



We wish to sincerely express our appreciation to Our Customers, Our Friends and The Community as a whole for a Prosperous Business Year during 1926. This result could not have been achieved without the cooperation of all.

We thank you for your confidence reposed in the conduct of the affairs of the Farmers State Bank and sincerely wish that every one have a Prosperous Year during 1927.

The Farmers State Bank will appreciate your future business and will endeavor to merit your commendation in all affairs entrusted to this bank.

Farmers State Bank, Moro, Oregon

— THE — Dixie Jubilee Quartet

The Four Guaranteed Grouch Removers
Grass Valley Auditorium
December 30, 1926
Under the Auspices of The
Woman's Community Club
of Grass Valley
Presenting Original Cartoons — Saxophon-
ist — Violin — Banjo — Ukuleles — Piano



Coming!



We want to take this means of personally thanking the good people of Sherman county for the kind favors shown us during the year 1926 and to let you know that they are deeply appreciated. We hope the year now closed has been a prosperous one for you and to extend our Sincere Wishes for a New Year of Health and Prosperity.

MAY & SON Moro, Oregon
Member Store United Grocers of Oregon



And I have done a lot of it this last year

I appreciate the past year's business. Will be glad to serve you next year as occasion demands and sincerely hope that the New Year will bring you much Happiness and Prosperity.

The F. D. Flatt Dray

Independent Warehouse & Milling Co.

R. H. McKean, Manager, Wasco, Oregon

DEALERS IN

Lime, Plaster, Cement, Cedar Posts,
Builders Supplies, Lumber, Wood,
Coal and Hay.

MANUFACTURERS OF
MILL FEED AND FLOUR

A "WANT" ad in THE MORO
OBSERVER will reach more
people in Sherman County than
by any other medium available.

Merry Christmas



WITH 1926 drawing rapidly to a close we can look back over its twelve months as they have passed in this community, and we find in them much that we will wish to remember, and but very little we will want to forget.

The Christmas season of 1926 brings to us a record of twelve months of community peace, of community good will, of community prosperity, and an increased community hope for the dawning year of 1927.

During 1926 we have enjoyed our neighbors, our friends; we have laughed with them in their hours of merriment, and we have grieved with them in their bereavements and consoled them as best we might. This is as it should be. It is such things that the spirit of Christmas teaches us. It is the lesson brought to us by the Man of Galilee nineteen hundred and twenty-six years ago.

During 1926 we have grown better individually and collectively; we have evinced a greater degree of tolerance, of human kindness, of love and faith, than in any previous year, and this is but an evidence of the increasing betterment of the race.

With a backward glance over the records of 1926 we find every good reason for believing this Christmas season is to be the best we have ever enjoyed. We know that those blessings, faith, hope, love, peace, that were brought to the race with the dawn of the Christian era are with us today in greater degree than ever before. We know we will receive a greater number of hearty Christmas greetings, a greater number of friendly smiles, and what comes to us will come to each and every individual in our community, including our Merry Christmas to each and every one.

THE PUBLISHERS

SHOULD BE TRULY GRATEFUL

The prodigious prosperity of America has not been sluiced off by a small group of powerful industrial magnates, but has been scattered in a golden shower far and wide among all classes — and to such extent that to speak of classes at all in the United States seems to the European an anachronism.

There are almost four times as many automobiles in the United States as in all the other parts of the world put together.

The rising curve of wages has enabled the American worker to boost his standard of living. He can now actually buy one-quarter as much again with his weekly pay as he did before the war.

The radio aerials on almost every house in New York are mute markers of the advance of American labor. Never before were the comforts — even luxuries — so widely diffused among men.

The passion for technical improvement, or efficiency, into which the pioneering spirit of America has been transmuted, is exemplified, among other ways, by the application of electric power to a degree never before known in any land.

New bonds aggregating \$250,000,000 were sold during the first week of December, the largest volume of any week for the year. Prices also were the highest, and there were not enough to fill the demand.

Much of this new buying was with money newly earned, showing the prosperity of the country. It comes from every stratum of society and industry; it defies classification as wages, savings, profits — it is the net result of an almost universal prosperity.

The new year promises to come in with no outstanding feature save its widespread prosperity. But that alone will make it notable in American history.

CHRISTMAS REINDEER

Santa Claus Gets His Teams Each Year From Alaska

Two hundred Alaska reindeer, scattered in pairs in various cities of the United States, are helping department store Santa Clauses prove to the youth of the land that Saint Nick and his steeds are ready for their annual Christmas eve ride over the house-tops.

