

# There'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 ging-ham, 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.**

**J. C. Penney Co.**  
THE GOLDEN RULE  
175 BUSY STORES

### WESTON LEADER

CLARK WOOD, Publisher

The Year ..... \$1.50  
Six Months ..... 0.75  
Four Months ..... 0.50

FRIDAY, NOV. 9, 1917

Entered at the postoffice at Weston, Oregon as second-class mail matter.

Help your boy at the front. Use less wheat and meat. Send more to him.

Russia has gone on another drunk, showing that the average Russian has just about as much concern for government and society as the average orang outang.

any callow youth to ride over him at pleasure would, we think, be a melancholy spectacle.

"Jackrabbit Hides Eight Cents"—Oregonian headline. Well, the thrifty little son-of-a-gun!

We're not saying anything about the Bulldogger this week for the reason that it ain't worth saying anything about.

Weston is gladly doing its bit for the second drive of the Army Y. M. C. A. May just as well, too. No use taking chances now-a-days on laying up treasure for the moth and rust to corrupt and the Kaiser to break in and steal.

The collector of the port was here, but he didn't have no port—nor yet, sherry.

Marshall said an earful at Pendleton when he remarked that nobody now-a-days should expect exact justice and equity from the government. It's a time for sacrifice and for taking the worst of it, if that should come your way, with a smile.

C. C. Chapman, vice chairman of the Oregon committee on publicity for the Liberty Loan, compliments highly the work of Orton E. Goodwin, a former Pendleton newspaper man.

To win the war we must save food in every household and at every meal, and in this work the housewives of America are as an army with banners.

**Church of the Brethren**  
Order of services for Sunday November 11, 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.**

For Sale—Good second hand organ, price \$10; also electric iron, \$3.50. Inquire at Leader office.

### BRIEF WAR NEWS

In Palestine the British have scored a distinct success by the capture of Beersheba, including a large number of prisoners.

More than 200,000 prisoners have been taken in the Austro-German campaign on the Italian front, the Berlin war office reports.

Germans have retreated from points along the historic Chemin des Dames sector on the Aisne front in France. It seems apparent that the Germans, tired of the terrible ordeal they had been forced to undergo for some time from the French artillery and violent infantry attacks, have decided to fall back upon Laon, capital of the department of the Aisne.

Great Britain and France are rushing to the aid of Italy in her critical hour. Not alone have men and guns been sent to the battle front along the Tagliamento river, where the Italians are holding the Teutonic invaders at bay, but the war brains of Great Britain and France are on their way to Italy to consult with the Italian leaders.

### Ordinance No. 256

An Ordinance for the Levying of a General Municipal Tax for the Year 1917.

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

Section 1. That there is hereby levied upon all taxable property in the City of Weston, real and personal, a tax for general municipal purposes of 16 mills—Light Fund, 2½ mills; Street Fund, 3 mills; General Fund, 7 mills; Sinking Fund, 2 mills; General Sinking Fund, 1 mill, and Library Fund, ½ mill—on each and every dollar of such property for the year 1917.

Section 2. That this ordinance shall take effect and be in full force from and after its passage by the Common Council and approval by the Mayor.

Passed the Common Council this 7th day of November, 1917.

Approved by the Mayor this 8th day of November, 1917.

J. M. BANISTER, Mayor.  
Attest: ANDY T. BARNETT, Recorder.

Pianos tuned and repaired at reasonable prices. First-class work guaranteed. A. W. Lundell, Mus. Bach.

### CALL FOR BIDS FOR SIDEWALK CONSTRUCTION.

Notice is hereby given that the undersigned, as Recorder of The City of Weston, Oregon, will receive sealed bids until 7:30 p. m. on the 19th day of November, 1917, at his office in Weston, aforesaid, for the construction of a sidewalk on both sides of Main Street between Washington Street and Broad Street, and on the south side of Main Street between Broad Street and Armar Street, in the City of Weston, aforesaid, in accordance with the plans and specifications therefor on file in the office of said Recorder, which are open to inspection there.

Each bid must be accompanied by a certified check for \$50.00, payable to the order of the Mayor of said City, to be returned if the bidder is unsuccessful and to be forfeited if the bidder is successful and he refuse to enter into a contract in accordance with the bid. Each bid must specify the price per square yard of the sidewalk and must also show the total amount for which the work will be done. All bids will be opened before the Common Council of said City in session at 7:30 p. m. on the said 19th day of November, 1917, at the Council Chambers. The Common Council reserves the right to reject any and all bids. Attention is called to the Ordinance of said City authorizing the said improvement.

Dated at Weston, Oregon, this 9th day of October, 1917.  
ANDY T. BARNETT, Recorder.

### THE RED CROSS

The members of the Red Cross have finished the sewing assigned to them, the desired number of articles to establish a hospital base in France having been completed. Our auxiliary finished 578 pieces. We are now knitting scarfs and sweaters and are urged to put in all the time possible on this work, as it is very much needed. More yarn and needles are expected soon, so there will be work for all who are willing to help.

