

Just Received!

Call and see them, we can please you in Style, Color, and Price.

Ladies Fall and Winter Coats

A new lot of Up to Date Coats for Ladies, Misses and Children

Now open for your inspection

Mens, Youths, and Boys Suits and Overcoats

Fall and Winter Suits have just arrived and we now have the largest and most complete line of clothing in the county Latest Styles, Most Fashionable Colors

SHERMAN TRADING COMPANY

MORO, OREGON.

JOHNNY ON THE SPOT

Car of Spuds at the City Market.

Avoid the Rush by Coming Early

Dont miss chance of Your Life

There is only one chance for each of us in a life time

Our Prices Lower Than Lowest

We Can Prove It.

Owing to the fact that We do our own work, employ no clerks Own the building we're in, pay no rent We don't carry a large line of goods, but aim to carry every staple in demand

We Can and Do

Sell Goods Cheaper Than Any

Store in the County.

J. W. MESSINGER & SON.

PIONEER BRICK, MORO, OREGON.

MORO PHARMACY

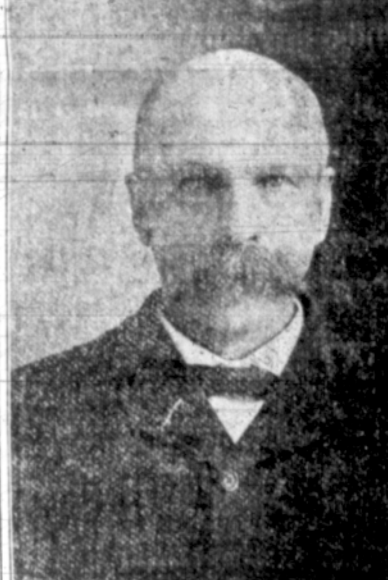
Expert, Experienced, Registered Pharmacists
Medicines Carefully Compounded.

FORMALDEHYDE. RUBBER GOODS, PERFUMERY,
BRUSHES, COMBS, SPONGES, CIGARS.

Any and all kinds of Patent Medicine Always in Stock.



WASCO MILLING CO.
HALF A SACK of our high grade flour is equal in results to a full sack of other brands. It's the best on the market for half the price. Uniform in quality and purity. The highest development of the miller's art, combined with the very best wheat that is raised in Sherman county.
Once tried—Always used.
WASCO MILLING CO.,
Wasco, Or.



Having purchased the Moro Flouring Mills and over hauled the same I want wheat to grind. Will pay the highest market price All kinds of grain steam dry rolled or chopped.

O. E. Edson, The Miller, Moro Flouring Mills.

The Eastern Oregon State Normal School

At Weston, opens Sept. 12th

Tuition Free. Board at Cost. Write for Catalogue.

Willamette University

Largest Denominational University in the Northwest
Christian, but not Sectarian.

Two New Buildings Adequate Equipment.
45 Professors and Instructors.
Two New Courses Added This Year
English Commercial and Electrical Engineering.

For Particulars Address
DEAN J. T. MATTHEWS or JOHN H. COLEMAN, President,
Salem, Oregon.

Oregon Life

The Policyholders' Company.

Clean, Economical, Well Managed.
A most desirable company to insure in.

Home Office, Commonwealth Bldg., Sixth and Ankeny, Portland, Oregon.

A. L. MILLS, President.
CLARENCE S. SAMUEL, Assistant Manager
L. SAMUEL, General Manager.

The Observer

MORO, SHERMAN CO., OREGON.

The price of The Observer is \$1.50 per year. 75 cents for six months. 50 cents for four months—but if paid in advance we accept \$2.50 in full for 2 years. Shorter terms than one year 12 1/2 cents per month.

Church and Society notices FREE, except when for money making purposes. Such notices at regular rates at the option of the publishers.

The Observer is prepared to turn out any class of up-to-date job printing. New stock, steam presses, new type. Satisfaction guaranteed.

FRIDAY Oct. 12, 1906

Moro will support a good shoe maker.

Moro will support a good tailor, mending, etc.

Moro must have a first class plumber, weather is getting cold and there are a lot of pipes to freeze.

