

Auto Association Lists Fall Driving Dangers

Fall offers many dangers for the motorist due to changed driving conditions and the car owner will do well to keep in mind the following important items according to the Oregon Motor Association:

1. Falling leaves present a traffic hazard and the motorist should use caution in traveling over wet pavements or leaf-strewn roads.
2. Early twilight make it essential for the motorist to turn the lights on early and care should be taken to see that they are in proper condition.
3. Reopening of schools, bringing thousands of youngsters to the streets and highways, create the need for careful driving to avoid injury to these little ones.

Individual care will over come each of these threats to safety, according to the association, and car owners should feel obligated to use the necessary caution. It should be also kept in mind that the curve of deaths and injuries turns upward with the advent of fall and reaches its highest level during the winter. Cold weather is the danger period.

Why Julius Meier?

The time has come for a change in Oregon's political and economic affairs. It is time to place in the executive chair at Salem a governor who has the independence, the courage the integrity and the ability to bring about the successful execution of a comprehensive and constructive program of vitally needed reforms. Future prosperity of the state and the welfare of its people depend largely on the man selected at the coming election to take over the reins of government in Oregon.

Without an aggressive, fearless executive of unquestioned integrity, the people of Oregon can hope for little from the state house in the next four years. These splendid qualifications can be found in Julius L. Meier, one of Oregon's leading business men, who was nominated independent candidate for governor at a state-wide mass meeting attended by 5,000 voters.

Mr. Meier brings into a political campaign a new type of candidate. He is primarily a business man. His interests have been far from the field of politics as he has build a

mercantile institution second to none in the west.

Mr. Meier was drafted into this campaign. His business associate and intimate personal friend for 35 years, the late Senator George W. Joseph, won the republican nomination for governor of Oregon on a platform of defiance to the interests throttling state development. When he died before attaining the honors the state was about to confer upon him, before he had his opportunity to carry out the policies for which he had made an uphill fight for many years, the people of Oregon looked for a man to take up his fallen standard. The republican state central committee scrapped the Joseph platform and nominated their recent chairman. The supporters of Mr. Joseph were forced to look elsewhere for a man to carry on his principles.

They found the man in Julius L. Meier. The state which had been kind to him, in which he had built up a personal success, the people of that state whose cooperation had contributed to his outstanding record, were in need of a man of courage and independence. His closest friend for many years was gone but his work was unfinished. Julius Meier believed he owed a service to Oregon, its people and their late champion. He agreed to run.

There are many principles for which he stands but in the forefront is his pledge of strict economy in public expenditures and a business government with efficiency the sole criterion for employment of public servants. Only a real business man such as Mr. Meier can make such a pledge and live up to it. It is more than words with him. The emoluments of the office mean nothing to Mr. Meier. He is in the race solely from a desire to serve the people of Oregon and to carry out the principles of his lifelong friend.

The people of Oregon have offered to them in the candidacy of Julius Meier an opportunity to obtain as general manager of the state's business one of its outstanding business leaders. It is a most unusual offer and places in their hands the possibility of bringing into public service the same high degree of honesty, courage and efficiency which makes for success in private life. The future of Oregon depends on the voice of the electorate November 4th.

We can fit all kinds of people. Any size or weight. Crippled or deformed feet. Wernmark's Shoe Store, The Dalles.

On Oregon Farms

From College News Service, O.S.A.C.

Grants Pass Courier: Two car loads of cold pack blackberries, the first to be shipped out of the Rouge River valley, were shipped east recently. They will make the finest quality jellies and preserves. A total of 500 50-gallon barrels will be shipped. One grower with 25 acres produced 75 tons of berries which brought \$90 a ton, or \$6,750 and made a net profit of about \$4000.

Albany Democrat Herald: F. H. Graham, Portland, has announced plans are completed for erection of plant to make straw fibre for upholstery and packing purposes at Brownsville to be in operation by January 1. Farmers will be paid \$8 per ton for straw. 40 men will be employed and about 40,000 tons of straw required annually. Plant will operate the year around. There is an excellent market for products which the plant will make.

Roseburg News Review: The splendid 750 acre S. S. Thomas ranch on the Pacific highway south of Anlauff, in Douglas county, has been sold to Sharp & Webb Co., Lancaster, Calif., who will raise dairy stock to ship to southern California dairies. Los Angeles county alone requires 2000 cows monthly to replace and maintain its dairy herds. This is one of the largest land transactions made in southern Oregon this year.

North Bend Harbor: Eleven cars of green peas were harvested this year after the first cultivation of the acreage which the San Diego Fruit & Vegetable Co. set out to peas. These were shipped to eastern points and distributed by the concern. Next year a greatly increased production is expected as the soil will be in better condition and shipments to the extent of 75 cars are expected.

Baker—Application of sulphur to alfalfa lands is bringing profitable returns to Baker county farmers. W. C. Christianson of North Powder reports that sulphur increased the alfalfa yield on his farm 50 per cent. Exceptional increases are also reported by Armand Perkins of Haines, and Orvil Gross and Lovell Gover of Halfway. Orders are now being pooled by County Agent P. T. Fortner for a carload of this material to be

delivered to farmers of the county this fall.

