Old Santa Claus Has a Sweet Tooth

and wants to share with everyone of his dear little ones, his delicasies. He will be with us during the week in our BASEMENT TOYLAND, each afternoon and give to the children, thousands of boxes of candy. He makes a special request that ALL VISIT TOYLAND DURING HIS STAY. Bring your Brothers and sisters, your neighbors' children, and your mammas and papas. Let us make it a merry Christmas for all.

MEN'S NECKWEAR.

Largest and most complete line of neckwear ever shown. High grade silks in all the new weaves, new patterns and new styles, fourinhands.

35c values..... 25c
50c values, three for 50c
75c values 50c

Fine boxed ties in fancy Christmas boxes, also high grade ties and hosiery to match in boxes, special for Christmas trade.

FURS AND FUR COATS.

The wife or perhaps the daughter, maybe both, would be highly pleased with the nice set of furs or fur coat. It is not an expense each year, but a set of furs or fur coat is something that will last almost indefinitely. The styles do not change much. A coat bought ten years ago is in style today. We are agents for the McKibbon furs, largest and best line in the United States.

UMBRELLAS DETACHABLE HANDLES.

The handle of an umbrella is about one half the cost and a good detachable handle will wear out several tops.

Good Handles, gold plated $1.75
Good Handles $1.00
Good Handles ..... 85c and 45c
Tops, silk $4.50
Tops, silk and linen $2.75
Tops, mercerized Pongee $1.50

This week in toyland we make a special inducement for customers to buy dressed dolls. We have taken hundreds of our best numbers, and are selling them at just half the original price. The line consists of dolls from 75c to $9.00, especially imported by us. This is a bargain you will find you have never had the opportunity of getting before, just at Christmast time. This will enable you to buy a silk dressed doll as cheap or even cheaper than you can buy the same doll undressed.

LARGEST LINE OF DRESSED DOLLS in Eastern Oregon at JUST HALF PRICE

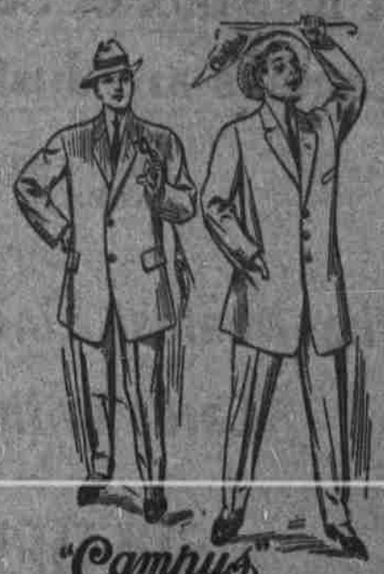
SPECIAL LINE FOR YOUNG MEN.

Nothing would please the young man more than a nice new suit for Christmas. Our Campus line is especially made for the young men. It also makes the old man appear young and feel young. Fine worsted, $10.00 to $15.00. Cashmeres in the new patterns and Fall weights from $8.00 to $19.50. Dress shirts selected for holiday trade, largest and most attractive. Suitable patterns in band to be worn with collar or soft collared shirts, in classy Madras, silk and pongee.

$1.00—$1.25—$1.50.

CHINA.

One hundred solid sets selected especially for our Christmas trade, beautifully decorated. New shapes in high grade china. We are closing out all other lines in Haviland and German china. They will suit you. There are sugars and creamers, cellar trays, manicure sets and lots of odd pieces that will make exceptional Christmas gifts. Every item on bargain prices.



Bring your Children to Toyland and let them see Santa Claus and get a sack of candy every afternoon

FREE CANDY

GOLDEN RULE COMPANY

THE ISIS

—TONIGHT'S PROGRAM—

Love Laughs at Locksmiths—Pathe.

A Russian Wolf Hunt.

Suspicion—Vitagraph.

The Key of Life—Edison.

Beautiful dishes given to lady patrons of the matinee. See display in lobby.

