



If you care to see how much like one of these men you can look, just drop into our shop and try on one of our suits or overcoats.

We are now displaying a very pleasing variety of fabrics in these garments. Style and durability combined and prices very moderate.

Suits \$10 to \$25
Overcoats \$8.50 to \$25

Something For The Ladies

Ladies Furs, Sweaters, Dress Goods, Underwear, Hosiery, Corsets, etc., at prices that are absolutely right.

Moro Commercial Co.

The Observer

MORO, SHERMAN CO., OREGON:

FRIDAY... JANUARY 13, 1911

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 12½ cents per month.

A Blue Mark here will answer an inquirer, when entered upon our calendar, giving the date of the paper as the date at which your current subscription expires.

Eureka Lodge No. 121.
A. F. A. M. Moro, Or.
Meets the first and third Thursday evenings of each month. Visiting members cordially invited to meet with us. By order of W. M. J. M. PARRY, Secretary.

Bethlehem Chapter No. 78 O. E. S.
Regular communication each 2d and 4th Thursday evenings monthly. By order of W. M. Mrs. HELEN PARRY, Secy.

Moro Lodge, No. 113, I. O. O. F. Moro, Or.
Meeting every Saturday evening at 7:30 o'clock. Visiting members are cordially invited. Members expected to be present.
SAM BRISBIN, N. G. Wm. HENRICH, Secy.

Subscribe for the Observer.

Editor Westerfield of Grass Valley, was a Moro visitor Saturday.

Slowly but surely 1911 is bringing us around to another ground hog day.

H M Shull and party came down from Kent in Mr Shull's new Cadillac Saturday.

Bring your job printing to The Observer office. Neat, attractive work and reasonable prices guaranteed.

The latest illustration of a joy ride in The Rose City, is defined as "shooting the chutes over an embankment."

Have your name on your stationery; it always creates a good impression. We do the work for you in handsome styles.

Mrs J W Cochran who has been in a Portland hospital for several weeks returned home Monday much improved in health.

Dr and Mrs J R Morgan's new residence on Fourth street, on the dental lot, is nearing completion, and will be a very pretty and convenient home.

Now you can buy your Haviland China as you want it to fill an assortment at the Moro Hardware Implement Co., where a full line of these goods are kept in stock.

Soren Hansen will farm the G F Guinther place, which has passed into the hands of the Wasco Warehouse Milling Co. Mr Guinther has purchased a farm over in Washington.

Now for some tall sleigh rides. Charley: Shake the dust out of your robes; fix up the sleigh bells and renovate the Goose-neck family bobs; this snow, determined to conquer Old Sol, is coming, and proposes to tarry with us awhile.

Birthday Postal Cards at The Observer Book Store.

Pocket Maps of Oregon and Washington. The Observer Book Store.

F R Messenger left Saturday morning for Portland and McMinnville.

A F Lowe and two sons have purchased the J B Morrison farm. Consideration \$43,500.00.

If you find a bunch of keys with George M Miller's tag attached, deliver at this office and claim reward.

Old Sol came up smiling Tuesday, after the threatened boom of a blizzard that didn't come to Sherman county.

George A Simon is book keeper at the Moro Hardware and Implement Company store now in place of P H Buxton, resigned.

Postal banks are announced to be a success in the Philippines; as they have never failed in any part of the world this result was to be expected.

Don't forget it; if in need of any article in the furniture line, the place to buy any part of such furnishings is at the Moro Hardware and Implement Co.'s

George Simon has been appointed Justice of the Peace for this district to fill a vacancy caused by the resignation of P H Buxton who is now deputy county clerk.

To clean a shingle roof sprinkle unslaked lime along the comb of the roof and the rain will dissolve it, and carry it over the shingled surface, removing moss and the accumulations of dirt.

Half an inch of the beautiful snow that Sherman county got out of the Alaska blizzard. It fell here Tuesday night with a moderate temperature and old Sol smilingly swiped it Wednesday.

Did it ever occur to you that it would be a good plan to give your wife and the kitchen stove a rest on Sunday and take dinner at The Hotel Moro? The woman who cooks all the week is worthy of a rest on Sunday and will appreciate a good dinner which she has not had to cook herself.

Not only from the prophylactic point of view are paper towels advisable, but also on the economical side; they cost less than laundering towels. They have been adopted by state institutions as well as by the schools of Topeka. Two paper towels are used at each ablation, one for absorbing the water like a blotter, the other for completing drying of the hands.