Sutherlin Sun: The Oregon Hardwood Lumber Company will start construction shortly of a \$100,000 mill to cut oak lumber for furniture and flooring. H. J. Cole, Las Vegas, Nevada, president, states company is financed and mill will be built in the 485-acre tract in the Calapooia district, five miles west of Sutherlin.

Roseburg—Low price prospects and unfavorable weather conditions have greatly reduced the total output of dried prunes in Douglas county this year, reports J. C. Leedy, county agent. Some growers without driers made no attempt to harvest the crop, while others stopped operations before harvest was complete.

Corvallis—While a combination of high prices and cheap grain feed will naturally stimulate hog production in Oregon, H. A. Lindgren, animal industry specialist of O. S. C., warns farmers against being led into too heavy production. Although farm wastes, such as skim milk, whey, cull fruits and vegetables can be profitably marketed through hogs, it would be unwise, he says to put on more hogs than can economically be handled through use of pasture and farm waste.

Oregon City—Subsoiling demonstrations, by which hard pan ground never before plowed deeper than seven inches was subsoiled and chisel worked to a depth of 14 inches, were arranged in Clackamas county recently by J. J. Inskeep, county agent. The 30 farmers who were present plan to watch the results of this experiment during the next few years.

Work Completed

The underground water survey of The Dalles district and adjacent territory has been completed by Dr. Arthur M. Piper, associate geologist for the United States geological survey. Dr. Piper has left for Washington D. C., where he will prepare his report. The result of the study will be prepared and will be available about the middle of December. The report is being awaited with interest by local agriculturists, who are anxious to learn Piper's deductions as to the possibility of artesian water in this area.

Million Dollar Victory for Willamette University

Million Dollar Endowment Places Oregon Institution Among Highest in Country.

Faced October 1 with the task of securing \$40,000 in cash by midnight to make possible the completion of Willamette University's drive for \$1,000,000 additional endowment, a little group of 10 men affixed their names to a note of a local Salem bank, secured the money, assumed personal responsibility for the debt, and went home with the realization that Willamette University, 17 years older than Oregon, would begin the month with \$1,745,000 of productive endowment. The job was done.

Names of the few men who guaranteed the cash advance to make the full \$1,000,000 of additional endowment possible were not available from President Carl G. Doney but included in the donors were trustees and other friends of long standing.

Earlier in the campaign E. S. Collins of Portland had pledged \$50,000 when the campaign cash had come within this point of completion. Mr. Collins tendered his check of \$50,000 on September 30, and added \$7200 to help the cause along.

R. A. Booth of Eugene likewise tendered \$50,000 in-cash to bring the endowment totals to the desired mark.

This brings \$350,000 from the Rockefeller Foundation to complete the New Million Dollar Fund.

With this endowment completed Oregon again comes to the front with Willamette University ranking among the first three denominational universities in the United States on the basis of endowment per student.

Willamette University's balance sheet now shows property valued at approximately \$2,500,000. Buildings and equipment together with the Salem campus are valued at nearly \$1,000,000. The university is entirely free of debt, this being one provision precedent before any money could be obtained from the General Education Board.

WE PAY parcel post one way on all shoe repairing. Good quality work and leather. Joe Amore, The Dalles, next door Pacific Power & Light Co., opposite City Hall, The Dalles.

WE CAN fit all kinds of people. Any size or weight. Crippled or deformed feet. Wernmark's Shoe Store, The Dalles.

Moving EVER ONWARD To Your Service

BACK of the button you press so confidently to put Electricity to work, there is teeming activity. Men are on the move constantly to keep this boundless energy flowing into your home with seldom a momentary pause and never a protracted absence!

You snap a switch and a motor whirrs to work for you, at a cost of a few pennies an hour! And what work! Cleaning, washing, sewing, ironing,—what household task remains that a little Electric motor can not do? And do it quicker, better, cheaper! Back of every motor that moves so efficiently in your service, there is a dependable supply of energy to put it to work the instant you require it—through the

Pacific Power & Light Company

"Always at Your Service"

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

READ THE OBSERVER ALL THE TIME For The County News

Notice of Change in Store Policy

Beginning October 1st, 1930, including all September accounts, we will conduct our business on

STRICTLY 30-DAY CASH BASIS

Present day merchandising conditions forces us to pay our wholesale accounts in full each month and in some cases within a few days of purchase. The merchant today has no way to finance himself to enable him to extend credit for more than 30 days. All wholesale houses and buying organizations require accounts paid promptly and the merchant's credit is stopped if he does not comply with their terms. He also loses his membership in his buying organization if he defaults in paying his account and we must retain our membership in our buying organizations in order to compete with chain competition.

In the face of these conditions, which have existed for the past two years, we have tried to do our "bit" by extending credit longer than 30 days. This has resulted in a condition that makes it necessary for us to discontinue longer than monthly credits.

All accounts, without exception, must be paid by the 10th of the following month.

We want our trade to know that we have fully appreciated their past business and ask that you try to appreciate our present need for the change we are making and that we must make our collections each month or we cannot get more merchandise to sell

Our prices have always been based on prompt 30-day cash payment and are as low as will be found elsewhere

Walter A. May & Son

Moro, Oregon

L. R. Conlee