

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. 75 cents for six months. 50 cents for four months—but if paid in advance we accept \$2.50 in full for 3 years. Shorter terms than one year 15% extra 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.....Nov. 9, 1906

Heating stoves galore. Carmody Bros.

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

Sample copies of this paper may be had at The Observer business office—5c. per copy.

It is no longer guess work. Moro has a practical plumber. See Emmitt Sells, at Carmody Bros.

Three Dollar Gold Fountain Pen for \$1.50. The Observer Book Store, this month. A hard times bargain.

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 subscribers are now in the line of business 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. The new subscriber for 1907 who sends \$1.75 for the new volume at once will receive free all the remaining issues for 1906, including the Double Holiday Numbers; also the Companions' 4-leaf hanging calendar for 1907, lithographed in 12 colors and gold. New subscribers may be accommodated by sending their order through The Observer Club. Apply to The Observer Book Store, 244

The Youths' Companion for 1907.

Announces among the attractions of its 52 issues for 1907
Two Hundred

Practical papers, serviceable to young people who have their way to make in the world, helpful in their relation of life, useful in the home; particularly the regular series, "Till the Doctor Comes."

Two Hundred and Fifty

Capital stories, humorous stories, character stories, stories of life on the farm, in the great cities, on the sea, in the wilderness. Among them will be 5 serial stories, by 5 Companion favorites. There will be a series also based upon incidents in American history, illustrative of life and times in America from the first colonial planting to the close of the civil war.

One Thousand

Short notes, giving concisely, clearly and accurately, the important news of the times in public affairs, and in the fields of science and industry.

Three Hundred

Contributors giving assurance that every need and every taste among Companion readers will be satisfied. Gov. Folk, Edward Everett Hale, Margaret DeLand, Gen. Greely and others.

Two Thousand

One-minute stories, anecdotes, bits of humor, sketches which take not more than a minute to read. Always new, always well told, and in great quest by preachers and after-dinner speakers.

A Full Announcement

Of the new volume will be sent with sample copies of the paper to any address on request. The new subscriber for 1907 who sends \$1.75 for the new volume at once will receive free all the remaining issues for 1906, including the Double Holiday Numbers; also the Companions' 4-leaf hanging calendar for 1907, lithographed in 12 colors and gold. New subscribers may be accommodated by sending their order through The Observer Club. Apply to The Observer Book Store, 244

AMERICA'S GREATEST WEEKLY

The Toledo Blade, Toledo, Ohio. Popular in Every State. Circulation 105,000.

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 105,000 yearly subscribers and is distributed in all parts of the U.S. In addition to the news The Blade publishes short and serial stories, and many departments of matter suited 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.

A man and his wife, wanted to work on a farm in Williamson county. Address The Observer office.

Grandpa Morry has returned to his California home. Mr and Mrs J B accompanied him to Portland.

DeMoss Bros. have gone into the storage business. Their first consignment was 100 tons of hay by Mayor J O Elrod.

The Moro Flour Mill sharpened its whistle Monday morning, and again tackled the wood pile; grinding for the San Francisco market.

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.

Dr O J Giffin returned from a professional visit to Portland on the 7th.

Mrs C G Hule and daughter, returned on the 7th from their eastern visit.

Buy your potatoes at Barnett's, \$1.40 @ 100 lbs., and get tickets on the automobile.

Pencil holders, that hold the pencil in any pocket, at The Observer Book Store.

W. C. Bryant, Attorney-at-Law, has opened an office in the Barnum brick building.

Miss Julia Woods is teaching in Umatilla county this winter.

T S Eaton and family have returned to Wasco from Iowa.

Beef by the quarter 5 cents per pound, at the City Market, Moro.

Artist Robert Brash has placed the finishing touches upon the new Matthias home and F C has moved into it.

F W Matthias has recovered the work horses advertised in The Observer last week, but we did not get the particulars.

The Ladies Aid Society contemplate giving a drama and oyster supper the latter part of this month. Particulars next week.

Changes announced in President Roosevelt's cabinet do not involve the secretary of the interior. The custodian of the irrigation funds is retained.

Mr. and Mrs. Erskine celebrated their golden wedding anniversary Nov. 2d. Abiel Erskine and Harriett Jane Rust, were married at Windsor, Maine, Nov. 2, 1856.