Last year one Alaska firm shipped 80 deer and the venture proved so successful that the number was increased to 200 this season.

Selected stock, all with horns, are used for this purpose. Most of the animals are donated by the purchasers to public parks and zoos after the holidays.

The race won't be drowned again. It will just fall dead when a Supreme Court declares some tax unconstitutional. — Lima, Ohio, Star.

POORTRAIT PAINTING PRIZED

First Portrait Done by Mr. Wilson's First Wife Discovered

Mrs. Woodrow Wilson, first wife of the war president, was the painter of a life-sized crayon portrait of Rev. A. W. Gaston, pastor of the First Presbyterian church of Dalton, Georgia, from 1868 to 1890, which hangs in the ladies parlors of the church.

The work done in 1879 by Ellen Louise Axsen, who later was to become the first lady of the land, was presented the same year to Rev. Mr. Gaston, an intimate friend of her father, then pastor of the Presbyterian church at Rome, Georgia. Only recently was it found among the late Dr. Gaston's effects to become one of the church's most treasured possessions. The portrait is signed simply "C. L. Axsen."

As a girl, the late Mrs. Wilson had considerable artistic talent and is known to have done many canvases.

SALES FORCE INCREASED

In preparation for what promises to be another record year, the Chevrolet Motor company last week announced the appointment of A. W. Gilpin as an assistant general sales manager. Gilpin will work with C. E. Dawson and H. J. Klingler, present assistant general sales managers, in directing Chevrolet sales.

Each of the three assistant sales managers will have charge of two regions. Gilpin assumes charge of the Chicago and Cincinnati regions; Dawson, the Flint and Tarrytown regions and Klingler, the St. Louis and Oakland regions.

The new executive brings to Chevrolet 18 years of experience in the automobile business, having served the industry since 1908 successively as dealer, retail sales manager, wholesale sales manager, branch manager and more recently as an assistant general sales manager for the Ford Motor company.

WHEN IT COMES TO TAXES

In a recent issue of the Boston News Bureau, a tax chart was published which showed that out of each \$100 of gross receipts, in 1925, manufacturing corporations paid 94 cents in taxes; mining, \$2.41; agriculture, \$2.50; banking, \$3.58; and public utilities, \$4.53. The average for all corporations in the United States was \$1.39 on each \$100 of gross receipts.

These figures are exclusive of federal income and profits taxes, and were made up from tax returns filed for 1925, describing income received. These figures are based on national averages. In many instances the total of all taxes paid by public utilities, including federal, runs around 10 or 11 per cent of their gross earnings.

ROADS FOR THE MASSES

According to reports, Germany plans a six-year program of road-building, to comprise about 9,000 miles of auto roads to attract tourists. At \$40,000 a mile, this would cost \$360,000,000, a good investment if Germany's laws were made to invite outsiders.

The United States spends twice as much every year for highways as Germany plans to spend in six years.

The United States is building hundreds of thousands of miles of highways to connect every city, town and hamlet.

Almost every person in this nation can be reached by telephone, and, if necessary, we could move practically every person by automobile at the same time.

We are rapidly learning that a proper road grade and a proper foundation, or base, are the primary requirements for a good road. Then comes the problem of protecting the road base with a suitable wearing surface which will save the road from water which makes mud, and from wind which blows away the precious fine material.

Oil and its by-product, asphalt, have been utilized by our engineers to surface our highways at a minimum of expense, to meet varying traffic requirements. From the thin coat of road oil to the heaviest asphaltic concrete, and sheet asphalt to waterproof and cushion cement concrete road base, the United States is building roads second to none in the world.

It would have been impossible to build such roads as we now enjoy, without the aid of giant tractors and modern road equipment which move dirt and rock more rapidly than thousands of men could have done a few years ago.

Rome may have built a few roads for the emperors; we build for the masses.

Kenewick, Washington, is the supply center for corn husks for tamales, giving employment to a crew of 15 men using a baling machine. About three weeks to a month will be needed this year to market the crop. The husks must be of the long variety with small fibers and if too damp will mold, or if too dry will crack. After baling they are wrapped in burlap, shipped to the factory, where they are sterilized and handpicked before using.

An exchange advises its readers that when buying from an unknown peddler to dump the purchase and note the quality before paying for them, and to get the license of the peddler's car. Arrests have lately been made in several places throughout the state by the state market service, where families have been cheated by inferior stock. Every such arrest so far made has resulted in conviction.



We take this means of wishing you a very happy and prosperous New Year.

We thank you for your patronage during 1926 and solicit a portion of it in 1927.

