

The Reason Why We Undersell!

We buy direct from the manufacturer, saving you the middleman's profit, also the traveling salesman's expense. We pay cash for our merchandise, and by so doing we have no interest to pay. We also receive a special discount, which nearly pays the freight.

We sell for cash only, thus saving the bookkeeper's salary, eliminating all possibility of Bad Debts and no commission paid to collectors. We have 125 Stores--Busy Stores. We want you to compare our prices with others. Any school child can soon figure out that this store will save you money on your Dry Goods, Clothing and Shoes.

Ladies' heavy fleeced Vest and Pants, a garment.....	39c
Ladies' white fleeced Union Suits, all sizes.....	49c
Ladies' extra heavy fleeced Union Suits, all sizes.....	98c
Misses' white fleeced Union Suits.....	49c
Misses' white or grey wool Union Suits.....	69c, 79c, 89c
Misses' grey wool Vest and Pants, each.....	49c
Misses' white half-wool Unions.....	1.49
Infants' all-wool Ruben Shirts, each.....	49c
Ladies' flannelette Kimono's.....	98c, 1.49, 1.69
A new shipment of Middies, each.....	98c
Large-size School Tablets, each.....	5c
39x68 Cotton Blankets, each.....	49c
45x72 Cotton Blankets, each.....	69c
60x76 Cotton Blankets, each.....	98c

72x80 Cotton Blankets, each.....	1.49
72x80 Cotton Blankets, each.....	1.98
60x76 plaid Wool-Nap Blanket.....	1.69
66x80 plaid Wool-Nap Blanket.....	2.25
66x80 Plaid Half-Wool Blanket.....	2.98
66x80 Plaid 3-4 Wool Blanket.....	3.98
66x80 Plaid All-Wool Blanket.....	4.98
Men's Khaki Pants, cuff bottom and belt loops.....	1.25
Boys' odd Pants, worsted.....	49c
Boys' odd Pants, corduroy.....	98c
Men's band cuff attached Coat Shirts.....	49c
Men's heavy fleeced Unions, each.....	98c
Men's heavy wool Unions, each.....	1.49
Men's heavy wool Unions, each.....	1.98

Men's Shirts, heavy blue grey or brown flannel.....	1.19
Men's Shirts, all-wool grey or brown flannel.....	1.98
Men's Canvas Gloves, knit wrist, pair.....	5c
Men's Canvas Gloves, heavy-knit wrist, 3 for.....	25c
Men's Rockford Socks, seamless, pair.....	5c
Men's black or tan Dress Hose, 3 for.....	25c
Men's President Suspenders, pair.....	19c
Men's Police or Firemen's Suspenders, pair.....	25c
Men's Our Kicker Suspenders, pair.....	39c
Men's new Fall Neckties, at 25c and.....	45c
Men's Mule Skin Gauntlet Gloves.....	25c
Men's Calf Skin Gauntlet or Wrist Gloves.....	69c
Men's High-top Shoes in tan, 12 inch.....	4.50
Colgate's Shaving Soap, a cake.....	4c

**We Lead
OTHERS FOLLOW**

The Golden Rule
J.C. Penney Co. Inc.
125 BUSY STORES
The Dalles, Oregon

**You Can Always Do Better
—AT—
The Golden Rule Store**

The Observer MORO, OREGON.

FRIDAY, October 27, 1916

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 inquiry, when entered upon our calendar, giving the date of the paper as the date at which your current subscription expires.

EUROPEAN OWNERS ORDER MANY SHIPS

Heavy Demands on Shipbuilding in America to Continue After the War.

New York.—Norway and other Scandinavian countries will continue to make heavy drafts on the shipbuilding and manufacturing resources of the United States while the war lasts, and for at least a year after it ends, according to Trygve Barth, of Christiania, Norway, one of four representatives of leading financial and commercial interests in Norway, who arrived here on the steamship Bergensfjord from Christiania and Bergen. They are to remain here for some time, investigating manufacturing and financial subjects of interest to Norway. According to Mr. Barth, Norway has placed orders with American shipyards for more than \$200,000,000 in new ships since the war began, which are building in Portland, Seattle, San Francisco and Philadelphia.

Also on the Bergensfjord came seven Norwegian steamship captains, who are to inspect and take back to Norway some of the vessels that have been built.

