

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.

The Observer

MORO, SHERMAN CO., OREGON:

The price of The Observer is \$1.50 per year—15 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. 19, 1906

Wedding Stationery, at The Observer Book Store.

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

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.

The Local Churches

Moro M. E. Church

Opening services for the new conference year Sunday, October 22d, by the pastor, E. H. Rubicam. Special music by Mr. James Patterson, of Waucoma, Iowa, a guest of Mr. and Mrs. J. G. Johnston, of this city. A kindly welcome to all.

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

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

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.

Frank F. Toevs, of Portland, for many years city editor of The Salem Statesman, and later with the Albany Herald, spent half a day in Moro last week in the interest of Hazlewood Creamery Co., which is rapidly forging to the front as one of the leading industries of Greater Oregon.

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

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

Buy the genuine imported avian carbolium; 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.

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 for you. Write today. Fischer Piano \$100. Smith Organ \$25.00. Gilbert Co., Stearns Bldg., Portland, Or.

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

A CARD.

Having severed my connection with the Sherman Trading Co., I am now installed at the Wasco Commercial Co., at which place I would be pleased to meet my old friends and neighbors. J. C. Freeman.

Heating stoves galore. Carmody Bros.

Snowy East and Balmly West this week.

Neil O'Leary was a business visitor in Moro, Monday.

Mr. and Mrs. C. K. Cochran are spending a week in Portland.

Have you inspected that Heater? We have it. Carmody Bros. Moro.

A couple of La Grande councilmen are in the limelight—accused of extortion and graft.

Those cows that Mrs Pike desires to dispose of, are direct descendants of the Ladd Farm stock.

Mrs. L. Shatto, of Iowa, sister of P. P. DeMoss of this city, will spend the winter in Sherman county.

Artist Braeb's brushes are putting the finishing touches on Wm. Henrich's new residence in Moro.

Demoss springs onions take the cake, the cook; yes, the entire bakery this year, as produced by P. O. DeMoss. We have one which measures 14 1/2 inches in circumference. It cost 18 cents to get it here from the springs, and it flavors the establishment like a wagon load of ordinary onions, and is strong enough to help The O. Man up the hill. If you want onions for winter try the P. O. D. M. brand—90 bu. per acre.

Moro will support a good tailor, mending, etc.

Mr. and Mrs. F. W. Matthias were guests of Mrs. Carl Peetz, at dinner on the 15th.

Dean Hayes is laid up from a foot ball rush at college which broke his shoulder blade.

Oil Heaters and Lamps, advertised by the Standard Oil Co., for sale by Carmody Bros.

Mrs. G. T. Parr will leave tomorrow on a visit of several weeks with relatives and friends in California.

Hans Thompson, A. Dillinger and John Christiansen, in part represented Monkland in Moro Saturday.

Mrs. Carrie Jackson took in the Hood River Valley Fair while Will made a business trip into Gilliam county.

A. M. Boyer, long an invalid at his home in Grass Valley, died on the 13th, highly respected by all who knew him.

Mrs. Cushman raised some very nice peaches in her Moro orchard. Her garden was well tended and carefully protected.

W. A. Murchie bought all the mules of L. Barnum and J. R. Martin, advertised for sale in The Old Reliable Observer.

The city council are still wrestling with the water proposition. No settlement of the vexed question has yet been reached.

Mr. and Mrs. Moretz were presented by the Stork with a very pretty babe last Friday night. The little one was gladly welcomed.

Jos. Patterson, of Waucoma, Iowa, is visiting Mrs. J. G. Johnson, Mrs. Wm. Henrichs, and other old-time Iowa friends in Sherman county.

Mrs. McCullum and J. F. Foss and family, have moved into Mrs. McCullum's new residence property recently purchased from Dr. Logan.

Senator Wheelton has invested considerable money in coal mines of high grade in Sherman county, which is soon to become the nucleus of a big manufacturing industry at Rufus.

Mrs. M. W. Mathieson and Mrs. F. W. Orth, guests of Mrs. Adolph Heydt, left for Portland on the 14th. Mrs. K. Heydt, who has been visiting her daughter in Portland, Mrs. A. E. Cousins, returned Monday.