MORO HDW. & IMP. CO.
Moro, Oregon

THE WILL TO HELP

This is the most important element in rendering service. That organization which is imbued with the whole-hearted desire to help will perform innumerable little acts of service that are invaluable. This is the spirit of our organization. Everyone in it has that ever-present desire to help smooth out the burdens — the heartaches — which are the lot of the bereaved ones.

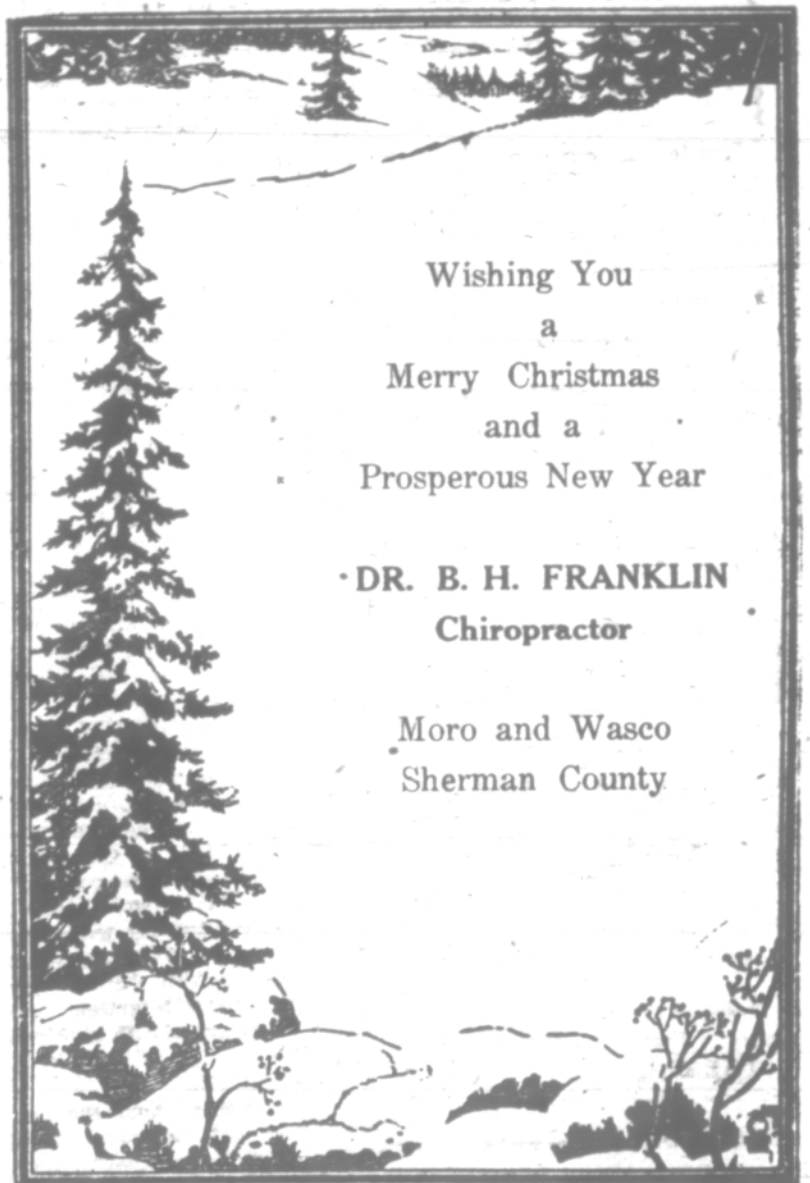
The Crandall Undertaking Company
The Dalles, Oregon. Phone 35-J. Lady Assistants.



The Light of Good Will

Our wish is a happy New Year to all our friends and patrons with all the success that the year can bring to you.

SHERMAN ELECTRIC COMPANY
Light Heat Power



Wishing You
a
Merry Christmas
and a
Prosperous New Year

DR. B. H. FRANKLIN
Chiropractor

Moro and Wasco
Sherman County

Ginn, Coleman & Co. MORO, OREGON

HARDWARE IMPLEMENTS FURNITURE

— FEATURING —

A LARGE STOCK OF

AXMINSTER RUGS
CONGOLEUM AND LINOLEUM
LEATHER CHAIRS AND FIBER SUITES
CEDAR AND WALNUT CHESTS
MAJESTIC RANGES

MEADOWS POWER WASHER
The Machine with the Least Machinery Possible
to do its work well

SELLS ON ITS MERITS

Ask For a Try Out. It Costs You Nothing.

AUTONA CIRCULATOR STOVES
WILL HEAT FOUR TO FIVE ROOMS