, as a requested demonstration of what it could do, was driven two round trips over the street in front of the Sherman County Observer office where the street carnivals usually have their stands. As a result of the trips the machine picked up seven pounds of scrap metal, nearly all of this being nails, staples and tacks. All who saw the junk that was picked up were surprised at the large amount of tacks in the metal tub.

New Road Oiling Method

Oiling of Oregon roads is being carried on this year with a minimum of inconvenience to motorists and with practically no complaint. Although the state highway commission has had ten oiling crews working over the state for the past sixty days, the work has been carried on almost without the knowledge of the motorists.

Numerous inquiries come to the state motor association regarding oiling operations in Oregon this year and the evident fear of the motorist of oiling operations is very apparent. Visiting motorists speak very highly of the new method of oiling and the remarks are especially complimentary from California motorists who have had trouble in their home state.

Advertising is the oil that lubricates the machinery of business.

Gas Price Advance Should Not Be Artificial

The recent announcement by oil companies that the wholesale price of gasoline had been advanced together with the instability of retail prices of gasoline during the past few months, has caused the Oregon State Motor Association quite a little concern, according to the president of that organization, who last week said that a recent survey by A. A. A. national headquarters revealed that gasoline was retailed at 77 different prices throughout the United States on February 19th. He said:

Organized motorists are making a close scrutiny of every phase of the oil situation—the decision of President Hoover to conserve the oil resources on the public domain, the decision of the petroleum interests to limit production, the move for interstate agreements on oil production, and the move of the oil industry to secure government sanction of its proposed code of ethics.

While still on the qui vive and watching developments in a situation which is admittedly complicated, the American Automobile Association has expressed the belief that the car owners, who annually spend over \$2,000,000,000 for gasoline and oil, favor a constructive program to conserve the nation's oil resources, but will be quick to resent any move on the part of the industry to create an artificial shortage that might result in the raising of prices to the consumer.

If the oil industry is sincere in its move to join President Hoover in honest conservation of these resources, there is little danger of an unfavorable reaction on the part of the consumers. If, on the other hand, there develops any indication that the oil interests intend to use conservation as a cloak for the creation of an artificial shortage, the organized car owners, through their national and local associations, will be found ready to do battle.

Efficient Food Handling

A great food producing and distributing company in the east has found it necessary to bring together under its ownership and management a group of food manufacturing companies which produce about 20 nationally advertised products.

Generally speaking, such products are sold on such a narrow margin of profit that the economies of mass purchasing and mass production became apparent to this concern. To get the greatest results and economies, however, efficiency in distribution was necessary. Waste had to be eliminated.

The food industry absorbs some 26 per cent, or more than \$23,000,000 of the nation's income. This industry is divided into 48,000 manufacturing units with separate overhead and selling expense for each unit.

It is, therefore, only logical that a forward-looking food producing company should, by acquiring other food manufacturing companies which produce non-competitive food products, seek to reduce its overhead by applying the principles of mass production, mass purchasing and mass distribution to this most important of industries.

In addition to greater manufacturing efficiency, this company has proved the soundness of its expansion program chiefly by the marked economies it has effected in administrative and selling expense with resulting benefits to consumers.

Public Makes Answer

Professional opponents of the public utility industry in the United States have maneuvered in many ways to put the utilities on the defensive. The utilities, however, have consistently refused to be put on the defensive because, having nothing to conceal, such a position would be a false one. The utilities have nothing to "put across" and are not trying to "get away with" anything.

Continued and studied distortion by some few newspapers during the past year of the testimony of witnesses before the "investigation" of the Federal Trade Commission has been futile as an attempt to shake the confidence of the people in the sincerely announced purpose of the utilities to continue to render increasingly better service at the lowest possible rates. Nor has the confidence of the public been shaken or alienated by attempts to harass the utilities by unsound and restrictive legislation.

The public's answer to virtually all of the efforts of the professional opponents is seen in the ever-increasing amount of public utility service which is being used and in the millions of dollars which the public yearly is investing in the various branches of the public service industry.

Mud and Dust Must Go

Twenty-five years ago in this country a good road was the exception, rather than the rule. Now we have the greatest highway system in the world. The growth in use of the automobile was responsible for this development.

Money spent for improved roads is returned in social and industrial benefits. Highways are the foundation of community progress. Now a new phase of highway expansion is appearing, the building of secondary or feeder roads.

Roads are being extended into rural districts as never before since methods have been devised for using asphalt and road oils to give water proof hard surfaces at a minimum of expense.

Governmental Extravagance

"American taxpayers are having to carry too heavy a load," says the Corpus Christi, Caller. "There are too many 'public servants' on the pay rolls. From the multiplied bureaus at Washington down through the various state capitols to the smallest city ward or county hall there are too many salaried positions in proportion to the service rendered. The overlapping of county and municipal governments has produced needless duplication, and it seems that at every meeting of the state or national lawmaking bodies new offices or salaried commissions are created."

