

COMING! COMING!

Wednesday, November 1st

Mrs. Pauline Miller Chapman,
Dramatic Soprano

Frank Thomas Chapman, Violinist

Miss Mae VanDyke, Accompanist

Moro Opera House, Wednesday, November 1st

You have already heard these artists and know their worth.

GROVER J. DUFFEY

INDEPENDENT CANDIDATE FOR

DISTRICT ATTORNEY

For Sherman County

WINTER APPLES

Orders now taken for winter-keeping Apples to be shipped later in the season.

Prices according to quality, 80c to \$1.50, f.o.b. Hood River.

W. F. JACKSON,

Route 1. Hood River, Ore.

A BARGAIN IN FARM LANDS

A tract of 1240 acres 12 miles east of Grass Valley, Sherman County, Oregon; 800 acres cultivated land, 275 acres of which is in summer fallow; 440 acres of deeded grazing land and about 3000 acres of range land fenced by farm, "Jack Knife" Canyon, the John Day River and Ferry Canyon, affording excellent free range in connection with the farm. Price \$25.00 per acre for the cultivated land, and \$5.00 per acre for the grazing land, total \$22,200. Terms, one-fourth down, balance on easy terms; interest at six per cent.

INQUIRE OF

N. WHEALDON, Agent

The Dalles, Oregon

READ THE OBSERVER ALL the time. For County news

The Observer.

MORO, OREGON.

Official Paper for Sherman County.

FRIDAY October 27, 1916

Entered as second class matter at the post office at Moro, Oregon, July 25, 1891.

C. L. IRELAND Manager.

If you do not read The Observer, why not?

We would like to have you take it, and we know it would be profitable to you to become a subscriber. We send it two years for \$2.50; one year \$1.50; 12 1/2 cts a month isn't much. Try it. Order by postal card, and pay for it when you can.

We will not be responsible for the neglect of subscribers to notify as of changes in their address. Nor will the notification of a Postmaster that the subscriber has "Removed" settle the bill of a delinquent.

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

At any time when requested to do so, the paper will be discontinued. But we expect that all arrears will be paid before such request is made. It is easy to ask us for a statement, which will be cheerfully rendered at any time.

The Full Rental Land and Loan measure is a single tax measure with several vicious teeth with which to tear the future prosperity of any man to shreds; don't forget the title of the bill. There is another measure coming up at the election to be voted on called the rural credits amendment. This, by some thoughtful people, is considered very meritorious and provides for the establishment of a state system of credit to farmers. That is, the state will use its credit to borrow money which it in turn will lend to farmers for productive purposes upon farm mortgages. The borrower will pay enough to reimburse the state for all expenses connected with the system, and in addition will provide for a reserve fund which will protect the state from loss and ultimately build up a large independent Rural Credits fund which may be used in any line of agricultural development. It will insure the farmers five per cent money without costing the state or tax-payers a single cent.

U'ren's single tax Full Rental Value Land Tax bill takes by process of law all the rent value of your land. Failure to pay the assessed cash rent of your land for twelve months gives the state absolute title, as it cannot again sell the land.

Moro High School Notes.

Monday two new scholars started and we are expecting three more next Monday, which will be more than we have seats for.

The Student Body decided to publish a school paper four times a year, the first number to appear in two or three weeks. Carlton Ross was elected editor and he appointed the following as his assistants: Margaret Morrison, associate editor; Vivian Strong, reporter for the freshman and senior classes, and Arthur Christiansen, reporter for the sophomore and junior classes.

The high school orchestra held its first meeting Wednesday, Oct. 25. The orchestra this year will be composed of three violins, two clarinets, two cornets, drums and piano.

The annual Halloween party of the grade school will be held Monday evening, Oct. 30, at the Moro opera house. All their parents are invited.

The basket ball boys had a meeting and decided to start practicing as soon as possible.

If the proposed U'ren Land and Loan measure becomes law it will put a stop to several district schools of Sherman county. Mortgages to the amount of \$6,200,000 held by the state common school fund on land will be worthless, as no one will pay their interest to the state and then also pay the full cash rent value of the same land as tax when the tax alone will give them the land to farm.

