

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 or Wrist 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, November 10, 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 12 1/2 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.

OREGON NEWS NOTES OF GENERAL INTEREST

Important Occurrences of Past Week Briefly Compiled for Our Readers.

There are six cases of infantile paralysis in Salem.

Thursday, November 9, will be Community Day in Klamath Falls.

Lodgett is the name of a new post-office just established in Grant county.

McMinnville college has succeeded in raising its \$300,000 endowment fund.

Homegrown strawberries of splendid quality are in the markets at Lebanon.

Gardner's \$13,000 school building will be ready for occupancy by the first or second week in December.

The Oregon Agricultural college football team defeated the Whitman college, Pullman, Wash., eleven at Corvallis by a score of 15 to 0.

During the week ending November 3 a total of 390 accidents were reported to the state industrial accident commission, three of which were fatal.

Oregon Agricultural college, with a total of 2122 eggs, won third place in the international egg-laying contest, which closed November 1 at Storrs, Conn.

Sold Back, foremost Chinese of Portland and a wealthy merchant and philanthropist, died at his ranch near Independence from gangrenous pneumonia.

Saturday, November 11, will be sugar day in Grants Pass. A celebration will be held in recognition of the successful operation of the new beet sugar factory.

To the star graduate of the university of Oregon medical school at Portland, the Oregon state hospital will offer a position as interne at a salary of \$190 a month.

The Sisters of Charity of Nazareth,

an order of Catholic sisters, will establish a hospital, convent and nurses' home at Bend. Construction will begin in the spring.

As a result of the completion of a new 1000-barrel-a-day unit, the Portland Flouring mills on January 1 will become the second largest flour mill on the Pacific coast.

The bakers of the Coos bay cities have been forced to raise the price of bread and other products on account of the rapidly increasing price of flour and other materials used.

Three men were killed and two were injured when gas, gathering 300 feet below the level of the Beaver Hill mine at Marshfield, exploded, burying the miners beneath a mass of earth.

To test the quality of sugar beets grown in Klamath county this year, the Klamath Falls commercial club has shipped a consignment of the beets to the beet sugar factory at Grants Pass.

Postmaster C. H. Stewart of Albany has received instructions from the postoffice department to call for bids on trees, shrubs and flowers with which to beautify the grounds of the local postoffice.

Shipbuilding is now one of the big industries of Coos bay. Two hundred men are employed at the Kruse & Banks yards in North Bend and there are prospects of other ship yards opening in the county.

The J. M. Dougan company of Portland has received the contract for the construction of Josephine county's new courthouse. The contract price for the building complete, except heating and plumbing, is \$75,443.

A deficit of \$1,998,667 was sustained by the Spokane, Portland & Seattle railway during the year ended June 30, 1916, according to a report made public at Salem. The interest on the funded debt created the deficit.

Old graduates, former students and friends of the Oregon Agricultural college throughout the state, are planning to return to the college for home coming day on the date of the college-university football game November 25.

There are 1628 teachers who hold life certificates or life state diplomas. State Superintendent of Public Instruction Churchill finds in compiling his biennial report. The number of teachers holding life papers is 112 greater than in 1915.

Consolidation of the eastern Oregon and the western Oregon teachers' associations into a single state association will be urged by the eastern Oregon association according to a decision it reached in convention at La Grande. The plan proposed is for a statewide convention of teachers, to be held annually in Portland during Christmas week.

The population in all the state institutions now aggregates 3385, according to reports submitted to the state board by the superintendents. By institutions the population was given as follows: State hospital, 1691; penitentiary, 455; feeble-minded institute, 318; boys' school, 117; tubercular institute, 77; blind school, 30; deaf school, 96; girls' school, 52; eastern Oregon hospital, 488, and soldiers' home, 162.

Baker is facing a coal famine, according to local dealers, and if a cold snap should appear there might be much suffering. The car shortage is blamed.

The following postmasters have been appointed in Oregon: Maud A. Hensley, at Chiloquin, vice Eugene A. Wilson, resigned; Robert E. Manning, at Lehman, vice F. P. O'Hara, resigned; A. S. Kerry, at Neverstill, new office.

"Europe will need a billion dollars' worth of lumber the first year after the war," asserted Dr. Edward Ewing Pratt, chief of the bureau of foreign and domestic commerce, department of commerce, in an address before the Forest industry conference in Portland.

The Brownsville cannery, which is owned by the Linn-Benton Fruit Growers' association, packed about 12,000 cases of fruit and vegetables this year and the entire product has been sold for higher prices than has ever before been received since its establishment in 1906.

Because of the tremendous advance in the price of the necessities of life, the state board of control has increased the maintenance budget for the deaf and mute school by \$1000, and it is likely that the budgets for the remainder of the institutions will also be increased.

The North Pacific Fair association will meet in Portland December 6-7. The membership comprises the boards and secretaries of the fairs and exhibitions of Washington, Oregon, Utah, Montana and British Columbia. At this time dates are made for the different fairs so as not to conflict.

Registration of the 1917 series for motor vehicle licenses will open in the secretary of state's office November 15. For the convenience of motor vehicle owners, chauffeurs and automobile dealers, blank applications numbering approximately 42,000, will be mailed by the secretary of state about the middle of this week.

A well attended meeting was held in Albany for the purpose of taking preliminary steps to organize a good roads association for Linn county. On November 18 meetings will be held in the various precincts in the county to choose two delegates to a general

meeting at Albany on November 25, when a permanent association will be formed.

A new feature has been added to the forensic activities of the Oregon Agricultural college, in the form of extension debates. Agricultural and other questions that are of interest to the people of the state will be selected and discussed by affirmative and negative teams from the college in towns chosen by the extension service.

Express companies are to take no chances with the initiative absolute prohibition bill. When the votes cast at Tuesday's election shall have been canvassed—within 30 days after election day—and if it is found that the prohibition bill has carried, the carriers will send back whatever consignments of liquor may be in their hands awaiting delivery even if they had been ordered and dispatched before the bill should become a law.

In his annual report to Governor Withycombe for the year ending June 30, 1916, Henry J. Schullerman, corporation commissioner, sets forth that his department has made a net gain to the state over the year preceding of \$14,092. The receipts of the department for the year amounted to \$199,356.70, an increase of \$10,251.09 over the year before, while the expenses of operation totaled \$16,126.86, or \$3840.91 less than for the period ending June 30, 1915.

Some confusion seems to have arisen over the waterfowl shooting season, statements having been made that the season in certain counties in Oregon will extend until February 15 and in Clatsop county an additional open season extends from March 1 to April 30, and in Coos county from December 31 to January 1. This is entirely erroneous, according to the migratory bird law officials. The federal migratory bird law does not permit shooting of geese, brant, wild ducks, coots, gallinules and jacksnipe after sunset January 15 throughout Oregon and Washington. The black-breasted and golden plover and greater and lesser yellow-legs open season closes after sunset December 15 throughout Oregon and Washington.

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.

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 3 1/2 miles to two towns. Altitude 918 feet; no better climate anywhere. Best watered farm in Eastern Oregon. Located 25 miles from Columbia River, 7 1/2 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 2 1/2 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 creek 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

Local sheepmen and cattlemen furnish a ready market for all the hay produced here, and it has been sold from this ranch at \$20 per ton. The 1915 crop sold for \$15 in the stack and \$19 in Portland, so it is not difficult to figure what your yearly income is likely to be. Luxuriant shade trees and pools of spring water along the creek make excellent summer conditions for cattle, horses and hogs. This farm is in the center of a famous Eastern Oregon wheat belt, and grain feed can be had at minimum cost.

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.