

ECONOMY IN BUYING Heir To Prosperity

High Time to Think of Spring Goods and Spring Buying

Below We Submit for Your Consideration, Staple and Fancy Goods, New and Up-to-date Spring Arrivals at THE REGULAR GOLDEN RULE COMPANY'S PRICES



Men's Clothing and Toggery

Men's good wearing Suits, part wool, excellent value \$3.50
Men's Suits in grey Cassimere, good staple goods...\$5.00
Men's Suits in all grades—Worsteds, Cassimeres, Chev-
lots, in all the latest Spring shades and patterns,
now at from\$6.50 to \$16.50

DRESS GOODS

DRESS GOODS.
Elegant black Dress Goods in Mohairs and Sicilians, 50-inch Panama,
all wool, highest grade quality, per yard\$1.10
45-inch black Silkine Mohair, high silk lustre, per yard\$1.65
41-inch black Voile, an exceptional value, per yard\$1.25
BEAUTIFUL COLORED DRESS GOODS.
32-inch mixed wool Suiting, Checks and Plaids, per yard28c
38-inch mixed grey Mohairs, Stripes and Checks, per yard60c
42-inch fine Serges in navy blue, brown and cardinal, per yard\$1.10
WOMEN'S SUITS, SKIRTS AND JACKETS.

Each day turns a new page of the Spring fashion book at The Golden Rule Company. Each day has added to the completeness and collection of new apparel.
COME AND SEE FOR YOURSELF. PRICES ARE VERY ACCOMMODATING.

SUITS\$17.00, \$19.50, \$32.50, \$40.00.
SKIRTS\$6.85, \$9.75, \$12.25, \$16.50.
JACKETS\$5.35, \$6.50, \$8.50, \$10.00.

LACE CURTAINS

The line being complete we can now show you some very good values



WHITE NOTTINGHAM LACE

No. 202 and 203, 2 3-4 yards long, at65c pair
No. 205, 2 3-4 yards long, at90c pair
No. 207, 3 yards long, 40 inches wide, at\$1.13 pair
No. 211, 3 yards long, 48 inches wide, at\$1.48 pair
ECRU NET—
No. 210, 3 yards long, 44 inches wide, at\$1.35 pair
No. 212, 3 yards long, 48 inches wide, at\$1.50 pair



Boy's Clothing

Boy's Two Piece Suits in nice line of colors fair quality for only \$1.00

Boys' Suits, large line of patterns, will wear like iron \$1.25
Boys' Suits, all grades, latest Spring styles and patterns,\$1.50 to \$6.00

Shoes



Shoes

Our line of Shoes is the high standard of Spring, 1908, styles. New, Up-to-date in every way. OXFORDS, tan or black. High cuts in all leathers.
PATENTS, VICI, GUN METAL, BOX CALF.
MEN'S, WOMEN'S AND CHILDREN'S.

Hosiery For You all



Child's Hose, 5 to 9, medium weight cotton, pair 12 1-2c
Child's Hose, 5 to 9, lisle finish, fast and stainless, pr 18c
Boys' extra heavy, 6 1-2 to 10, equal to 25c quality, pr 18c
Ladies' medium weight, good wear, per pair12 1-2c
Ladies' fine Lisle ribbed, at, per pair25c
Ladies fine Burson fashioned, no seam, per pair.....25c

House Furnishings

SUNSHINE FINISH not only finishes new work, but is the best article on the market for renewing marred or scratched furniture, or anything in woodware. We carry it in all shades, and all sized cans. Call and get color card.

CLOTHES WRINGERS—

Wood or iron frame, guaranteed\$2.85
Wood or iron frame, guaranteed\$3.00
Wood or iron frame, guaranteed\$3.25 to \$4.85

ACME WASHING MACHINES—

This is the Best Machine on the market. Does work well and so easy that a child can operate it. Guaranteed in every way. Price\$12.00
50-foot galvanized Wire Clothes Line13c
Galvanized Wash Tubs80c, 90c and \$1.00

Dishes, Graniteware, Glassware, Woodenware, Tinware and everything in house furnishings or kitchen utensils. We carry a complete line.

