

THE GOLDEN RULE CO.

THE GOLDEN RULE CO.



THERE IS NOTHING MORE COMFORTABLE this weather than an easy fitting **CORSET**.

WARNERS—The name has a comforting sound. . . . \$1 to \$3.

Did you ever try the Warners Bassiere? It's just the thing for hot weather made of light weight drill and very little boning, just enough to hold the form. . . 50c **Light Muslin or Knit Underwear**—Something that is cool and comfortable and easy to wash. Vests or Pants, knit 7c, 13c, 15c, up to 50c.

Our stock is very complete in any thing you want in muslin wear.

If you going for an outing we would like to make a few suggestions. We carry a complete line and can fit you out from start to finish.



HAMMOCKS

Tents, Canvas Covers, Bedding, Camp Stoves & Cooking Utentials. The tools that catch the fish and get the birds.

Camp is never complete without a Hammock. You will find such as will please you at \$2 to \$3.50.

A Fireless Cooker and an Oil Stove would be a most convenient thing. Easy to carry and a pleasure to use.

Blue Flame Oil Stove, 1 burner \$5.50.

Blue Flame Oil Stove, 2 burners \$8.00

Food cooked in a Fireless Cooker is much sweeter than cooked in open vessels on a stove—Meats roast and brown beautifully, in the Fireless.

One Compartment Cooker, \$9.00

Two Compartment Cooker, \$14.00



Beautiful New Patterns.

IN DISHES

Johnson's Semi-Porcelain. Never before have we ever shown such a range of high class decorations.

42-piece set \$6.00

74-piece set \$13.00

100-piece set \$17.00

Joseph, Oregon.

(Continued from Page Four.)

Now, Bruce Lydell was a sheep herder not many years ago and he is not ashamed of the title. After caring for the bands for some time he entered the business with Will Stickney and today they have 6000 ewes on the range.

In speaking of Wallowa wool, Mr. Lydell repeated the well-known statement regarding its superior quality, but stated that growers were not receiving near the price that were paid elsewhere.

This, according to many, is due to the buyers who enter Wallowa county, and in all probability next year will find the growers so thoroughly organized that buyers will be glad to meet them half way in order to secure the clip.

The furniture store of Lefel & Reach reminds one of a wholesale rather than a retail store. Besides a very large stock of furniture, a complete line of musical instruments including high grade pianos and players is carried. This firm also handles the undertaking business in Joseph.

The camper who goes into the Joseph country will doubtless become acquainted with D. W. Hunsaker, the man who carries complete stocks for outfitters and also has a line of furniture for homes as well. He has been located in Wallowa county for eight years and has no hesitancy in saying that it is the most satisfactory place to live that he has found in all his travels.

As pretty a drug store as can be found in many days' travel is that of old Dr. J. W. Barnard, who, for a number of years practiced medicine actively, but of late has confined his attention largely to his store. He has just added a modern soda fountain and has an excellent trade in this line. With 18 years of practice and residence in Joseph, Dr. Barnard is able to judge of the country and its

ity go by to say a good word for the community.

Wurzweiler Sells Out.

Albert Wurzweiler, who has made some good money in Joseph, has sold out his business, and will for a short people. He is thoroughly wedded to Joseph's future and lets no opportunity deal in Central Oregon property. His friends believe that it will only be a brief period until Mr. Wurzweiler will see the error of his way and hasten back to the land of Chief Joseph.

Runs Good Billiard Hall

Among the men who believe that a billiard and pool hall should be kept up to the standard in discipline, is F. L. Bedingfield, who conducts one of the pleasant resorts for gentlemen. Everyone who has time to spend in Joseph visits Mr. Bedingfield and they find a man who is thoroughly honorable in his dealing and who allows nothing in his place of business but what is strictly all right. He conducts his place on the southern style carrying a line of lunch goods, staple confections and cigars.

Mine Host, C. C. Dugger.

All along the O. R. & N. Charlie Dugger is well known and is popular with all the boys who travel and carry grips. For some time he has conducted a first class cafe in Joseph, but of late he has added seventeen sleeping rooms and fitted them up in the most modern manner. As a result Charlie's old friends are delighted to spend the night with him and his hotel is always full. He still maintains his high standard of service in his grill room and the hungry man not only gets what he wants to eat but the service in connection with it is first class. Each Sunday evening a paid orchestra furnishes music at the Dugger hotel during the dinner hour.

Used to be in Pendleton.

One of the enterprising business men who is helping to push Joseph to the front is Edward Eben, who for some time lived in Pendleton. Five

years ago he went to Joseph and purchased an interest in the Joseph Mercantile company. This business was successfully continued until a year or so ago when fire destroyed the building and stock. Mr. Eben, like Phoenix, arose from the ashes and started a business of his own which in this short time has grown to be one of the leading institutions of the city. He carries gent's furnishings and clothing and the standard lines of goods are to be found in his store. His public spirit is pronounced and whenever there is anything of a community nature to be done Mr. Eben is one of the energetic pushers.