"Bond issues have made possible extensive improvements in public buildings and public roads, but at the same time there has been much money wasted."

"There is so much waste and extravagance in government we sometimes wonder that taxpayers continue to endure the system. Good business judgment should prompt business men, high and low, to combine their efforts to check the growing tax burden; for after all, taxation is a burden upon business and business expansion."

The Pendulum Now Swings In Right Direction

For six years previous to 1927 the stock fire insurance companies of the United States suffered a continuous underwriting loss. In other words, their annual premium return on business written was less than the amount they paid out in losses and expenses. In 1927, however, the companies as a whole showed a small underwriting profit and in 1928 the good record continued.

The turn in the tide of tremendous fire losses in this country which showed a total of \$472,000,000 for 1928 compared with \$560,000,000 for 1926, is undoubtedly due in a large measure to the persistent, scientific and constructive work which has been done by The National Board of Fire Underwriters and stock fire insurance companies to curb the fire waste by showing the public that such needless loss must in the last analysis be paid by the producing public.

Last year, therefore, for the second time in a very long period of years, underwriting profit on fire and lightning business came within a measurable distance of the return which the National Convention of Insurance Commissioners has determined to be just and reasonable, namely, five percent normal profit plus three per cent for a conflagration reserve, or eight per cent in all.

Two years' underwriting profits, however, will not wipe out six years of underwriting losses, nor are two years of reduced burning record a sufficiently long period of time to warrant the conclusion that the fire hazard in the United States has been permanently reduced. However, the pendulum has swung in the right direction and if the public will cooperate there is no reason why the improved record of 1927 and 1928 cannot be continued or even reduced with resulting benefit to all concerned.

Rupture Shield Expert Coming to

THE DALLES ON Friday and Saturday, July 5 and 6

at THE DALLES HOTEL

from 10 a. m. to 4 p. m. Evenings by telephone appointment only

TWO DAYS ONLY

No Charge for Consultation

Mr. C. F. Redlich, the successful expert says:

The "Perfect Retention Shields" hold the rupture perfectly, no matter what position the body assumes or how heavy a weight you lift. They give instant relief, contract the opening in a remarkably short time and strengthen the weak tissues (the real cause of rupture) so that they frequently recover their previous natural retaining power, needing no further outside support. Stomach trouble, backache and constipation often caused by Rupture promptly disappear.

Truly remarkable and prompt results have been obtained not only with recent and not fully developed ruptures but also with old, long neglected ones.

Ingenious, recently perfected devices are now holding ruptures firmly which heretofore never had been retained.

No elastic belts nor filthy legstraps are used.

I guarantee the durability of my absolutely sweat and moisture proof, sanitary appliances.

75% of ruptured children recover completely through expert mechanical treatment according to statistics.

Do not waste your money on widely advertised mail order contraptions. You cannot fit yourself.

C. F. REDLICH, Rupture Appliance Expert, Home office, 535 Boston Block, Minneapolis, Minnesota.

It is said that the Chinese are learning to like tomatoes and asparagus. But it will probably take a good deal of missionary work to convert them to spinach.

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,	260.00
1926 Dodge Commercial,	850.00
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

WANTED 300 Young People

We want them to take the place of 300 now in training as we send them out to good positions. It is because of this work as well done by our personal attention to a limited number of better type students, that a prominent business man called our school "A Happiness Factory". You'll see he was right if you read our free booklet, "Move Your Future Forward". It has brought happiness to thousands— it will make you happy too. Send for it. Use the coupon below.

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Grain -- Feed -- Flour
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BATHS
MARCELLING
AGENCY FOR
WILLIAM'S CLEANERS and
MODEL LAUNDRY
THE DALLES

4th July Celebration
Wasco County Fair Grounds
TYGH VALLEY
Evening Program July 3rd.
SHOWS AND DANCES
Patriotic Program 11:00 a. m. July 4th. Starting at 1:00 p. m. races of all kinds—novelty acts—vaudeville—singing—dancing—clown acts
Jack Nickles, king of clowns and his trained pig, formerly of Barnes circus, in the art of fun-making for the kiddies in front of the grand stand.
BIG BOXING PROGRAM
Immediately after the races and acts. Starting at 8:15 p. m.
Colleen Moore—in—"Lilac Time" The greatest air spectacle of the age. The sweetest love story of this era.
SPECIAL
Personal appearance of actor and director in one reel of movies capturing wild animals alive at White Bird mountains, Grangeville, Idaho. Thrills and Action—Special music and sound. Admission 25c and 50c. Dance 9:15 p. m. Roricks 6 Blue Devils.
This program is guaranteed to be the best in past three years celebration.
C. M. Plyler, Mgr.

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.
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R. H. SMITH
Ellsworth Hotel Moro, Oregon
Business Men say: "Advertising Pays" Read the Observer for county news.