Moro will support a good baker. Now you want to give Mrs. McGrath a cordial support in the bakery. See advertisement.

Inquire at The Observer Office if you want to get into a business of any kind in Moro.

Type-writer paper at The Observer office.

J. O. Elrod loans money for R. Livingstone. If you need any see him.

The Moro Flouring Mills want your wheat. Call and see Mr. Edson, he will treat you right.

Our offer of The Toledo Blade and The Observer at \$1.75 a year, will expire Nov. 15th.

Our "ads" attract attention and advertise. When you get our advertising, you get business bringers. Sample copies of this paper may be had at The Observer business office—5c. per copy.

If you want to get any money on your land, remember that J. O. Elrod loans money.

Latest maps of both Oregon and Washington, for sale at The Observer Book Store.

If you are in need of medicines you can get what you want at The Moro Pharmacy, and your credit is good.

O. E. Edson, of Moro Flour Mills, is in position to handle all wheat offered for storage. Charges 50 cts. per ton.

If you want your team properly taken care of at Kent drive to the Kent Feed Stable where E. Donly proprietor, will see to them.

Buy the genuine imported avaricious carbolineum; the imitation being offered is only a temporary remedy if at all. If genuine one application lasts for all time. Ask to see our sealed packages. The Observer Book Store.

The New Biggs is certainly a most deservedly popular hotel, and mine host, J. J. Heckard and wife, are entitled to a very liberal patronage. The table is supplied with everything nice, and the rooms are new, neat and clean.

Home news on every page of The Observer, all printed in Moro.

Pianos and Organs. The Gilbert Co. occasionally have instruments revert to them on account of sickness, removal of buyer, etc. We will sell such instruments at a very low figure. Write for description of piano bargains, terms, etc. We will watch for a bargain in you. Write today. Fischer Piano \$100. Smith Organ \$25.00. Gilbert Co., Stearns Bldg., Portland, Or.

CITY AND COUNTY.

Carbon paper, any size to order, at The Observer office.

Get one of our indelible pads and stamp for marking linen.

Pencils, 10 cents per dozen, rubber insert, Observer Book Store.

The Observer is the Sherman county paper you want.

J. O. Elrod loans money for R. Livingstone. If you want any see him.

Superior round nickel tipped and rubber foot pencils, two-for-10-cents, Observer Book Store.

We've got the tools and what more we know how to use them in this Print Shop. Come and see for yourself.

Inks, mucilage, cards, envelopes, paper of every kind, tablets, every style, at The Observer Book Store.

Stationery, paper, pens, ink, pencils and all sorts of extras, at the Observer Book Store.

The Observer is sustained by its own reputation. The Official Paper of The People.

After 1 p.m. Wednesday, it is very difficult for us to handle copy that calls for changes in the form.

If its a Book you want, The Observer Book Store is the place to find a variety to select from.

J. W. Messinger & Son have proven to their farmer customers that they are more than willing to help them sell their produce. They are now paying 25 cents per dozen for eggs, being able to do so through a contract with a storage company.

Avenarius Carbolineum is a germ destroyer. Decay being a germ, it destroys the cause of decay in poets or timber. The U.S. Government, the ORNCo., Multnomah county, and city of Portland, are making general use of it on bridge timbers, etc. It is the best chicken lice destroyer on the market, and will sweeten and preserve a water trough, pig pen, stable, etc., and keep away flies. It is a guaranteed article.

The Observer Book Store is distributor of the pure article in Sherman county.

The Observer has been established nearly 20 years, and it has some subscribers who have received it regularly for more than half a score of years. Many of these object to having the Old Reliable discontinued at the time of expiration of their subscriptions, and for their benefit, as for other reasons, we discontinue subscriptions only when notified to do so, except by agreement made at the time the account is opened, when it is noted upon the calendar to be discontinued promptly at the time specified. All persons paying in advance at the time of subscribing, will have the benefit of the \$2.50 rate for two years, or the \$5.00 rate for five years. We send The Observer to any responsible person who orders it, though they may not send the money with the order, with the understanding that they are to pay 12 1/2 cents per month for it, until such time as they may wish to take advantage of the above liberal discounts. From this date we are prepared to discount rates to all leading Weeklies and Magazines published in the United States, to any prepaid reader of The Old Reliable Observer. Come with the money—as that is indispensable.