Geo E Moore, formerly of this county, is now farming near Clem, which increases the list of The Old Reliable at that postoffice. Fortune seems to attend regular patrons of The Observer.

E. W. Dooley, the North Yakima horse buyer, says he has paid \$27,500 for Sherman county horses this year. They were for Washington markets. Dooley knows where to find good horses.

Organized capital in modern industries is a necessity says Attorney General Moody. To what lengths that necessity may lead is what gives concern to the practical statesmanship of the time.

Sixteen informations were made last Friday against the Pullman palace car company charging it with serving and selling milk and cream on its dining cars that had been adulterated with formaldehyde.

Popular sentiment amongst the newly classified "Beaver" population in Old Webfoot, seems to favor damming the Wallamet and Columbia rivers with saw dust from the mills, since the district attorney at Oregon city declares it is impossible to get a jury to bring in a verdict in accordance with law—and the facts in the case.

The new advertising man, A C Jackson, Esq., has arrived in Portland to take up his new duties as head of the advertising department of the Harriman lines in Oregon, succeeding Rinaldo M Hall, resigned. Mr Jackson has for several years been connected with the passenger department of the S P Ry and merits this advancement. He is pronounced a genial and accomplished gentleman.

Hearst, the "cockroach" candidate for governor of N.Y. State, who has spent bushels of money and sinned himself into purgatory in a vain struggle to gratify an artificial ambition, is defeated by Hughes, the regularly nominated republican candidate. Congress will have a good working republican majority. We fear that Gov Gooding is defeated in Idaho, because of Roosevelt influence to "help" Mr. Rayburn "out" of the U.S. Senate. His interference in New York cost Mr Hughes many thousands of votes. As a "federal office-holding politician" the President deserves to be sent away back to a seat on the Jack Matthews bench.

November 22d the second lecture in the course at Moro Opera house by Marshall Choate Crouch, "The Simple Life," said to be a most timely masterpiece, an original production filled with facts, clever in criticism and overflowing with interest, should be heard by everybody, and especially by all who desire to feel the spirit of the times, and learn a practical lesson opposed to the death pace of the hour. Mayor Elrod is doing his level best to fill the bill with a high standard of literary and forensic attractions in Moro this winter, and we hope to see his effort rewarded. "The Simple Life" is a drawing card, and will hold the attention of those who know what a good lecture is. Secure your seats. Box sheet at Moro Pharmacy.

See W. C. Bryant for insurance. He will save you one-third.

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

Roy Powell is in Crook county this week, gathering up a band of work horses.

Don't use pins to pin your papers together. Try the best clips, at The Observer Book Store.

Sherman county potatoes, good ones, 2 cents per lb., for sale by J. W. Messenger & Son.

Our "ads" attract attention and advertise. When you get our advertising, you get business bringers.

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

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

Bert Miller, of Monkland Flyer fame, has his stables covered in; now let the rains fall and The Beautiful "scurry."

One of the happy surprises at this season of the year, is to find the old overcoat looking better than you thought it would.

Mrs J O Elrod went to Portland to meet her mother, Mrs Cook, of Minnesota, who came out to spend the winter with her in this city.

Carl Williams of Grass Valley is seriously thinking of locating either at Dallas city or Hood river. Miss Beulah is now attending school in the Dalles.

Mrs Rosa McMillen, granddaughter of Ned Florer, late of this city, daughter of Mr and Mrs Ezra Sexton, whose death occurred at Hood river last week, was buried in the family lot at Moro.

Bro Edson, the Moro Flour Miller has produced a quantity of Gemma which for quality rates above the general average of breakfast foods. What Mr Edson cannot make from grain nobody else need try.

The railway company got in a t-r-o-u-b-l-e-o-u-s hurry last week and flooded The Moro Flour Mills with fuel. Bro. Edson "prayers" were finally answered and he had a car load to give the poor, through Mr Hornaday.

Obituary: Judge and Mrs W L Bradshaw, who have returned from their trip to New Orleans, are enthusiastic over the pleasure it afforded. The judge was particularly pleased with the proceedings of the Knights at the Crescent city.

