

# Here's a Reason

why we can undersell the other fellows

So many of our customers ask us this question: "How can you sell for so much less than your competitors?"

## A FEW REASONS

Last year our average expense was just 11.26 percent. Our advertising expense was less than three-fourths of one percent. Ask any merchant what it costs him to do business and if he tells you the truth it will be from 15 to 30 percent, and that he spends at least three percent for advertising. We have no book-keepers, delivery wagons, fancy fixtures nor a lot of other items that force the other fellow to get a longer margin on his merchandise. We buy for cash and sell for cash and in such quantities as: 31,150 dozen towels, 9,350 bed spreads, 10,000 pieces of oil cloth, 21,250 pieces of percale, 25,900 pieces of gingham, 300,000 pair of shoes, 100,000 pair of blankets, \$80,000 worth of handkerchiefs. Buying in these quantities, direct from the manufacturer, and buying and selling for cash are positive proof that we can undersell all competitors, including Mail Order houses. **Think it Over.**



### WESTON LEADER

CLARK WOOD, Publisher

The Year ..... \$1 50  
Six Months ..... 0 75  
Four Months ..... 0 50

FRIDAY, NOV. 2, 1917  
Entered at the postoffice at Weston, Oregon  
as second-class mail matter.

The esteemed Oregonian reports a marked gain in circulation, which may be due to the fact that its heart is now in the right place.

Those who for one reason or another did not invest in bonds this time, will be potential buyers of the third issue. We prefer to think that they weren't quite ready to buy rather than that they expect others to do all the fighting and financing.

Although poor Pendleton has escaped pestilence and famine, battle, murder and sudden death, the Bulldogger has broken out again.

Elsewhere we publish the "honor roll" of local buyers of Liberty Bonds. Is your name printed there?

We know a young man who says that even in these times of conservation he doesn't object to a little waist.

Robert N. Stanfield of Stanfield will probably be a candidate for governor, having made a good record as speaker of the house. "Bob" is the largest grower and shipper of sheep in the United States, if not in the world, and a fine type of the successful young American. That he is an educational product of the old Weston Normal is considered hereabouts to be strictly to his credit.

The Denver mint is turning out 600,000 copper cents a day, and we would like to have about thirty of them to pay for a Bulldogger sub.

It may be—yet it were folly to indulge the hope—that the great drive against Italy is the viper's dying sting.

Poor old Marion county could only raise 48 percent of its bond quota. Marion only shines when it comes to clubbing schools or roads, or something like that. Times may not be hard in Salem but times are long—between sessions of the legislature. When the solons meet Salem reaps her harvest—a harvest she has not sown.

The National War Work Council of the Y. M. C. A. requests the Leader to say that "there are two things the soldier boy wants more than anything else in the world—a letter from home and a copy of his old home newspaper. The first brings him the love he craves, the

other the news he longs for. Sunday, November 11, has been set aside as a day when everyone is asked to write a letter to a soldier boy and to send him a copy of the home paper.

We dare say the Seattle and Portland hello girls are a bit—err—err—striking.

If the American troops are sent against the victorious Teutonic hordes on the Italian front, they will surely receive their baptism of fire.

The government food administration warns potato growers not to hold their product. It says the crop is a big one and should be mar-

#### ORDINANCE NO. 251.

Declaring the true amount of cost and charge to be charged against and made a lien upon each lot, part of lot and parcel of land specially benefited by the construction of a sidewalk on both sides of Main Street between Washington Street and Broad Street and the South Side of Main Street between Broad Street and Armar Street and declaring an emergency.

Whereas, Pursuant to ordinance heretofore passed and notice duly given by the Recorder of the City of Weston to the owners of each of the lots and parcels of land which will be benefited by the construction of a sidewalk, in accordance with the plans and specifications heretofore filed with the said Recorder, on Main Street between Washington Street and Broad Street and the south side of Main Street between Broad Street and Armar Street, the Common Council of the City of Weston met in regular session at 2 o'clock P. M. on the 29th day of October, 1917, in the Council Room of said City of Weston to hear any and all objections which any person interested in any of said lots, parts of lots or parcels of land might make to the cost and expense to be charged against each lot, part of lot and parcel of land and made a lien thereon, as shown in the estimate of said Engineer filed with the Recorder on the 16th day of October, 1917, at which time the Council, having duly considered all complaints, objections and objections made to, all such esti-