The Illinois Central

Maintains unexcelled service from the West to the East and South, making close connections with all transcontinental lines. Passengers are given their choice of routes to Chicago, Louisville, Memphis and New Orleans, and through these points to the far east. Prospective travelers desiring information as to the lowest rates and best routes are invited to correspondence with the following representatives:

B. H. Trumbull, Commercial Agent, 142 Third St., Portland, Or.

J. C. Lindsey, Trav. Passenger Agent, 142 2d St., Portland Or.

Paul B. Thompson, Passenger Agent, Colman building, Seattle.

Born, to Mr. and Mrs. West Johnson, Oct. 7, a son.

Wedding Stationery, at The Observer Book Store.

Formaldehyde, Gasoline, Liquid Smoke, Wood Alcohol, etc., at Moro Pharmacy. Your credit is good.

Eaton - Hurlbut goods are well known. There is no other box and tablet paper so well known to the best users of stationery. It costs more than other paper any where else but at The Observer Book Store. We desire to emphasize this fact, leaving it to the user to judge whether or not this is not the fact.

When you use it, you have the satisfaction of knowing that you are using the best paper made.

LOW RATES EAST.

The O. R. & N. Company Announces Low Round Trip Rate.

The O. R. & N. Company has made a low rate of \$84.50 for round trip, Buffalo, N. Y., account the international convention of Christian churches, to be held at that place Oct. 12-17. Tickets will be on sale October 5 and 6. A choice of several different routes is given and stop-overs allowed in both directions. For further particulars in regard to routes, through sleeping car service, etc., call on or address C. W. Stinger, city ticket agent, O. R. & N. Co., 3d and Washington streets, Portland, Or.

Sherman County Courts.

Circuit Court, Hon. W. L. Bradshaw, J.,—3d Monday in March, and 1st Monday in October, annually.

Estate Court, Hon. G. R. Bourhill, J.,—1st Monday in each month.

County Court, G. B. Bourhill, J., A. M. Wright, Wm. Walker Comptroller, etc.—1st Wednesday in January, April and October.

To Patrons and Correspondents.

All locals will be run till ordered out, unless otherwise specified.

Don't send us for free publication anything of an advertising character.

Don't ask us to send you names and address of correspondents. That is a private matter between them and us.

Copy for ads, changes, etc., must be in the office before 2 o'clock p. m. Wednesday to insure proper care and attention.

Don't send us articles on politics, temperance or religion. Discussion of such topics only leads to violent and abusive language in the end.

Avoid personalities. Compliments delicately given are always acceptable, but even these must not be overdone, as the charge of incincerity is apt to follow a shower of pretty nothings spread broadcast.

AMERICA'S GREATEST WEEKLY

The Toledo Blade, Toledo, Ohio. Popular in Every State. Circulation 185,000.

The Best Known Newspaper in the United States. In many respects the Toledo Blade is the most remarkable weekly newspaper published in the United States. It is the only newspaper especially edited for National circulation. It has had the largest circulation for more years than any newspaper printed in America. Furthermore it is the cheapest newspaper in the world, as will be explained to any person who will write us for terms. The News of the World, so arranged that busy people can more easily comprehend, than by reading cumbersome columns of dailies. All current topics made plain in each issue by special editorial matter written from inception down to date. The only paper published especially for people who do not read daily newspaper and yet thirst for plain facts. That this kind of a newspaper is popular is proven by the fact that the Weekly Blade now has over 185,000 yearly subscribers and is circulated in all parts of the U.S. In addition to the news The Blade publishes short and serial stories, and many other matters of interest to every member of the family. Only one dollar a year. Write for free specimen copy. Address Observer Book Store Agent, Moro, Oregon.

THE BLADE, Toledo, Ohio.

Subscribe for The Observer.

Don't ever mix society with business.

Cash makes more friends than credit.

Anybody can do a friend a kindness.

Just wanting never brings anything but want.

A small man in a big place generally gets smaller.

Running your face for too much lace brings disgrace.