The Mitchel hotel, which has a reputation for good service almost as pronounced as the John B. Stetson hat's reputation for wearing quality, is now run by Mrs. Middlebrook who certainly understands the art of caring for guests and giving them the best the land affords to eat. She maintains the standard of excellence which gave Mrs. Mitchel a reputation among the travelling public up and down the coast and the traveler is always assured of a good meal and a good bed at the Mitchel.

A town the size of Joseph without a good bakery would indeed be handicapped. But Joseph enjoys the service of one of the best. A year ago last April J. K. Marlin came out from Michigan and started a first class place. His trade has grown and now he carries a full line of lunch goods for campers and plenty of confections and candy. Nothing could persuade Mr. Marlin to go back to Michigan.

The Fair department store is one of the institutions that carries a large and complete stock. It is a department store and each department is carefully looked after by a competent head. W. L. Mulkey, the owner, believes in doing just as he advertises and when he takes an ad. to Editor Shutt's old reliable Herald the people of Joseph know the prices quoted will be lived up to. He is a Colorado boy and has the western spirit just as most Coloradans have it.

Joseph's First Class Newspaper

There are a great many towns the size of Joseph that do not have such a newspaper as Editor Sloan P. Shutt is making. His paper—the Herald—is one of the first class weekly publications of Oregon. Clean typographically, high in its moral tone and truthful in its statements it carries the news of the world and particularly of Joseph and Wallowa county into the homes of practically all of the people of the valley. Mr. Shutt is a big, broadminded man and Joseph is indeed fortunate in having such a character at the head of its newspaper, which as everyone knows is the exponent of the community and a perfect index as to the kind of people it serves.

Raises Good Hogs and Chickens.

J. M. Fruits, a rancher living eight miles southeast of Joseph, is one of the few ranchers of the northwest who is turning his attention to breeding high grade hogs. Some time ago he started the foundation of a herd of American Hampshire hogs—a hog that is fast becoming popular wherever it is known. While new in the business Mr. Fruits has more orders for graded stock than he can fill. He is now rounding out a bunch of hogs for California customers and he believes that another year will find the

capacity of his pens doubled. The American Hampshire hog is black with the exception of occasionally a white spot and is well proportioned. So favorably is this hog taking throughout the old settlements of the east that the stock hogs are always ordered so far ahead for breeders that they are hard to obtain.

Beside this fine breed of hogs Mr. Fruits continues to raise the Barred Plymouth Rock chickens for which he has a reputation throughout this part of the country. Orders for birds came so fast this year that he was forced to issue a circular letter to his trade stating that his supply had been exhausted early in the season.

The "Chief Joseph" Flour.

It is not always news to most of the

people of Eastern Oregon to state that Joseph makes one of the best grades of flour ever put on the market. That flour is known as "Chief Joseph" and meets the requirements of the most fastidious housewife. For a number of years it has kept its place among the top of the list brands until now the name is a legend in every home from Pendleton to the Idaho line, for nearly every family has at some time used this brand of flour. Joseph is very loyal to the local flour just as it should be. In fact Joseph people are built along loyal lines and they are all out for helping their home community.

Has 30,000 Sheep.

Probably the real sheep king of

Oregon lives in Wallowa county. He is a Frenchman and his name is Peter Bouden. At the present time it is said he has 30,000 sheep on the range and this year his wool clip amounted to 200,000.

First Bank of Joseph.

With the solidity of the Rock of Gibraltar, the First Bank of Joseph stands as it has stood for many years, taking care of the financial problems for many customers. It is one of the well managed institutions of Oregon and is well known from San Francisco to Seattle and from Portland to Salt Lake.

Yes, it is a McCully institution largely, and a very safe institution. The McCully family belong to that

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No Humbug, No Hot Air — No Graft —

Dr. M. P. Mendlesohn







KRYPTOK
FAR VISION
Without Lines
in the
Lens
NEAR VISION

Permanently located 1105 Adams Ave., Opposite Postoffice.

Dr. Mendlesohn has been at the request and endorsement of all the city physicians permanently located here since August 1, 1909 and during this period has treated professionally nearly 2000 patients, among them 175 children, and can truthfully say that I have succeeded in doing better work and more work than any man ever did in Union county. This proves that I have conducted my practice on a basis that appeals to everyone. My business is on a square deal to everybody. I rarely hear complaints and am always ready and willing to correct any error that I make.

MY 29 YEARS EXPERIENCE IN THE PRACTICE OF OPTICS IN ITSELF IS A VALUABLE ASSET.

If your eyes trouble you see me. I believe my extensive experience and skill together with my honesty and sincerity of purpose, I can give you a guarantee of truthfulness and satisfaction. I refer you to our neighbor, to your physicians, who have known me for the past 16 years and I am endorsed by the most prominent oculist in Portland.

The Entire Problem Lies in These Words:
"RIGHTLY FITTED LENSES"

Your Case will not Puzzle Dr. Mendlesohn

Office Hours, 9 to 12, 1 to 5. By special appointments
in the evenings



Wallowa Falls, One Mile From "Head-of-the-Lake."