Beware of Ointments for Catarrh that Contain Mercury as mercury will surely destroy the sense of smell and completely derange the whole system when entering it through the mucous surfaces. Such articles should never be used except on prescriptions from reputable physicians, as the damage they will do is ten fold to the good you can possibly derive from them. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, O., contains no mercury, and is taken internally, acting directly upon the blood and mucous surfaces of the system. In buying Hall's Catarrh Cure be sure you get the genuine. It is taken internally and made in Toledo, Ohio, by F. J. Cheney & Co. Testimonials free. Sold by Druggists. Price 50c per bottle. Take Hall's Family Pills for constipation.

Poll of 54 Cities Shows Studebaker Increase of 188 Per Cent in Sales.

Straw votes and polls are all the fashion during these exciting political days, and the automobile industry likewise seems to be no exception to the rule.

Perhaps the most interesting poll to be made this year showing increases in sales is that recently conducted by the Studebaker corporation. The results, announced through R. T. Hodgkins, general sales manager, shows that in 54 cities of 11 representative states the sales of Studebaker cars during the first eight months of this year produced an increase of 188 per cent over the first eight months of last year.

The 11 states were selected in a novel manner. The names of all the states in the country were placed in a hat, and the first 11 drawn were used for the purpose of the poll. After the states were chosen, the cities in each were decided upon by a similar process of drawing.

Of the states selected four were located in the east, four in the middle west and three in the west. They were further divided into northern and southern states.

In addition to the figures for the 54 cities, a grand average was taken for both states and cities, 65 in number, and showed a gain of 168.6 per cent during the eight months period as compared with 188 per cent for the cities alone.

"The gains in sales, as disclosed by the poll, do not tell the whole story of our year's record," says Mr. Hodgkins. "By that I mean these increases would have been even larger if we had been able to produce more cars. We have sold 75,000 this year as compared with 45,000 last year, and we plan a production of 120,000 during 1917.

"Factory extensions to make this 1917 output possible have been authorized, and the construction work has begun.

"There is only one reason for these larger facilities, and that is the demand for the cars. If the present wonderful prosperity continues—and there is every reason to believe it will—the old story of not having enough cars to go around in 1917 should be repeated.

"Prosperity such as we are in the midst of means that those who have been thinking motor cars are now buying them, and those who own cars are buying new ones."

Do you think it right for the struggling farmer, who is trying to make himself a home, to pay the same tax (or cash rent) per acre for his farm with his small house, few horses and implements as does the rich neighbor who has his farm well stocked with fine horses and expensive machinery? Better vote 307 No on that Full Rental Land and Loan measure.

Summons.

In the Circuit Court of the State of Oregon for Sherman County.

Margaret M. Gillett, Plaintiff, vs. Edward L. Gillett, Defendant.

To Edward L. Gillett, the above named defendant:

You are hereby required to appear and answer the complaint filed against you in the above entitled suit, within ten days from the date of the service of this summons upon you if served within this county; or if served within any other county of this state, then within twenty days from the date of the service of this summons upon you; or if served upon you personally within any other state then within six weeks from the date of the service thereof upon you, and if served upon you by publication thereof, then within six weeks from the date of first publication thereof; six weeks being the time prescribed in the order for publication in which you are required to appear and answer; and if you fail so to appear and answer, for want thereof plaintiff will apply to the court for the relief demanded in her complaint, to-wit: for a decree dissolving and annulling the bonds of matrimony existing between plaintiff and defendant, giving to plaintiff the care and custody of their minor children, and for such other and further relief as to the court shall seem meet and proper.

This summons is served upon defendant by publication thereof in the Sherman County Observer, a newspaper of general circulation within said county of Sherman and state of Oregon, in accordance with an order heretofore duly made and entered in said case by Hon. Fred Krurow, County Judge of Sherman county, on the 16th day of October, 1916.

The date of the first publication of this summons is October 20, 1916.

Grover J. Duffey, Attorney for Plaintiff.

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DOING BUSINESS?

If You Want To Trade Your Property Write to

E. A. BRASHEM 501 - 2 Northwest Building Portland, Oregon.



IMITATED but not EQUALED

It is over a year ago that the present series of Studebaker cars were announced to the public. Six months ago added refinements and improvements on this same series were announced. Since then no company manufacturing automobiles has been able to offer the public a series of cars which equals the Studebaker in dollars for dollar value.