According to several passengers, the Norwegian ship owners have determined to use a great fleet of vessels in the Pacific and make a bid for a greater part of the business now conducted under the Japanese flag.

Loss of Bremen Feared.

Washington.—Loss of the German submarine merchantman Bremen virtually was conceded by ranking Teutonic diplomats in a position to be familiar with the movements of the vessel. The Bremen is now one month overdue.

When He Enjoys Home.
"Does your husband enjoy home?"
"Yes—whenever I want him to take me to the theater."—Cleveland Leader.

EXAMINERS CHARGE ERRORS

Commissioner Protests Against Alleged Misstatements in Report.
Olympia, Wash.—In a report exceeding 100 typewritten pages, the state bureau of inspection charges errors uncounted in the bookkeeping of the industrial insurance department, and numerous instances of lax administration or faulty methods. A long list of alterations is recommended by the examiners as to what they believe will be improvements in both the law and its administration.

If the present system of setting aside pension reserves is continued, the examiners conclude, the practice will prove fatal to industrial insurance by the state. With the filing of the report, the industrial insurance commission, through Chairman E. W. Olsson, protested to C. W. Clausen, state auditor and chief of the bureau, against what they designated as discrepancies and misstatements of fact in the work of the examiners.

Walla Walla Wheat Brings Top Prices.
Walla Walla, Wash.—Top prices for wheat for the year brought out 100,000 bushels Saturday and as many more the day before. Farmers sold for \$1.32 and up to a half-cent better for club; \$1.40 for bluestem, and \$1.46 for turkey red.

British Seize Mail Bound to Manila.
Washington.—The Dutch steamer Arakan, bound from a Dutch port in Borneo to Manila, was held up on the high seas by a British war vessel and all her mail was taken off, according to advices reaching Washington.

THE MARKETS

Portland.
Wheat—Club, \$1.39; bluestem \$1.46; red Russian, \$1.38; forty-fold, \$1.41; red fife, \$1.39.
Hay—Timothy, \$18 per ton; alfalfa, \$15.50.
Barley—No. 1 Feed, \$36 per ton.
Butter—Creamery, 39c.
Eggs—Ranch, 40c.
Wool—Eastern Oregon, 32c; valley, 32c.
Hops—1916 crop, 10@12c.

Seattle.
Wheat—Bluestem, \$1.48; club \$1.41; forty-fold, \$1.43; red Russian, \$1.38; fife, \$1.42; turkey red, \$1.50.
Barley—\$37 per ton.
Butter—Creamery, 37c.
Eggs—50c.

Olive Oil.
Spain is credited with producing more than three-quarters of the world's supply of olive oil.

JAPANESE LABOR ON COAST FORMS UNION

San Francisco.—The first step in an attempt to solve the Japanese labor problem on the Pacific coast was taken here with the announcement that nine Japanese labor unions, which will affiliate into a separate Japanese labor council, have been formed and that the movement would be extended through California, Oregon and Washington.

B. Suzuki, president of the Laborers' Friendly society of Japan, who fathered the organization of the Japanese unions, declared that he would have 30,000 Japanese workmen in California members of such unions within a year.

When this is accomplished, as it will be in California, Oregon and Washington, no longer can it be charged that the Japanese here are a menace to the American wage earner. Mr. Suzuki expressed the hope that within a year or so the Japanese union would be permitted to affiliate with the American Federation of Labor.

CAR SHORTAGE IS SERIOUS

Railroad Men Say Conditions Will Be Further Aggravated.

New York.—Railroads of the United States are suffering from the greatest shortage of cars ever experienced at this time of the year, according to figures made public here. On September 30 there was a net shortage of 61,030 cars. This compares with a surplus of 131,027 cars on October 1, 1914, and of 78,399 on the corresponding date last year.

The greatest shortage is in box cars, totaling 33,016, while coal and gondola cars total 19,872. The greatest shortage of box cars is in the granger states.

Railway men say the high point of the shortage will be reached next month.

Villa Defeats Carranza Troops.

El Paso, Texas.—United States government department agents here declared they had obtained reliable information that Carranzista forces had sustained a severe defeat in the two day running fight with Villista bandits and that Villa's forces were now only a few miles outside Chihuahua City. The call for Carranzista reinforcements from Juarez is regarded as an indication that the situation is serious.

