

# THOSE LADIES' COATS AT THE GOLDEN RULE STORE CERTAINLY ARE NICE

THAT IS WHAT EVERYONE SAYS WHO HAS SEEN THEM



The New EMPIRE effect in three-quarter length, Made of Broad-cloth, Covert, Kersey, Melton, or Cravenette. AND THEN THE PRICE TOO. So much less than you have usually paid for the same quality and workmanship.

PRICE  
\$10.50 to \$19.75



We have the plainer ones also, at \$3 to \$5.50  
MISSSES COATS, at \$1.65 to \$8.50

GOOD SERVICEABLE GARMENTS, ALL OF THEM

## THE GOLDEN RULE COMPANY,

1808, 1810, 1812 Adams Avenue.

Largest Store

Smallest Prices

TRY AN "AD" IN THE OBSERVER'S  
CLASSIFIED. IT WILL BE GOOD.

### PATRONIZE HOME INDUSTRY

By smoking KEY WEST PERFECTO  
THE VISTA ORADA  
and C. B. Cigars

Factory Cor.  
Adams Ave.  
and Green-  
wood Street

Manufactured by C. E. HACKMAN.

### Suit for \$15

Why go and get a Hond-me-down Suit when I will make you up a suit just as cheap, better work and guarantee a fit.  
MAKE YOU A SUIT FOR \$15.00

CALL AND SEE US

SUIT CLUB WINNERS

L. Rayburn - \$35 Suit New Club

**AL. ANDREWS**  
Haberdasher and Tailor

#### WANTED

#### Apples, Vegetables, Hay and Grain

We are now packing apples and can use shipping stock in any quantity. We pay highest market prices for all produce.

#### HONEY

We have a fresh consignment of fancy white clover California honey which is on sale at all the leading groceries.

#### APPLE BOXES AND PAPER

Do you want apple boxes, box lining paper, or wrapping paper? We have them and sell them at wholesale prices.

#### STORAGE

We store all kinds of goods at a very low rate. Our storage plant is absolutely fire proof and takes a very low rate of insurance.

**Oregon Produce Company**

#### Local Items

Wm Siegrist made a business visit to Elgin yesterday.

G W Rackman, the Alice farmer, is in the city today on business.

W W Pankey left this morning for Elgin to repair the telephone line near that place.

Dr Isaac returned last night from Portland where he has been on a professional business.

A G Peterson of Elgin came up on last night's train and is in the city today transacting business.

Mrs. Edmond Robinson and children left this morning for Union where they will visit today with friends.

P A Worthington, the O R & N right of way agent, passed through the city last night on his way to Portland from Elgin.

Mrs. Battie M Wolfe of Union was appointed state superintendent of school savings banks, by the recent State W C T U convention.

Mrs. Thorp of Alice was brought to the La Grande Hospital last evening to receive treatment for an acute attack of pneumonia.

Harry Gilham is in the city from his home in Dayton, Wash., visiting his mother and brothers.

Mrs. Laura Stotts left this morning for Elgin where she will visit Mr. U L Fox and family. She was accompanied by Miss Mamie Carr, who is here visiting her brother, J J Carr.

Commencing with the week of October 30, the theatre goes of this city will be permitted to enjoy a real treat. Zina's Travesty Company will present an entire week of real fun and up to date specialties.

Attorney J W Knowles returned last evening from a hunting expedition on the head waters of Rock creek. Earl Joyce, J D Simmons and J W Waldon the other members of the party remained.

J K Lantz, of the Cove was a La Grande visitor today. Mr Lantz is one of the leading fruit men of Cove, and states that the recent frost has made a good opening for a cider and vinegar plant at Cove.

Mrs. Emily Merritt left for California last week where she will attend the National W C T U Convention next week. She will return to California this winter with her son Everett Merritt and other relatives and friends. Mrs. Merritt will be missed in W C T U circles in Union. —Scout.

Mr and Mrs J Cnes Holmes have moved to Hilgard where Mr Holmes will be employed by J H Riley in the logging camps.

### HEATING STOVES AND STEEL RANGES

I have just received my fall stock of Heating Stoves and Steel Ranges, all sizes, and prices in proportion. If you are going to need a Steel Range or Heater call and examine them,

#### THE CELEBRATED MAJESTIC STEEL RANGE

I also have a nice lot of lanterns, shot guns, rifles, and ammunition.