Condon Times: Poor old credit died a natural death last fall. Bad pay and extravagant buying flattened him out; if all our stores make it plain that they will not give unlimited credit, and will adhere to it strictly, it will be better for them, better for the county at large, better for buyers who always pay, but who are often compelled to go abroad for goods where the money does the talking.

All the new state officers were sworn in Monday.

Judge Wilson was a business visitor in Shaniko last week.

It is easy to drive a man to drink when he is headed in that direction.

See adv of Joseph M Eddy, offering a registered stallion at less than half its value.

Mrs O A Ramsey and daughter have returned from their Portland visit with Mrs R's mother.

Hosmer & Case are doing the painting and decorating, outside and inside, at Dr J R Morgan's new home.

If you want a good watch get one of the Hamilton, the Railroad Watch. L W Ross, the Wasco jeweler, sells them.

Send The Observer to your absent friends. It gives all the local news, and is better than a letter. Mailed four months for 50c.

Wm Rudolf was in White Salmon a few days last week where he is negotiating to open up a moving picture business in the near future.

If you would like a first class optician to visit Moro, write to Dr A L Golder, The Dalles, Oregon, and if sufficient number respond he will make the trip.

C L Montgomery has returned to Sunny Sherman county, from his trip east. He didn't penetrate the blizzard belt quite as far as he expected to go, but he got enough of it.

Speer Brothers, W F and Thomas, have taken the John Holman farm. Mr and Mrs Wise go to Portland where Mr Wise has a position with the O-W R & N freight department.

The good old-time spelling contests in the country schools is coming around again; welcome them, they're a benefit long absent for the more elevated "higher" education which excuse senators in congress for spelling wagon with two gg.

The Moro Hardware & Implement Co.'s store was burglarized Friday night, and the butcher-shop was also broken into Sunday night. About \$100 worth of cutlery, etc., was taken from the hardware store. There will be less pilfering going on perhaps in Moro soon, as the Argus eye of the authorities is now upon track of the cellar, store, coal bin and woodpile thieves.

Many millions of people of this country lead extremely simple lives, and it is within the power of most others to do so. It requires, to be sure, a considerable degree of firmness and self-control to withstand the work that attracts or the pleasures that entice outside of the regular vocation, but it is in that direction that the simple life lies, and those who covet that life must practice the virtue of self-denial and self-restraint. They must cut out the superfluous.

P H Buxton has taken the agency of E Peoples' Funeral goods at Moro.

H S McDanel and wife were Grass Valley visitors Saturday, returning home Sunday.

County Judge Wm Henrichs and J M Axtell were transacting business in Wasco Monday.

With a 10-mill tax and 5 thirst-quenching parlors at \$1,000 per license, Condon ought to be financially fixed.

The Dorcas society will hold their social meeting next Wednesday January 18th at the home of Mrs T C Lee.

Spinage and macaroni knocked out so many in a Kingsley spelling school that it was unnecessary to proceed to spaghetti.

Oregonians who have removed to Canada are satisfied that an occasional bout with zero is preferable to a frequent spell of 30° below.

The Oregon assembly finally organized for business by electing Ben Selling of Portland president of the senate, and J P Rusk speaker of the house.

Roy Hulse who recently sold his interest in the Moro Hardware and Implement Co. to E E Barzee, will make his future home at Vancouver, Washington.

You want to give in your order now for one of George M Miller's make of watering troughs while he has time to make it. He has just turned out a nice one for E H Moore.

Grass Valley Journal: Lewis J Gates who has been dangerously sick in a Portland hospital, has not been gaining, and his condition is now critical. Mrs Gates returned to Kent Wednesday.

During 1911 eclipses are to be conspicuous for their absences; the year will pass away with not a single eclipse of the moon. It is a rare year when there is not two or more eclipses of the moon, but in 1911 Luna will shine in all her glory without interference.

Remember your horses during the cold days of winter; blanket them warmly and they will not only feel much better but amply repay you in the increased work they will do. Besides, nobody of a merciful disposition would leave his horse unblanketed in the open in winter. If you haven't got the blankets you can buy them in this city of Louis Heydt.

Middlemen are necessary and means for distribution of products are essential. But when it costs two or three times as much to get the necessities of life from the producer to the consumer as it does to produce them surely there must be a way to reduce this expense. Experience points to cooperative buying and cooperative selling as one of the efficient means of bringing producers and consumers together for their mutual profit. But this has failed in Oregon several times from envious bickerings among the ones most intimately connected and outsiders scratching to get inside.