AMBASSADOR GERARD



James W. Gerard, American Ambassador to Germany, who recently returned home on a vacation.

CALIFORNIA FEELS EARTHQUAKE SHOCK

Los Angeles.—Two slight earthquake shocks were felt here, the first coming at 6:44 and the second at 6:55 o'clock Sunday night. Residents in various parts of the city said chandeliers and pictures were shaken, but no damage was done. Each lasted only a few seconds.

Ventura, Cal.—Many residents rushed into the streets when two slight earthquakes were felt here, the first coming at 6:44 and the second at 6:55 o'clock. No damage was done. Reports from Santa Ana, Cal., state that dishes in many houses were knocked from shelves and broken by two shocks felt there at the same time.

Fresno, Cal.—Two slight earthquake shocks were felt here shortly before 7 o'clock, and it is reported that the shocks were quite severe in Bakersfield and in the oil fields. Information received here is that the Edison company's power lines between Bakersfield and Los Angeles were damaged, and that the Santa Fe's boxcar ticket office at Tehachapi was wrecked.

Fine Alfalfa and Stock Ranch for Sale

356 acres, of which about 90 acres are Alfalfa Land, 1915 hay sold at \$15 in stack, and at \$19 in Portland. Noted as best-paying farm on the creek for its size. On O.-W. R. & N. Railroad, and 3½ miles to two towns. Altitude 918 feet; no better climate anywhere. Best watered farm in Eastern Oregon. Located 25 miles from Columbia River, 7½ hours' run to Portland. Will sell with or without the livestock on easy terms.

Life is too short and time too valuable to buy raw land and build an alfalfa ranch. The task is too great a one for the ordinary man to tackle. Better to drop into a well-improved, modern farm and begin from the very first to enjoy the fruits for which others have labored.

Here is one of the best old-established alfalfa farms in Eastern Oregon for sale on easy terms, and the purchaser escapes the arduous, expensive work of digging irrigating ditches, building dams, leveling ground, erecting buildings, growing orchards, building fences and thousands of other things required in establishing a ranch like this.

Wishing to retire from farming the owner is offering for sale the following property: 356 acres of alfalfa and pasture land of which about

75 Acres Is a Deeply Rooted, Heavy Producing Alfalfa Meadow

And about 15 acres or more of new land will be seeded to alfalfa as soon as the ground can be prepared. Already the ranch produces from 300 to 350 tons of alfalfa hay every season, which is the best-balanced single ration for all kinds of livestock the world has ever known, also the cheapest and easiest crop to grow; 102 acres are bottom land, balance hill pasture land, with good stream of water running through center of ranch, also many running springs. About 2½ acres in peach, apple and pear orchards, heavy producing; six-room dwelling house, very cozy, surrounded by luxuriant shade trees, beautiful lawn, rose beds, etc.; new 50x60-foot barn, blacksmith shop well equipped with tools; wagon shed, wood shed, cement cellar, root cellar, poultry houses and other necessary outbuildings. Also all livestock, farm machinery and household effects. A complete and well-furnished country home to step into.

Pure Running Spring and Creek Water for Stock the Year Round

Water runs at all times through the stock corral, barnyard, lawn, calf lot, hog lot, and in every ditch on the ranch if desired. No quarrel with neighbors over irrigating ditches, nor with ditch riders over water. The intake to my ditches is just above my line fence and the water returns to main stream on my own land, AND THE WATER IS ABSOLUTELY FREE.

The Soil Is Mostly Creek Sediment as Deep as 10 and 12 Feet

Hence very rich in plant-growing materials. Owing to depth of soil one irrigating early in the Spring will produce three heavy crops of alfalfa hay per year, and much of the land sub-irrigates from the creeks and springs. The fourth crop I have always pastured off up to the first of the year.

Big Demand for Alfalfa Hay in the Stack or Baled

This fine, healthful Eastern Oregon home and all its belongings can be had for \$30,000 (and is easily worth \$50,000), one-fourth of which can be paid in annual installments of \$500 at six per cent interest, and the remainder can be arranged agreeably between owner and purchaser. Will sell for less without livestock. Possession can be given at any time. Write or call upon

Alex Hunter, —Moro, Ore.