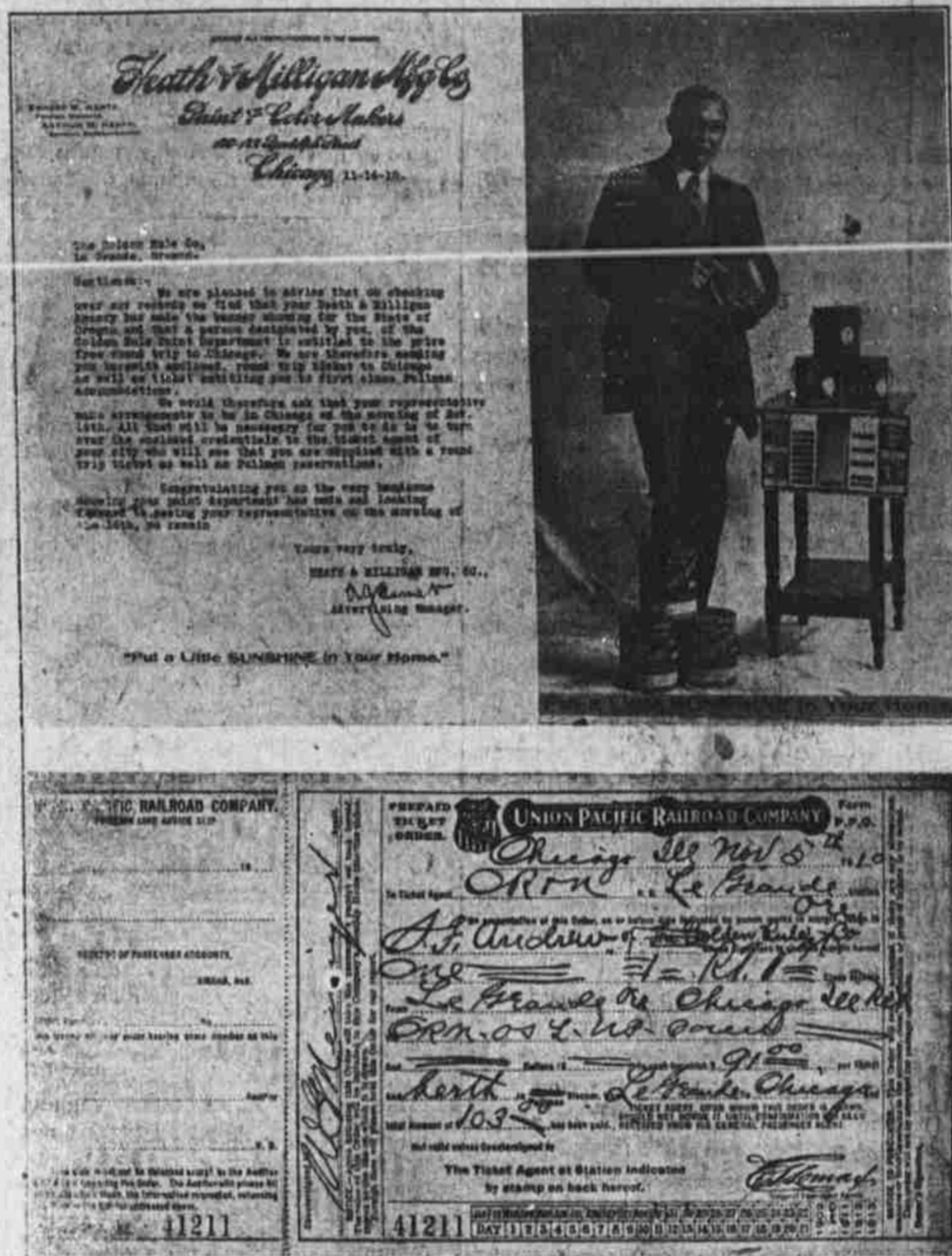


The Golden Rule Company

of LA GRANDE,

Wins First Prize in the State of Oregon

Their Representative Honored by Heath & Milligan Company, of Chicago



The above photo engraving shows the photograph of Mr. Andrew, facsimile of the letter from Heath & Milligan of Chicago and also fac simile of the trip ticket so courteously sent the Golden Rule Company by the paint manufacturers.

La Grande's leading store has proven to be the leading store of the state of Oregon in the sale of paints. This verdict was reached by the great Heath & Milligan Company of Chicago when it presented a free trip ticket to the Golden Rule Company's representative, Mr. Andrew, entitling him to visit Chicago and to be the guest of Heath & Milligan.

The basis of this contest was the best showing made by any store in the state on paint sales, and the Golden Rule Company of La Grande outclassed any other dealer in the entire state of Oregon. The period of sales was for one year beginning November 1, 1909, and closing Nov. 1, 1910.

Following its usual business methods the Golden Rule Company of La Grande scarcely thought until a few days before the contest closed about its eligibility. But the large concern in Chicago, after carefully canvassing the showing made by the La Grande store, found it was entitled to recognition.

Besides the Golden Rule Company's well earned popularity as the people's store in all lines, the fact that Heath & Milligan makes the best paint on the market had a great deal to do with this wonderful record made. The house and barn paint manufactured by them is staple throughout the land, as is also their roof paints, inside finish, varnishes and the famous "Sunshine" line of finishes.

When the laws of Dakota said to all paint makers, "put your formula on the can," Heath & Milligan went the law one better and not only put its formula on the paint entering that state, but put it on every can of paint made and therein lies one of the strong factors of success, for people know what they are buying when they purchase Heath & Milligan goods.

Mr. Andrew of the Golden Rule Company, is now in Chicago, the guest of the paint makers, along with one representative from each state in the Union for the company gave every state the same recognition that it gave to Oregon.

The name of La Grande goes out to every corner of the nation for having taken the state honors, and every representative in Chicago goes home with the full knowledge of this city's prominence in the business world, of the splendid record made by the Golden Rule Company, as well as carrying home the message of great development and opportunity offered by the Grande Ronde Valley which is freely given out by the Golden Rule Company's representative while he is in Chicago.

THE GOLDEN RULE COMPANY

LA GRANDE, OREGON