

Phoenix Flyer Visits Moro

Thursday of last week the Moro public was given an opportunity to inspect the Model "A" Ford, known universally on the Pacific coast as the Phoenix Flyer because of the record it has made on the road between Los Angeles and Phoenix in hanging up a road record that no other car has ever approximated.

Since its record run was made, the car has been beautifully painted with descriptive maps and scenic views of the home territory of the car, notably that of the road map of the Phoenix Los Angeles highway.

Mr. Beatty, oil lubrication expert, in charge of the car on its coast tour, spoke instructively of the use of the proper lubricate for cars and demonstrated the different lubricating qualities of the various oils on the market, saying in part that "all oil was good, up to its limit of usefulness," and that no one was cheated by poor oil, but always got in service what they paid for in money. If they got what they knowingly asked for.

Part of the evening was devoted to a motion picture showing of the Ford motor plant and its precision building of fine cars and the equipment that maintains the standard of their product. An interesting feature of the pictures was the testing grounds and the variety of stunts every car must be able to withstand when turned over to the public to drive.

Business Men say: "Advertising Pays"

Oil Men to Speak Here Monday Night at Hotel

W. J. Graham, formerly of Bakersfield, Calif., and V. C. Carter, Oil Geologist, now associated with the Clarno Basin Oil Co., who are drilling for oil in the Clarno Basin near Antelope, will be the speakers at a public meeting to be held in the Club Rooms at the Hotel Moro on Monday evening, September 2nd, at 8 p.m.

The purpose of this meeting is in order to better acquaint the people of our community with the possibilities of finding commercial oil in the Clarno Basin and other parts of this country. Also for the purpose of letting the people know what the company is now doing towards the development along these lines in this country.

Mr. Graham is a man of many years' experience in the oil fields of California. He is purported to have brought in the first Bakersfield, Calif., oil well which for years has been one of the greatest oil fields in the world. He will tell of his experiences, what he has seen of the possibilities here. Mr. Carter is a geologist who has visited practically every oil field in this country, including Old Mexico and Canada. He will point out the geological formations and conditions of this country, and explain their relations to petroleum and what it takes to make up an oil field.

The Clarno Basin Oil Co. have recently opened offices in the First National Bank Bldg., The Dalles. Its personnel is made up of some of the

Local Firm Is Honored

We have just been advised that the Crandall Undertaking Co., prominent mortuary organization of The Dalles, has been accepted into the fellowship of a nationally known group of funeral directors, known in the profession as the Order of the Golden Rule.

Funeral directors belonging to this order are selected by representatives from headquarters, who select for the honor of fellowship a funeral director whom they feel to be capable of upholding the ideals of the order.

It is considered to be an exemplary honor to be accepted into the fellowship of the order, since but one funeral director in each community can belong. The requirements are high and only such funeral directors as have a full understanding of the ethics and ideals of the profession completely measure up to the standards set by the order. The order lays particular stress on the necessity of rendering a service to humanity in the time of need that is modern and comprehensive, and at the same time so moderately priced that it is within the reach of all, even those in the most humble of circumstances.

The Golden Rule funeral director in each community identifies himself as a member of the national order by means of a symbol, which consists of an armored knight with raised visor who supports with his right hand a shield, bearing the motto: "Service Measured Not by GOLD, but by the GOLDEN RULE." In his left hand the knight grasps a drawn sword, as if to signify his readiness to defend the high principles inscribed upon the shield.

We feel that this community is fortunate in having in its midst a member of an order with such high ideals, and that the Crandall organization is to be particularly congratulated upon having achieved this distinction in their profession.

The railroad expense account for 1928 reveals that out of every dollar received in revenues they paid 43 cents for labor, 18.1 cents for materials, and supplies and 6.4 cents in taxes. The fourth largest item of expense was fuel, which, for the first time in history, cost less than the roads paid in taxes.

Read and subscribe for the Observer.

COUNTY FAIR WILL BE IN HIGH CLASS

SPEED PROGRAM, UNDER THE AUSPICES OF RACE ASSN. PROMISE TO BE GOOD

Dates for the 20th annual Sherman County Fair to be held at Moro, are Thursday, Friday and Saturday, 12th 13th and 14th of September and there is good grounds for the claim of the secretary and members of the board that it is "bigger and better than ever."

Fred Pickett, secretary of the fair, states that practically all arrangements are now completed, and that the people of Sherman county generally are showing the greatest interest in the fair that they ever have. Exhibits have been promised from every section, the livestock departments will show a lot of competition and the miscellaneous displays of every description will be large.

A large amount of interest is centering around the work of the boys' and girls' clubs this year. This has been one of the main features of the county fair for some time, and is increasing in importance annually. All of the county competitions are settled at the fair and the boys and girls selected to represent Sherman county at the state fair and at the Pacific International Livestock Show.

The speed program this year is in the making, one of the most promising the county has ever had. The Sherman County Fair is a member of the Mid-Columbia Racing Association, with the Oregon counties of Wasco, Gilliam and Sherman, and Klickitat county in Washington. This means that the fast horses of these counties will be at the Sherman county fair to compete, and some unusually interesting race programs are sure to result. Workmen are now busy at the fair grounds making final preparations for the fair, and Mr. Pickett is authority for the statement that all arrangements will be complete when the gates are thrown open.

Friday will be Dalles Day and business men of that city will once more sponsor a caravan to the fair. It is probable that this year will see the biggest crowd of Dalles people attend the fair at Moro this year that has ever been on the grounds.

Read and subscribe for the Observer.

Our Policy ...

of "Small Margins and Quick Turnover" has materially benefitted the people of Sherman county by lowering prices and raising the family bank account.

We hope to continue to be of such service to everyone who is interested in living within their means.

Citrus Washing Powder... 47c
two large packages ... 47c

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

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

MARCELLING
Every Wednesday, by Mrs. Frost of the Betty Anne Bob Shop of The Dalles. For appointments, phone 182.

AGENCY FOR WILLIAM'S CLEANERS AND MODEL LAUNDRY, THE DALLES



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
Phone 401, Hotel Moro, Moro, Oregon

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

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

Read and subscribe for the Observer.

Wasco Warehouse Milling Co.
Moro, Oregon

General Warehouse Business

Grain -- Feed -- Flour
Wood -- Coal

Fair Week

SEPT. 12-13 14 AT MORO OREG.

BOOST FOR AND COME TO THE

SHERMAN COUNTY FAIR

HORSE RACING

EXHIBITS THAT INCLUDE
LIVESTOCK FARM PRODUCTS NEEDLE WORK
BOYS' AND GIRLS' CLUB PROJECTS

BIG Carnival Features!

DANCE and Picture Show each Night

BUCKING Contests each day Between Track Events



For further information write to Secretary E. Fred Pickett, Moro, Oregon