Owner's Name	Lot	Block	Original Town	Cost
Mrs. E. Reynolds	16	5	"	\$ 45.00
Clark Wood	16	5	"	26.40
Mrs. J. B. DuPuis	1	5	"	30.80
H. A. Brandt	9 and 10	11	"	15.50
Gould Bros.	7 and 8	11	"	17.52
H. A. Brandt	7	11	"	28.40
Watts & Rogers	5, 6, 7, 8	1	"	124.56
S. V. Knox	4	1	"	43.22
Mrs. S. Purcell	3, 4	1	"	58.38
P. G. DuPuis	6, 5	1	Hartman's Add.	64.00
J. H. Williams	3, 4	1	"	64.00
E. M. Smith	1, 2	1	"	64.00
Wallawa National Bank	1, 2, 1/2 of 3	9	Original Town	128.00
P. D. Watts	1/2 of 3, 4, and 5	9	"	128.00
Saling Estate	5, 6, 7	2	"	72.64
P. D. Watts	39 ft. of 7	2	"	38.40
J. F. Snyder	8	2	"	51.20
H. A. Brandt	10	2	"	48.64
Stahl Estate	12	4	"	37.20
Saling Estate	13	4	"	35.20

Section 2. That the Recorder of the City of Weston is hereby ordered and directed to enter in the Lien Docket of the City, the names of the owners of each of said lots, parts of lots and parcels of land, and opposite the respective names of such owners to enter a description of the real property owned by the owner, as hereinabove shown, and also opposite such description of the amount of money by this Ordinance declared to be properly chargeable against such real property and a lien against the same, for the improvement above mentioned; and the City of Weston is hereby declared and ordained to have and to hold a lien upon each lot, part of lot and parcel of land hereinabove described, for the above mentioned assessment and amount of money set opposite such lot, part of lot or parcel of land, from and after the time this Ordinance takes effect, for such improvement.

Section 3. Inasmuch as it is neces-

itated normally, in order to avoid an avalanche of spuds later on and low prices.

Notwithstanding the general strike elsewhere Weston's entire force of hello girls—including DeMoss—is still on the job.

The freshman class set a new precedent at Willamette University at Salem when they presented the university with a new concrete sidewalk between Eaton and Waller halls.

The Eugene fruit growers' association has paid to outsiders, and will pay to its members, \$12,000 for wild evergreen blackberries. The Eugene cannery took in 324,000 pounds, the Creawell cannery 30,000, and the Junction City cannery 12,000, making a total of 366,000 pounds, or 184 tons of evergreen blackberries taken in by the three factories.

estimated costs and proposed liens and having heard all the objections and evidence sustaining the same which the parties desired to produce, and being now advised in the premises, found that the amounts and costs set forth in said estimates of said Engineer are not unreasonable or excessive in any instance, and are in each case against each lot, part of lot or parcels of land the proper amount to be borne by them, respectively, for the construction of the sidewalk, and they are benefited in each case in excess of the amount so estimated to be charged against it; therefore

The People of the City of Weston do ordain as follows:

Section 1. That there be, and there is hereby, declared and made the following assessments against the lots, parts of lots and parcels of land respectively, hereinafter set forth, for the construction of a sidewalk on Main Street between Washington Street and Broad Street and the south side of Main Street between Broad Street and Armar Street, the same being the estimate against each lot, part of lot and parcel of land as shown in the estimates of costs for said improvement prepared by E. E. Sause, Engineer, and filed with the Recorder of said City of the 16th day of October, 1917; the assessment against each lot, part of lots and parcels of land being the proportionate part of the cost of building and constructing said sidewalk, which it should bear, and pay on account of, and in accordance with, the special and peculiar benefits derived by it, to-wit:

Owner's Name	Lot	Block	Original Town	Cost
Mrs. E. Reynolds	16	5	"	\$ 45.00
Clark Wood	16	5	"	26.40
Mrs. J. B. DuPuis	1	5	"	30.80
H. A. Brandt	9 and 10	11	"	15.50
Gould Bros.	7 and 8	11	"	17.52
H. A. Brandt	7	11	"	28.40
Watts & Rogers	5, 6, 7, 8	1	"	124.56
S. V. Knox	4	1	"	43.22
Mrs. S. Purcell	3, 4	1	"	58.38
P. G. DuPuis	6, 5	1	Hartman's Add.	64.00
J. H. Williams	3, 4	1	"	64.00
E. M. Smith	1, 2	1	"	64.00
Wallawa National Bank	1, 2, 1/2 of 3	9	Original Town	128.00
P. D. Watts	1/2 of 3, 4, and 5	9	"	128.00
Saling Estate	5, 6, 7	2	"	72.64
P. D. Watts	39 ft. of 7	2	"	38.40
J. F. Snyder	8	2	"	51.20
H. A. Brandt	10	2	"	48.64
Stahl Estate	12	4	"	37.20
Saling Estate	13	4	"	35.20

Section 2. That the Recorder of the City of Weston is hereby ordered and directed to enter in the Lien Docket of the City, the names of the owners of each of said lots, parts of lots and parcels of land, and opposite the respective names of such owners to enter a description of the real property owned by the owner, as hereinabove shown, and also opposite such description of the amount of money by this Ordinance declared to be properly chargeable against such real property and a lien against the same, for the improvement above mentioned; and the City of Weston is hereby declared and ordained to have and to hold a lien upon each lot, part of lot and parcel of land hereinabove described, for the above mentioned assessment and amount of money set opposite such lot, part of lot or parcel of land, from and after the time this Ordinance takes effect, for such improvement.

Section 3. Inasmuch as it is neces-

### WESTON TAKES \$32,000 OF SECOND LIBERTY LOAN

Weston subscribed \$32,000 to the second Liberty Loan—an amount which exceeded its minimum quota but was less than its maximum. Umatilla county subscribed 96 percent of the maximum, Echo, Pendleton and Helix leading in the order named. Each of these three towns exceeded its maximum.

Given a maximum of thirty millions, Oregon raised twenty-five millions—more than half of which was taken in Portland. Benton county exceeded and Union and Wallawa counties reached the maximum. The little town of Powers in southern Oregon led the entire state with a subscription of 623 percent.

The Weston list of subscribers follows:

Allen Richal, Richard E. DeMoss, H. Drew, Joseph Wurzer, Sidney Wyatt, R. Saling, Lela G. Saling, Lois Fay Saling, Mrs. Florence Wyatt, Alfred F. Sempert, Mrs. E. M. Smith, Geo. B. Carmichael, Frederick E. McGrew, C. F. Bullfinch, G. A. R. McGrew, J. M. Banister, G. W. Staggs, Charles Eugene Hedrick, Eliza Morrison, Josie Lavender, Mrs. Margaret Rabb, G. W. Herndon, Watts & Rogers, Norah M. Watts, Worth Watts, Frank Price, H. Waddingham, Joseph Blomgren.

Iley Winn, L. R. Van Winkle, Katie E. Van Winkle, Lewis C. Van Winkle, S. A. Barnes, Joe Hodgson, H. H. Hill, W. S. Banister, Gertrude Van Winkle, A. S. Pence, L. I. O'Hara, J. H. Price, Clara Price, Walter E. Hercher, E. E. Kirkpatrick, Allen Kirkpatrick, G. DeGraw, Mary DeGraw, John Ridenour, Clark Wood, Mary E. Barnes, Gladys Smith, A. P. Perry, Herman Goodwin, Sim J. Culley, Arice L. Barnes, John S. Harris, V. M. Davis, W. H. Booher, Ruth McConnell, Edna Banister, Gladys McFadden, John Banister jr., Rena Banister, Raymond Banister, George Waddingham, J. M. Price, Loren Seward, F. C. Greer, George Blomgren, The Farmers Bank of Weston, Leonard Blomgren, R. G. Blomgren, G. H. Sams, J. R. English, A. J. McIntyre, E. M. Smith, C. L. Pinkerton, J. A. Fee, trustee, Amy A. Van Skiver, R. W. Brown, Geo. W. Winn, W. L. Smeek, Stevens Lodge No. 49, Knights of Pythias, Weston Lodge No. 58, I. O. O. F., MelBride Bros., William E. Van Winkle, Alick Johnson, Victor Thomy, Lonise Rintoul, J. C. Price, Mrs. Z. C. Price, C. M. Price, Odessa Kirkpatrick.