Wamie Bee, Mrs. Nevada Illingworth has returned from Leavenworth, Kansas, where she spent two months visiting her mother. Her daughter, Mrs. Donnelly, was keeping house for the father during the absence of the mother.

Mayor J. O. Elrod and family are off on a trip to Southern Oregon. Drain is the objective point, where Mr. Elrod has a 1100 acre farm over which a railroad is trying to force itself, regardless of the owners' wishes as to value of the right of way.

Barnum Bros. have dissolved the partnership ties that have held them as one in this county since the youngest member of the firm attained his majority. Ladru takes sections 19 and 20, and the city property in Moro. Art. H. takes section 32, and the west half of 5, and west half of 8. Elvin E. takes the north half of 35, west half 9, and east half of 8. Personal property was divided equally among the three.

A very pretty double wedding occurred in the Hotel Moro parlors Sunday afternoon, Rev. E. H. Rubicam officiating. The contracting parties were popular young people from Rutledge: R. H. Wilcox and Miss Bessie Carmical, and G. A. Simon and Miss Arna B. Wilcox. We extend to them the customary salutation, "Long life and happiness attend each one of you." The next day Rev. Rubicam was the guest of the happy couples at the Hotel Moro. During the day the young folk had a group picture taken by Artist Raymond, with Rev. Rubicam in the foreground holding The Book open, partly facing the bride, partly facing the groom.

Moro will support a good shoe maker.

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

See Standard Oil Co.'s advertisement on the 2d page of this paper. Carmody Bros. have the goods.

Another sorrow has visited Henry Wakerling, of Bake Oven, in the taking off of his wife, who died ten days ago aged 60 years. We extend our sincere sympathy to the stricken family. The loss of a devoted wife and mother is the greatest loss on earth.

Mrs. F. W. Matthias paid us a very pleasant visit on the 15th. She is rather lonesome at times since her children are all abroad most of the time. Miss Amelia is in Illinois, and perhaps will remain there as her health is much better than it was in Sherman county.

A. C. Thompson was called from Riverland last week to investigate a disease among his horses, about ten or more of which were so badly afflicted with sore mouths that they could neither eat nor drink. None died, and all of them are now getting along nicely, under treatment by V. S. Sanders.

Hon. B. F. Pike attended the Irrigation Congress and the Hood River Valley Fair last week. He is mortgaging his legislative salary in the interests of his constituents, and when he gets to Salem may have to do chores for his board, but bear it in mind that he will be one of the most industrious members of the house.

The city residence of Ex-Mayor Ladru Barnum was brilliantly lighted during the evening of October 13th, in honor of Dutch Whist. Invitations to attend were issued earlier in the week by Mrs. Barnum. Before the evening passed all knew what Dutch Whist was like, and as playing which Mrs. Wm. Morrison received ladies' first prize, a nicely painted plate. Mrs. H. S. Ward, for ladies' 2d prize, received a dainty tooth pick holder. Dr. O. J. Goffin received gentlemen's 1st prize, a painted serving tray, representing a Dutch scene. Adolph Heydt received the gentleman's consolation prize. After the game refreshments were served, after which Mr. E. V. Littlefield favored the company with a characteristic Dutch dialect song, with piano accompaniment by Mrs. G. I. Parr. The party dispersed about midnight with thanks to their entertainers for a most enjoyable evening.

"you and I."

Before man parted for this earthly strand,

While yet upon the verge of heaven he stood,

God gave a heap of letters in his hand

And bade him make with them what word he could.

—Matthew Arnold.

Had I been there, on that red letter day,

And God given me an alphabet to try,

Two dozen letters I'd have thrown away,

And spelled Lives' Happiness with U and I.

—The Delineator.

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.

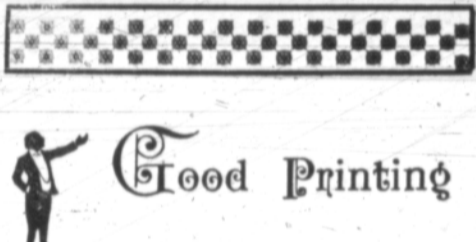


WASCO MILLING CO.