It don't pay to become impatient not even with a mule.

Even an angel will look better for having had a beauty sleep.

Mistakes are blessings when we don't make them over again.

Civility will compel any man's respect and win any woman's admiration.

It takes nerve to be kind to your enemy, but that is the only way to beat him.

The father of J. B. Mowry, a sprightly old gentleman of 82 years is visiting from Lodi, California.

Dr. Ray W. Logan and family, and Mr. and Mrs. Heacock, got away for LaGrande, their new homes, on the 7th.

A. C. and Sherman Huff, of the John Day settlements, are on a trip to Alberta.

H. O. Shugart has temporarily left Moro, filling an engagement in his line at Echo.

Mr. and Mrs. Herman Dierks of Dalles city, were up this week looking over their Rutledge farm prospects with Mr. Wilcox.

A crew of 10 high school young men have been picked in Sherman county by an O. R. & N. contractor, and left this week for Pendleton, to work on bridge construction.

Charles Bullard and Mrs. Myrah Brown were married in this city on the 7th, by Rev. A. J. Adams. We wish the happy couple a long, prosperous and happy voyage of life together.

Conductor W. E. Lytle, of the C. S. Ry. passenger, has been elected mayor of Shaniko. Alfred Wright, of the Columbia Southern hotel, has taken Mr. Lytle's seat in the common council.

L. W. Ross, the Wasco Jeweler. For watch repairing, jewelry manufacturing, and up to date stock of watches, jewelry and optical goods, call on L. W. Ross, Wasco, Oregon. Nineteen years experience.

Rev. A. J. Adams left on the 8th to attend the meeting of the Presbyterian synod at Newport. Mrs. A. accompanied him as far as Portland. O. W. Axtell left on the same mission Tuesday.

Grandpa Isaac Thompson and wife are off for a visit to their son Richard, at Cascade locks, and to other relatives in Clackamas. The duration of their visit will be measured by weather conditions.

J. W. Engberg, one of the leading farmers of Gilliam county, estimates his loss, from the short wheat crop at 10,000. But Jim long ago placed his desperandum over his door, and will have as many acres growing for 1907 as ever.

This sanctum was decorated with a lovely bouquet of roses, and other pretty flowers and trimmings, on the 7th. The donor, Mrs. David Fulton, who was up from her farm on a shopping tour with Mr. Fulton, has our thanks for the kind remembrance.

Mr. and Mrs. Elwood Thompson are preparing to move to the Trout lake region, Washington, where he has bought 500 acres of land, stocked with cattle, and upon some of it clover is now knee high. Elwood says it is as perfect paradise as can be found on the earth.

The primary classes of Moro public schools, enjoyed a picnic at Robt Villa Grove Saturday. J. M. Dunahoo sent a 4-in-hand loaded with 20 gleeful youngsters, besides which a cavalry of mounted boys attended.

Fred C. Matthias will winter on his Klondike farm.

Mr. and Mrs. Fred W. Matthias went shopping in Dalles city last week.

Tourist tags, with your name on, printed while you wait, at The Observer Book Store.

Three Dollar Gold Fountain Pen for \$1, at The Observer Book Store, this month. A hard times bargain.

Mrs. E. V. Littlefield is again at home, after a very charming summer outing, spent amongst friends and relatives in Yamhill county.

Little Miss Loraine Johnson celebrated her 12th birthday anniversary on the 11th. She was the recipient of numerous appropriate gifts.

Rev. Rubicum, successor to Rev. Cook, pastor of the M. E. Church, looked in upon Moro, en route to the Grass Valley parsonage, where he is to reside.

Salt is the latest device for laying the dust in roads. A good old-fashioned rain storm is all that Sherman county needs to lay the dust and make the roads good.

What is the difference between that old Diekman barn on First street, and Senator Platt? The first is about ready to collapse, and the latter has already done so.

Curtis Johnson is teaching the school in historic old Meacham, the famous Blue mountain rendezvous for pilgrims in the days which tried men's souls on the trail to Oregon.

The Kent Recorder comes to us this week in full costume and up-to-business as usual—certainly a very lively corpse. The person who reported its demise was not distributing straight goods.