For the same power, the same roominess, the same comfort, in other cars, you have to pay hundreds of dollars more.

In its field Studebaker leads every producer of motor cars in the world. In number of seven-passenger SIXES and seven-passenger FOURS manufactured and sold since July, 1915, Studebaker leads every manufacturer in the world.

Other companies have changed their price, changed their designs, and changed their models. They have announced new models. But no company has been able to improve in any way on the style, appearance and up-to-dateness of Studebaker design—Studebaker continues to be a "year ahead" just as the public said it was a year ago.

The people who buy motor cars know motor car values. They know, because they take the judgment of people who have tried Studebaker cars, and found that in actual value and in service, Studebaker lives up to its leadership. Wherever Studebaker cars are used, they sell more Studebaker cars.

POINTS OF SUPERIORITY

POWER—A 3 3/4 x 5 cast-in-block six-cylinder motor, which, in simplicity, accessibility, efficiency, economy and power, has been proven during the last thirteen months, in all parts of the world as one of the most remarkable motors ever used in a motor car.

REAR AXLE—The Studebaker full floating rear axle, which has been developed through four years of service and experience under hundreds of thousands of Studebaker cars. Even the giant power of the big Studebaker "SIX" motor cannot tear apart or wear out the gears and shafts of special Studebaker steel in this Studebaker axle.

CHASSIS—The Studebaker Golden Chassis is still the most beautiful chassis, not only in appearance, but in accessibility, simplicity, efficiency and life-saving factors of strength.

SPRINGS—The three-quarter elliptic special Studebaker steel springs, with torque arm and radius rod driving members, are still standards of perfection. New ideas have been tried, first by Studebaker in its experimental laboratories, and by other manufacturers under cars which they sold to the public, and no spring suspension has yet been found which will equal the three-quarter elliptic of the Studebaker in comfort, road-ability, in perfect mechanical operation—it costs more than other types, but its superiority renders cost negligible.

ELECTRICAL SYSTEM—The Studebaker electrical system, developed by four years' study concentrated on Studebaker, has developed the lightest, most efficient, the most reliable lighting and starting system ever put on an automobile. There is no electrical system in the world, at any price, which is superior in any way, or perhaps even equal, to that now used on Studebaker cars—and this system has been designed exclusively for Studebaker.

STYLE—The beautiful body lines of the Studebaker car have not been affected by freakish fads and fancies. Ar-

tistic refinements have been incorporated from time to time, but it has not been necessary to make radical changes to attract public attention. Studebaker cars are sold on intrinsic merit and beauty.

CROWN FENDERS—The crown fenders first introduced and still used by Studebaker, have been copied and imitated by every other manufacturer.

FINISH—The beautiful paint and varnish work on the Studebaker car can never be equaled at the price by any other manufacturer and will not until other manufacturers possess the manufacturing experience and facilities of the great Studebaker corporation.

UPHOLSTERY—Studebaker continues, in spite of advances in the cost of genuine leather and curled hair, to use these materials in Studebaker cars, and no other manufacturer within hundreds of dollars of the Studebaker price can afford to use material of this quality in finishing its cars.

SERVICE—Systematic Service, originated and promoted by Studebaker, has been imitated by other manufacturers, but no other manufacturer has so large or responsive a dealers' organization to co-operate throughout the entire country in making this service national, and when you buy a Studebaker car, no matter where you drive, you find Studebaker Systematic Service. This, in itself, is a feature which makes the appeal of Studebaker cars very strong to the average buyer.

STUDEBAKER—Back of the Studebaker there is a history of unparalleled good will and business success, extending over sixty years, giving assurance to the owners of Studebaker cars that their purchase is not an experiment, not a gamble, but an actual investment, and there is no car in the market in ratio to first cost, which has a higher second-hand value than a Studebaker. This is an indication of public confidence in the products of the great House of Studebaker.

FOUR \$875 SIX \$1085

f. o. b. Detroit. Studebaker quality of leadership. f. o. b. Detroit.

Studebaker Corporation of America

Detroit, Michigan

South Bend, Indiana

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The Dalles, Oregon