HALF A SACK of our high grade flour is equal in results to a full sack of other brands. 'Tis the best on the market for half again the money. 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.



Good Printing

conveys an idea of success. You may never see the man himself. It's his letter head, his envelope, his business card, circulars or catalogue. You size the man up by these things. What impression of a man and his business do you get if he writes to you on wrapping paper or axle grease stationery? How does yours look? Is it neat, tasty and modern? It is if The Moro Observer Job Department prints it. Better bring in that next job!

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.

FALL ANNOUNCEMENT

From Dry Goods, Clothing, and Shoe Departments

The new stocks for the Fall and Winter of 1906 and '07 are now complete. Every section in our big Dry Goods, Clothing and Shoe Departments is full, almost overflowing, with the new goods. Comparatively little was carried over from last winter so that our goods are virtually all new this year. The lines are all heavier than last fall—fully one-third more goods in the store now than was to be found here at the same time last year.

Important Notice is called to the fact that our prices are on a cash basis. While we do some credit business—yet—all goods are sold on a cash basis and are as low as you will find in any store that does business strictly for cash.

- First—Our interest to trade at this store for several reasons.
 - Second—Our stocks are very large.
 - Third—Our assortments are as good as you will find in much larger stores.
 - Fourth—Our values are the best that experienced buyers could find and carefully selected.
 - Fifth—We sell everything at cash store prices, thus insuring you the best values for the least money.
- As a matter of business we invite you to investigate for yourself.

DRY GOODS DEPARTMENT

Satisfactory fall purchases may be made in the Dry Goods Department at all times and especially at this season. The new lines are complete in Domestic, Outings, Prints, Gingham, Flannellettes, Kimono Cloths, Dress Goods, Hosiery, Underwear, Petticoats, Corsets, Gloves, Neckwear, Belts, Buttons, Leather Bags, Fancy Art Goods, Handkerchiefs, Ribbons, Notions, and Ladies ready to wear goods such as Waists, Wool Skirts, Suits Coats, Gowns, etc., and many other articles too numerous to mention.

A wide range of styles are shown in each line. The values are the best we have ever shown, and the prices are extremely low. We invite you to send for samples, and any other information you may desire.

A Guarantee goes with every item sold. If anything does not prove worth what you paid for it, we will cheerfully make good by either replacing same with new, or in some satisfactory manner.

CLOTHING DEPARTMENT

Now is the time to make fall purchases in this department.

Satisfactory Clothing. In the late fall styles, is now on sale. We can fit any figure and guarantee every suit to be worth every cent you pay for it. A look will convince you that this is the place to buy clothing.

Furnishing Goods are here in great variety of styles. Here are a few good lines. Dress or Work Shirts; fine wool, union, and cotton floeced underwear; worsted and wool half hose; silk, linen, and cotton handkerchiefs. All the new ideas in neckwear at popular prices; all prices in separate trousers; Boys clothing and furnishings; Mens' and Boys' hats, caps and toques; Mens' and Boys' gloves collars, etc.

Send for anything you want in these lines, stating size and price, and we will give you as good value as possible.

THE SHOE DEPARTMENT.

Our Shoe Department is the largest in Eastern Oregon. Everything good in the shoe line for Men, Women and Children.

Mens Shoes should be made for service. Whether you buy a dress shoe or one for every day wear, you want it to last. Every pair of shoes we sell is guaranteed to last.

The fit has something to do with a shoe, too. Our shoes fit comfortably. Style also plays an important part. We show over 35 styles for men. Price is also important. You name the price and we will show you the best shoe made at that price.

Ladies Shoes are here in all leathers, such as vicci kid, patent colt, kangaroo calf, etc. All sizes and widths are to be found in over 25 new, nobby styles. If you buy a shoe here it will wear the full time.

Boys Shoes this is the place to buy your boy's shoes. Our boy's shoes are the best that skilled workmen can produce. Try a pair and see.

Childrens Shoes in a wide range of prices and leathers.

Freight Paid

We prepay all freight charges on bills of goods amounting to

\$25 and over

THE Edward C. Pease Company

The Dalles, Oregon.

\$25 purchases

Are sent anywhere free of charge. It is easy to buy a bill amounting to \$25 at this store.