**MRS. T. N. MURPHY,**  
Hardware and Crockery.

### Wood! Wood! Wood!

Good dry wood delivered to any part of the city  
**ANY LENGTH, ANY KIND,**  
Special prices on quantity orders. No order too large or none too small.

James Beavers, Red 1441

#### Visited New Plant

J W Scriber chaperoned a four horse load of prominent citizens last evening to view the new power plant which has just been completed connecting Morgan Lake. The machinery is set on solid concrete and every thing is substantial and built for continued use. The big water wheel handles the load with ease and the really surprising feature was the great pressure of power developed with the small steam of water which flowed on after leaving the wheel.

This is one of the enterprises that has been completed, that marks a new epoch in the industrial history of our city. It means that it is possible for other large industries to be economically maintained and operated in this city.

It requires pay rolls to build cities and payrolls are only possible in manufacturing centers and to maintain factories, cheap power is necessary and this, La Grande now has in abundance.

Those who were in the party last evening were Thomas McConnell, J L Caviness; C O Frazier; E. Geo O'Connor; A A Roberts; Mayor Slater; Council L D Reavis; G E Fowler; Recorder Snook; J W Scriber and Geo H Currey.

#### Births Reported

A son was born to Mr. and Mrs. Oral Anson in this city yesterday, October 27.

At Imbler on Thursday, October 26, a daughter was born to Mr. and Mrs. J A Grossback.

#### Boys' Club

The boys' club met last evening in their room in Central church. Twenty one boys were present. After one hour spent in the gymnasium the lesson for the evening was recited. There came a very lively election of officers. Candidates were plenty and the contest spirited, yet all ended in good humor. The following officers were elected: President, Will Neill; vice-president, Joe King; Secretary, George Richardson; treasurer, Charlie Reynolds; marshal, Victor Melville.

Arrangements were begun to have a reading table and boys' library. The president appointed Frank Balston, Joe Whitby and Arlo Myers a committee to have charge of this line of work.

The reading table will be in the study for the present and the room will be open all day Saturday, also Sunday afternoon to men or boys.

The club is taking up its study of the life of Christ. Boys who wish to join the club should hand in their names now. Any officer will take your name.

#### Two Gold Medals

Turner Liver, president of the Oregon Needle Fiber company, whose head office and place of business is at La Grande, Oregon and whose factory is located near Summerville, informs us that his company was awarded the gold medal for its pine needle fiber and another gold medal for its pine needle oil. This pine needle fiber is manufactured in large quantities by his company and is superior to any other vegetable product known for the filling for high grade mattresses. The oil is an essential oil distilled from the pine needles. It is found in very small quantities and is consequently high-priced. It is used in many different medicines and a New York physician has recently claimed for it, that it will cure consumption.

#### Time Extended

In order to finish up the balance of our odds and ends our great sale will be continued a few days longer. Men's underwear of exceptional quality is going at a rapid pace. A few more suits left. A few sweaters are yet left and four more skirts. Call and get the choice of what is left. Crescent Knitting Mills.

#### Injured at Kamela

Edward Mitchell of this city, who is employed as a wiper at Kamela, was brought down yesterday suffering with a badly crushed leg. While at work about the engine he was caught between the apron between the engine and tender and had it not been for the apron being torn off by the strain he would have undoubtedly lost his limb.

Cole C Wilson, Letta M Wilson and Edith G Clawson, all of Boise, Idaho, made proof for timber and stone claims before the land office today.

## Women's Outer Garments



A display that is positively unrivaled; that includes the smartest and choicest designs in Expertly Tailored Coats and Suits, Exquisite Skirts, Waists, and Magnificent Gowns.

#### TAILORED SUITS FOR WOMEN

A little newer and much prettier than you'll find elsewhere. The special attraction we invite you to is

#### THE UNUSUAL SALE OF BRAND NEW COATS

Unusual because of the fetching new styles at the modest prices.

COATS AT

\$15.00, \$16.50, \$18.50 and along up to \$55.00

By express we are getting new arrivals every few days, selected from the leading American Makers of Women's Correct and Smartly Stylish attire.

**Chicago Store**