Shippers of the country may lose several million dollars in the next few months because of a famine in railroad cars, charged to slowness of railway magistrates. It affects every nook and corner of the United States—even Moro.

Mr. and Mrs. Fred Hennagin are now at home in the M. Damon farm residence. Fred has a long lease on the farm, which is one of the best in Sherman county, and we wish the young couple ample prosperity in their new beginning.

A Dalles city merchant asked a Sherman county lady with whom he was trading: "Where is Sherman county?" Eyeing him a moment she advised him to read The Observer, and find out. The question was indeed simple. But—Comment is unnecessary.

A Portland feed store man has contracted for 1,000 tons of Morrow county wheat-head hay. The Iowa paper says "this is another step towards diversified farming." This little 1,000 tons jag of hay means one more dollar in the county for every man, woman and child there.

Emer Heath, of Heath & Son, Grass Valley, is a frequent visitor in Moro of late, and we are always pleased to see his smiling face darkening our sanctum doorway. Father Heath is enjoying a visit in Michigan this fall, with some of the old time Wolverines whom we knew when we were boys.

One of the thrashing incidents of this season not down on the payrolls, was when a workman threw the big belt off just as J. H. Elliott stooped under it to look into the machine. It turned his head audaciously, striking him straight on the back of his neck going at the rate of about 60 miles a minute, but fortunately no bones were broken.

It is reported that the Biggs special is to be extended to Walla Walla. Walla Walla has been clamoring for a through-daylight service and one that would do away with changing at Wallula. As it is now only a sleeper goes through. If the change is made the train will leave Portland in the morning, arriving at Walla Walla in the afternoon. Another would leave Walla Walla in the morning, passing thru Biggs about 2 p. m., reaching Portland in the evening.

Page is selling a car load of spuds at the City Market. See Johnny on the spot.

Melville Miller, accompanied by his sisters, Ora and Fannie, left for college this week.

Lost. Silver thimble, engraved: "Neva." Finder please leave at the Observer Book Store, for Mrs. W. B. Johnston.

The Dorcas Society met with Mrs. Fordyce Wednesday. The meeting will be with Mrs. C. L. Ireland, next Wednesday.

Prof Bryant is making preparations for an educational entertainment of a high order at the coming Institute, to be held in Moro, Oct. 23d, 23d and 24th. Program next week.

If Moro had a coal mine, and a mountain belt of timber, as handy as Heppner has, our mills would be grinding flour, and our ice plant would not be shut down for want of fuel.

Prof. Bryant returned Tuesday from the teachers' meeting in Salem which was an event of striking interest in educational circles, the results of which will appear in due time in Oregon.

It is a fact, though one hates to admit it, that the modern laundry sends out clothes as clean and germ free as it is possible to make them. The garments, in the process of washing are thoroughly sterilized and rendered germ proof. Nor is there any possibility of vermin coming in contact with them. Laundry work done at home is not always as satisfactory, from a hygienic point of view. If steam laundries would only find some way to wash and iron the clothes without tearing them to pieces, the result would be ideal.

Royal Baking Powder

ABSOLUTELY PURE

Healthful cream of tartar, derived solely from grapes, refined to absolute purity, is the active principle of every pound of Royal Baking Powder.

Hence it is that Royal Baking Powder renders the food remarkable both for its fine flavor and healthfulness.

No alum, no phosphate— which are the principal elements of the so-called cheap baking powders and which are derived from bones, rock and sulphuric acid.

ROYAL BAKING POWDER CO., NEW YORK

BANKING BY MAIL

We pay 4% on time deposits, current rates on savings accounts, receive deposits subject to check, and do a general banking business.

You can have the advantages of a strong bank at your very door by using the mails.

Send us your deposits. Acknowledgment will be sent you by return mail. Savings accounts received from one dollar up.

Open an account with us and note how rapidly it will grow.

J. FRANK WATSON, President
R. L. DURHAM, Vice President
W. H. FEAR, Secretary
S. C. CATCHINGS, Asst. Secretary

Investment Trust Company

247 WEST ST. PORTLAND, ORE.
CAPITAL STOCK \$100,000.00