A silver tea was held in the dining room of the Dormitory Friday afternoon and ten dollars and forty-five cents turned into the Red Cross fund. One will also be given next Friday from two until five, at the same place. Come and bring your knitting and enjoy a social afternoon.

The Weston auxiliary has been assessed fifty dollars to buy Christmas gifts for our boys, this amount to be raised by November 20. Contribution boxes have been placed in several business places and it is hoped that everyone will give liberally. It may seem to us sometimes that we are being called upon to give too much—but what does our giving amount to compared with the sacrifice the soldier boys are making?

It has been decided to hold a Market and Bazaar to be followed by a dinner, at the opera house on Saturday, November 24. Everything in the way of eatables—meats, poultry, vegetables, apples, canned fruit, cooked food—and also fancy work and anything salable, will be gladly accepted.

### Husbands See "Spooks"

A delightful Hallowe'en party was given by the ladies of the Saturday Afternoon Club, entertaining their husbands and a few other guests. The gentlemen were invited to come to the Normal dormitory in a body and upon their arrival they were met by "spooky" ghosts with sepulchral voices. They were escorted from door to door, upstairs and downstairs, being shown finally into the spacious dining room, which had been decorated in yellow and black and otherwise fittingly adorned for Hallowe'en. A dusky fortune teller was in evidence and games were the order of the evening. A bean bag contest created much merriment. Mr. Richard Morrison and Mr. J. W. Porter were the leaders of the opposing armies, Mr. Morrison's side proving the victors.

Light refreshments in keeping with the occasion were served and music was rendered by an impromptu orchestra. Old time favorites were given on instruments said to be carried in stock by Weston's dry goods stores and the City drug store.

Those present as guests were: Mrs. F. C. Fitzpatrick, Mrs. E. F. Wriggle, Mrs. Marie Winchel; Messrs. S. A. Barnes, W. A. Barnes, R. W. Brown, Geo. B. Carmichael, E. O. DeMoss, Frank Graham, Richard Morrison, A. J. McIntyre, W. S. Price, J. W. Porter, Robert Proudfoot, E. C. Rogers, J. F. Snider, E. M. Smith, L. R. Van Winkle, F. D. Watts, J. Wurzer, W. E. Woods, J. H. Williams, F. C. Fitzpatrick, E. F. Wriggle, S. E. Powell.

### WESTON SCHOOLS

The High School is now receiving two Morning Oregonians daily and five copies of the Literary Digest every week. This offers excellent opportunity for work on current topics in the History and English classes.

The High School Girls' Industrial club met for one period Friday afternoon. The girls are preparing to furnish one of the rooms on the third floor for a club room. The Friday period was given over to making curtains.

The orchestra is practicing some new music. It is hoped that both boys' and girls' quartets may be organized soon.

The students in the typing department are enjoying this practical as well as useful branch of school work. The machines are now blanked and much of this work approaches that of an expert typist.

The seventh and eighth grade boys have been playing some lively games of basket ball under the supervision of Mr. Hercher. The girls of the high school are also enjoying basket ball, with Miss Simmons as coach.

Recently the eighth grade had an interesting debate. The question, "Resolved, that a dog is more useful than a horse," was won by the negative.

Miss Rintoul now has forty pupils in the primary room. The children are being taught a new system of phonetics known as the Beacon method. They are deeply interested and Miss Rintoul says the new system is a great help.

The seventh and eighth grade girls are being instructed in basketry and crocheting by Miss Clark.

A short program was given by the seventh grade in commemoration of Frances E. Willard. The eighth grade was invited in.

"Pledge Cards of the United States Food Administration" have been given to the school children, so that the parents might have an opportunity of signing them. The supply was rather limited, but it is hoped that at least one card found its way to every home. A large number have been signed and returned. If you have not yet signed the card, please do so at once as the pledges are soon to be sent to the County Chairman, Superintendent I. E. Young. The "Home Card" as well as the one indicating that you are a "Member of the United States Food Administration" is to be kept in the home. The last named card is given only to those who sign the pledge card.

The report cards are to be given out Monday, and it is hoped that parents will carefully examine the reports.

The pupils in the rooms of Miss Rintoul and Miss Clark were successful in getting the attendance banner this month. In each of these rooms there is a great desire to keep the banner next month.

**Rude.**  
"Well," said Mrs. Bruggins after a solo by a fashionable church choir tenor, "if that ain't the rudest thing I ever saw!"  
"What?" inquired her niece.  
"Why, didn't you notice it? Just as soon as that young man began to sing every other member of the choir stopped. But he went right through with it, and I admire his spunk."

### 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

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: "Far Superior"—"White"—"Rich Taste"—"Has More Life and Moisture"—"Makes Better Bread, Pastry and Biscuits"—"Sweet Nutty Flavor"—"Like Mother Used"—"Best in 60 Years"—"Flaky, Nature-Flavored"—"Takes Less 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.

**WESTON MILLING CO.**

Members of Community  
Marvel Millers

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. ROBINSON.

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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. Four 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.

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



Your orders promptly filled.

**P. T. Harbour**

## Preston-Shaffer Milling Co.

Established 1865

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## American Beauty

and  
Pure White

# Flour

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

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**Weston Mercantile Company**