Church of the Brethren  
Order of services for Sunday November 4, 1917:  
10 a. m.—Sunday school.  
11 a. m.—Preaching.  
6:30 p. m.—C. W. S.  
7:30 p. m.—Bible Study, Life of Christ.  
JOHN BONEWITZ, Elder.

Dr. A. F. Sempert  
Graduate and Registered  
**DENTIST**  
Office Hours—9 to 12 a. m.; 1 to 5 p. m.  
Watts Building—Upstairs

Weston Meat Market  
**"Wienies"**  
Meats and Fish  
Ham, Lard and Bacon  
**A. P. Perry**

HOMER I. WATTS  
Attorney-at-Law  
Practices in all State and Federal Courts.  
ATHENA, OREGON  
Chas. H. Carter Dan P. Smythe  
**Carter & Smythe**  
LAWYERS  
Pendleton Oregon

Weston Meat Market  
**"Wienies"**  
Meats and Fish  
Ham, Lard and Bacon  
**A. P. Perry**

What Housewives Have Long Looked For—  
**Flavo Flour Nature Flavored**



Flavo Flour once used, nothing else really satisfies in ways like this, which thousands of women are testifying to among their friends everywhere every day: "For Superior"—"White"—"Rich Taste"—"Has More Life and Moisture"—"Makes Better Bread, Pastry and Biscuits"—"Sweet Nutty Flavor"—"Like Mother Used"—"Best in 50 Years"—"Flaky, Nature-Flavored"—"Takes Loaf of It"—"Every Sack Alike in High Quality"—"Long-Lasting Freshness"—etc., etc.

Order a Trial Sack Today  
Satisfaction Guaranteed

Try it and return to us what you don't use, and we will at once return your money if you are not most pleased. You know us and we know that Flavo Flour is certain to give you greatest satisfaction. Visitors most welcome to see Flavo Flour made. Sole makers for this community.

Members of Community  
Marvel Millers

**WESTON MILLING CO.**

Also Weston's Best and Whole Wheat Flour, Graham, Cereals, Feed and Hay, Seed Grain, Stock Food and Poultry Supplies. We do custom milling. Your patronage solicited. W. L. ROBBINS.

**5 1/2% Farm Loans 6%**  
PREPAYMENT PRIVILEGES

We loan money on first class Oregon and Washington farms at lowest rates. No red tape and no delay. Write direct and save money. Give full details in first letter.

We refer you to any bank in Portland.

**DEVEREAUX Mortgage Company** 606 Concord Bldg. Portland, Oregon

**Overland and Willys-Knight**  
AUTOMOBILES

LIGHT FOUR, 5-passenger ..... \$ 885.00  
BIG FOUR, 5-passenger ..... 1045.00  
SIX CYLINDER, 45 h. p. .... 1490.00  
WILLYS-KNIGHT, 7-passenger. 1650.00

The Overland Light Four is light in weight and big in power. It meets every touring demand. It satisfies in performance, in appearance, in comfort—and at a price you can afford to pay.

The Overland Big Four is the world's most powerful low-priced car. It is fundamentally the same car which year after year for many years has enabled Overland to lead, by a wide margin, all cars of such comfortable size.

The Willys-Knight Sleeve-valve Motor holds every world's record for length of run, power produced, absence of wear, and lack of carbon deposits. It outlasts any and all other types of automobile motors. For thousands of miles beyond the useful life of any other type the Willys-Knight Motor continues to deliver at its highest efficiency.

This season's Willys-Knights are the most beautiful the factory has ever built. See these cars and be convinced.

**Jr. S. L. KENNARD** - - **Weston Agent**

Your orders promptly filled.  
**P. T. Harbour**

**Preston-Shaffer Milling Co.**  
Established 1865  
Athena, Oregon - Waiatsburg, Wash.

**American Beauty**  
and  
**Pure White Flour**

Made of selected bluestem in one of the best equipped mills in the Northwest.

Sold in Weston by  
**Weston Mercantile Company**