All Rubber Footwear Reduced 25 Per cent to Close Out, Excepting Boots

THE GOLDEN RULE CO.

Best Skirts

Every well-gowned woman should have a Sororis Petticoat in her wardrobe.
High grade Heatherbloom, wide fulness, dust ruffle, 2 rows of shirring\$1.98
No. 53, genuine Heatherbloom, yoke top, strap seams \$2.25
No. 22 Clematis Cloth in yoke top, strong seams, shirred and tucked\$1.50

Men's Work Shirts45c
Men's Heavy Work Socks5c
Men's Good Grade Hats\$1.00
Men's Good Grade Dress Shirts33c

Best Pins, per paper4c
Best Safety Pins, per paper4c
O. N. T. Spool Cotton, per spool4c
Good, all white Hemstitched Handkerchiefs1c

7 bars Laundry Soap25c
Good Toilet Soap, per dozen45c
Saginaw White Tip Matches, per box6 1-4c
Clothespins, per dozen1c

GENERAL NEWS ITEMS

Salem is considering a sewerage project.
The Capital State Bank at Boise, which closed its doors during the financial flurry, has been reorganized and expects to open within the next few days.
Weston growers have 25,500 sacks of potatoes ready for market.
Pendleton has over \$4000 subscribed with which to place water on an oth-

erwise beautiful cemetery—Olney.
Ten thousand rainbow trout will be released in the Umatilla river just below Meacham creek, just as soon as the season is far enough advanced.
Independence is to have a cannery. At a rousing meeting held there a few days ago the committee appointed to solicit stock reported it had raised \$4200 of the \$5000 necessary.
Roseburg has just organized a Commercial club with 100 members on the night of organization.
Ex-Congressman Binger Hermann, accompanied by his wife, is en route to Mexico, where they expect to spend the next five weeks sight-seeing.
The socialists of Lane county will meet in convention April 3 to nominate a county ticket.
An auto road from Portland to Hood River is one of the possibilities of the

year.
Petitions are being circulated in Grant county with a view of putting that county in the "dry" list next June.

FINEST IN COUNTY.

New Steel Bridge at Elgin Pleases the Public Generally.

The new bridge spanning the Grande Ronde river on the road leading out of this city to the Clerks creek and Indian creek sections was completed last week and turned over to the country court.

County Judge Henry and Commissioners Brown and Seiders arrived from La Grande last Friday and in company with members of the city council gave the bridge a thorough inspection, and accepted the structure

as being first-class in every respect.
The new bridge is a complete steel structure and one of the finest in the county. It is much longer than the old bridge and stands at a much greater elevation above the water than did the old structure. Bridge Superintendent Campbell is at present overseeing the work of building the approaches and as soon as that is completed the bridge will be ready for travel. Members of the county court say that the total cost of the structure completed will be \$5000.
Easterday & Co. had the contract for building the bridge and the members of the court were well pleased with the work. The bridge is one of which Elgin and the county may well be proud.—Elgin Recorder.
All the local and the world's news of interest in The Observer each eve-

TO CAMPAIGN COUNTY.

W. F. Anderson Will Speak at Various Points in the County.

W. F. Anderson, candidate before the republican primaries for the nomination of county clerk, is arranging to address the voters of the county on "Pure Politics." Places and dates will be announced later.

No Use to Die.

"I have found out that there is no use to die of lung trouble as long as you can get Dr. King's New Discovery," says Mrs. J. P. White, of Rushboro, Pa. "I would not be alive today only for that wonderful medicine. It loosens up a cough quicker than anything else, and cures lung disease even after the case is pronounced hopeless." This most reliable remedy for coughs and colds, la grippe,

asthma, bronchitis and hoarseness, is sold under guarantee at the Newlin drug store. 50c and \$1. Trial bottle free.

Dance Tomorrow Night.

Arrangements are going on nicely for the dance tomorrow night, the proceeds of which will apply on the expense of maintaining a baseball team here this season. Every one is invited to attend, and ladies are requested to come with a well-defined notion of what the colors for the players' uniforms are to be.

To the Public.

Notice is hereby given that the undersigned is now prepared to furnish pure, fresh milk from young Jersey cows.

J. F. BAKER, JR.
Phone Black 282.