

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	98c
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**

VOTE
52 X DUFFY, GROVER J.
Independent Candidate for District Attorney

Paid Adv.

More High School Notes.

The basket ball team had its first practice last Friday eve, and hereafter will practice Monday and Friday evenings.

Willis Buxton is out of school with , but is reported much better.

The green caps for the Freshies are here and all are willing to wear them. If not they must expect nothing less than the city trough.

A hallow'een party was given in the hall Monday evening for the grammar grade.

The alumni entertained the high school in a masquerade Hallow'een party Tuesday evening, given in the fair grounds restaurant. Everyone enjoyed themselves, especially those on the inside.

Chester Anderson started to school in the November class Monday.

A debate will be held Friday afternoon in the high school room, the question being, Resolved, that Hughes should be elected President.

Viava Home Remedies can be had from Mrs. Grace Bourhill.

All agree that the Full Rental Value Land Tax bill is a single tax measure. Single tax has for its purpose the absorption of all land by the government.

L. J. Lucas was a business visitor at The Dalles this week. Mrs. Lucas is at Heppner, visiting with relatives.

If you are contemplating purchasing a light car write Walther-Williams Co., The Dalles, for particulars about the Dodge.

F. E. Dunton was a visitor at The Dalles this week, arranging the schedules of debates for Moro school in the state league.

Jack Swift, formerly a business resident of Moro, but more recently located at The Dalles, is proprietor of the Antelope barber shop.

Frank Spencer, who is employed in the office of the Standard Oil Co. at The Dalles, visited Monday with his sister, Mrs. R.C. Ornduff.

An examination for postmaster at the Monkland office will be held at Moro on November 25th. The vacancy is open to anyone residing within the territory supplied by the Monkland office.

The Best of the Bargain.

You get a bargain when you get the Youth's Companion for 1917 for \$2.00—52 issues crowded from cover to cover with the reading you most enjoy. But you get the best of the bargain if you subscribe the minute you read this, for then you will get free every number of The Companion issued between the time you subscribe and New Year's. By special arrangement new subscribers for The Youth's Companion can have also McCall's Magazine for 1917—both publications for \$2.10.

Our offer includes a 15-cent McCall Dress Pattern—your choice from your first number of the magazine—if you send a 2-cent stamp with your selection.

Subscriptions received at this office.

The proposed Full Rental Land Tax bill is the same old single tax proposition which has been defeated several times under a new title. It provides that all land in Oregon shall be taken over by the state and the present owners shall be the state's tenants.

Carbolinum, fresh stock, now on sale at The Observer Store.

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:

In the name of the State of Oregon: 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 said annulment of 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 most 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 Krumow, 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. Duffy,
Attorney for Plaintiff.

Such tobacco enjoyment

as you never thought could be is yours to command quick as you buy some Prince Albert and fire-up a pipe or a home-made cigarette!

Prince Albert gives you every tobacco satisfaction your smoke-appetite ever hankered for. That's because it's made by a patented process that cuts out bite and parch! Prince Albert has always been sold without coupons or premiums. We prefer to give quality!



PRINCE ALBERT

the national joy smoke

has a flavor as different as it is delightful. You never tasted the like of it! And that isn't strange, either.

Men who think they can't smoke a pipe or roll a cigarette can smoke and will smoke if they use Prince Albert. And smokers who have not yet given P. A. a try-out certainly have a big surprise and a lot of enjoyment coming their way as soon as they invest in a supply. Prince Albert tobacco will tell its own story!

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

How's This?

We offer One Hundred Dollars Reward for any case of Catarrh that cannot be cured by Hall's Catarrh Cure.

F. J. CHENEY & CO., Toledo, O. We, the undersigned, have known F. J. Cheney for the last 15 years, and believe him perfectly honorable in all business transactions and financially able to carry out any obligations made by him. NATIONAL BANK OF COMMERCE, Toledo, O. Hall's Catarrh Cure is taken internally, acting directly upon the blood and mucous surfaces of the system. Testimonials sent free. Price 50 cents per bottle. Sold by all Druggists. Take Hall's Family Pills for constipation.

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

Good Stationary, nicely printed is one of the first requirements of a good business. We can supply you.