When your feet are wet and cold, and your body chilled through and through from exposure, take a big dose of Chamberlain's Cough Remedy, bathe your feet in hot water before going to bed, and you are all most certain to ward off a severe cold. For sale by all dealers.

The Golden Opportunity of the Household

BUY A SEWING MACHINE

\$75 Sewing Machine, while they last, for only \$40
\$65 Sewing Machine, while they last, for only \$35

All new and up to date Sewing Machines
Come quick to get one, they won't last.

MORO HARDWARE AND IMPLEMENT CO.

Sweaters of all kinds, and at all prices, at the Moro Commercial Co.'s

O W Axtell and family left on Tuesday for their future home at Eugene.

L V Moore returned from Portland last week where his family is spending the winter.

L L Peetz and wife accompanied by Miss Hazel West, took a spin in the auto to Wasco Monday.

Mr and Mrs Coolidge, of Hood River, spent New Year day with Mrs C's parents in Moro, Mr and Mrs J P Strahl.

George P Berrian made an auto trip to Antelope Monday. The roads were in a horrible fix across the line in Wasco county.

Clyde Smith and wife, and Ross Smith and wife, visited Lloyd Smith and family at Kingsley, over the New Year holiday.

L W Ross, the Wasco jeweler, gives a guarantee with every watch that you cannot get of anyone, except a jeweler known for watches at the right price.

When you have an auction sale you will need to advertise it to get profitable results. If you have the adv properly set, as we do it, posters can be printed from it.

Fred Derby of the Observer force has returned from Yamhill county where he has been spending the holidays, and is now at his old post with The Old Reliable Observer.

Natural roads in Sherman county are better, any day in the year, than some bond voting counties will ever have when they go to taxing themselves \$30,000 to \$50,000 per annum with which to pay the "sucker" interest.

Optimist: The large locust trees growing in front of the Driver property, have been cut down to allow the laying of cement sidewalk which will be done as soon as the weather permits. It is an outrage; better never have any cement sidewalks than sanction such vandalism.

Children Cry FOR FLETCHER'S CASTORIA



A Blessing to the Farmer's Wife

THE Bell Telephone Service lightens the domestic tasks of the farmer's wife.

In the family circle, the Bell Service is indispensable. It is a constant household companion. It shops for her when she is too busy to go to town. It brings her in close touch with the social life of the community. Loved ones far away may be reached, for the Bell field is almost limitless. It relieves the monotony of life. She cannot be lonesome with the Bell Service at her command. It is a constant source of pleasure and profit in the home circle.

Talk it over with the local manager.

Pacific Telephone & Telegraph Co.

RUDOLF'S CONFECTIONERY
Wm. RUDOLF Proprietor.

THE HOUSE OF QUALITY.

A complete line of Candies, Cigars and Tobacco, Bottled Soda waters and Soft Drinks.

HEAD QUARTERS FOR ALL KINDS OF POSTAL CARDS.
Pool and Billiard Parlor in back room.

Next Door to Post Office Moro, Oregon.

DO A LITTLE MISSIONARY WORK IN YOUR idle days by telling your neighbors of the good qualities of The Observer. If you can't get their subscriptions, send us their addresses and we will send them sample copies. We pay for all soliciting you do. Subscribe for The Observer. Best Weekly published in the Inland Empire. Everyone reads it.

JOB PRINTING
We Cordially Solicit Your Patronage.

We have just received a nice assortment of **Hamilton Watches**

The Hamilton is a high grade rail road durable guaranteed time keeper

We sell all kinds of watches.

L. W. ROSS, Wasco
Watch Inspector for the ORNRY

GUARANTEED PLUMBING
GEORGE MILLER

The well known workman will attend to all calls direct or by phone for **PLUMBING, STEAM FITTING, ETC.**

Now prepared with a complete kit of tools to attend all calls for plumbing, etc. in the country. Have you seen our Steel Watering Troughs? If not take a look and order one.

Shop in the Maxwell Office Bldg. near Hotel.

MORO PHARMACY
Expert, Experienced, Registered Pharmacists
Medicines Carefully Compounded.

Complete Assortment of Silverware and Jewelry

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

Any and all Kinds of Patent Medicine Always in Stock

A BRAND NEW PAIR OF EYES

out of the question, of course; but the pair of glasses with which we can outfit you (after proper testing) will almost convince you that you have the eyesight of youth back again. Fact is we can do your eyes and eyesight a lot of good. Let's talk to you about it.

F. W. Clark, & Newhouse
Jeweler and Opticians
THE DALLES, OREGON.