Basket Ball. Moro High School girls v. Dalles High School girls, at Moro Opera house tonight (Friday) Nov. 9th. Notice is very short, but tell your neighbors and fill the hall. It will be well worth the price, 25 and 15 cents, and is in aid of education.

Line Supt Cronk, of this division of telephone service, has this week connected the residences of Attorney W H Ragdale and E S Hornaday, manager of the Wind River Lumber Co., with the completed system. The telephone has become indispensable in all well regulated homes, as well as places of business.

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.

Andrew and B F Ireland of Kent, were guests of Owen Thompson at upper Hay canon last week, where they joined Ora Ireland, and the bachelors quartet condoled together and passed a series of resolutions congratulating Charles Bullard on his escape from the thralldom of single blessedness. Now girls, look at that; four nice young men willin' to be captured. O, why can't women propose where men are so well suited to settle for life, but are too bashful to "pop the question?"

Yakima county producers cleaned up \$750,000 on the 1906 apple crop. It was the largest in the history of the valley, and was exceeded by that of no other district in America. The crop of peaches and pears, second to the apples in extent, almost equalled apples in percentage of production. With the acreage that has been planted to fruit, particularly apples, in the last two years, it is predicted that in five years the returns to the growers of Yakima will be ten times what it is estimated for this year. And with the orchards that will be planted in the next two years producing fruit the crops of the valley will be more than 12 times greater in 7 years.

NOTE—Safety lies in buying only Royal Baking Powder, which is a pure, cream of tartar baking powder, and the best that can be made.

Subscribe for The Observer.

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.

THE DALLES HOSPITAL

One of the leading institutions in Eastern Oregon. The capacity of which has been increased in the last five years from 20 to 40 beds. One of its leading features is its modern operating room which is second to none on the Pacific coast. This institution is under the direct supervision of

Drs. Ferguson & Reuter.

MANY A \$20 WATCH

Is of no use because it needs a dollars worth of repairs. A watch in that shape represents money that isn't working, and money that does not work doesn't do its full duty.

If you own a helpless, useless timepiece, why don't you bring it to our repair department? We are well equipped to change it into an article that you can again depend upon.

Of course we charge for this service according to the extent of the repairs that are necessary. But in any event the amount will be very small, very small indeed, compared with the advantage of having a "stopped" watch turned into a reliable timepiece.

L. W. Ross, Jeweler, Wasco, Oregon.

NO LONGER GUESS WORK

see E. Sells

For Plumbing, Pump, and Tin Work

Leave Orders at Carmody Bros

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 health and economy. 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 catalogues. 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 your look? Is it neat, tidy and modern? Is it The Moro Observer Job Department prints it. Better bring in that next job.

SPECIAL SALES CONTINUED

Full Particulars in Two Preceding Issues.

You have been reading about the Special Sales being carried on at this store. In the two preceding issues of this paper we have told you full particulars of these sales. Today, we are glad to announce the continuation of these sales and invite you to come and examine the special offerings. It's greatly to your advantage to buy in the lowest market.

If you cannot come, you can use the mail. Mail orders filled same day as received. Anything found unsatisfactory, in any way, may be returned at our expense. All orders amounting to \$25.00 and over will be shipped free, all freight charges prepaid.

Dry Goods Department

A few of the sales now on

White Wool Blankets about one fifth off.

Wool Remnants almost half off.

Corsets reduced from one to two thirds.

Calicoes, Percales, Outings, Ginghams, Muslins, Shirtings, and other domestics at

Big Price Concessions

Ladies Neckwear reduced about one quarter

Ladies Belts reduced about one quarter

Dress Goods at special prices

Cotton Blankets at low prices

Underwear and Hosiery Specials

Clothing Department

Sale of Mens' Trousers

Mid-Season Clothing Sale all of November

Many good values in Mens' Underwear

Watch for announcement and full particulars

In next weeks Observer for sales to begin in this department.

Shoe Department

Mens' \$3.50 and \$4.00 Shoes now for \$2.85

Mens' \$6.00 Shoes for \$5.00

Many extra shoe specials for men at \$2.00, up

Many extra shoe specials for women, including

values up to \$5.00 to sell at \$2.95

THE Edward C. Pease Company
The Dalles, Oregon.