—AMISSION 10c—

LOCALS

Go to the Toggery for all kinds of Christmas presents. Open day and night.

The youngsters are very much interested in our basement. Toy land. Free candy.
The Golden Rule Co.

For sale cheap, 15,000 feet of lumber consisting of ship lap 2x4—2x6 and 1x12. Will sell cheap. Apply to B. S. Davis, sewer contractor.

Go to the Toggery for all kinds of Christmas presents. Open day and night.

Old Santa Claus seems very much at home in our basement Toyland, as it is the nearest like his work shop he has seen. Beautiful toys everywhere.
The Golden Rule Co.

Ladies desiring Facial Massage, Shampooing, Manicuring or Scalp Treatment should visit the Paris Hair Store.

Switches, Curls, Puffs and Combings made to order can also supply the trade with Hair Goods and Novelties, Massage Cream and Facial Remedies.

THE PARIS HAIR STORE

MRS. PALMER
209 Fir Street La Grande, Ore.

PERSONALS.

Miss Marie Jones of Ogden, Utah, is visiting her sister, Mrs. F. Storie, at Island City. She arrived yesterday.

E. E. Bragg arrived home from Portland this morning where he has been transacting business matters.

S. H. Haworth returned today from Portland where he has been looking after business matters.

A. B. Eaton, the Union capitalist was in the city last night returning to his home this morning.

Miss Lucrece Wood, daughter of Mr. and Mrs. Mac Wood, arrived home this morning for the holidays. She is a student at St. Helens in Portland.

Engineer Kelsey who revised the sewer plans for this city is here transacting business. He is on his way to Salt Lake, after a visit at Portland.

Wm. A. Dalziel, deputy commissioner and factory inspector with headquarters in this city is here, having spent several days at Pendleton and that end of the state.

J. D. Gillilan, Jr., a brakeman on the O. R. & N. between Pendleton and Portland, made a hurried between-train visit here this morning with his parents, Doctor and Mrs. J. D. Gillilan. He returned again this morning.

Misses Elva and Ruth Gaskell arrived here this morning from St. Helens Hall in Portland to spend the holidays with her parents, Mr. and Mrs. Fred Gaskell.

Judd Geer, the Eastern Oregon fruit inspector passed through the city this morning on his way to his home in Cove. He took his wife to a Walla Walla sanatorium where she is receiving treatment. He left her yesterday feeling considerably better.

W. L. Thompson, president of the local commercial club, is in favor of having this city intervene in the rate case against the O. R. & N. now being carried on by Baker City. According to Mr. Thompson he will soon lay the matter before the association.—Pendleton East Oregonian.

Sheriff T. D. Taylor returned this morning from La Grande where he had been summoned as a witness on the Ellexson murder trial. Ellexson, it will be remembered, was the man who was caught at Echo and arrested for the murder of a deputy assessor in Union county.—Pendleton East Oregonian.

Miss June Hume went to Baker City this morning to visit during the holidays with friends there.

Mrs. A. L. Richardson who has been ill the past several weeks continues to improve rapidly.

Miss Katherin Woodruff and sister, Miss Eva, will leave tomorrow for Union to spend their Christmas vacation with their parents.

Prof. F. B. Carruth, of the La Grande High school, will visit his friends in Pendleton next week, where he was formerly connected with the schools of that city.

Tom Foster, a pioneer of South La Grande returned to Union yesterday.

Miss Mary Stone is expected to leave for Joseph to spend the holidays.

N. J. Mansager will leave this evening for Ontario to spend the holidays with relatives.

Mrs. A. E. Jones left for Portland yesterday to spend Christmas with her relatives.

Mrs. Bork, a school teacher in the central building will spend the Christmas vacation with her brother, H. W. Bork of Island City.

SCIENCE

In one's profession is conscience applied; it is honesty, veracity and fidelity.

Mechanical equipment is a matter of purchase. Professional equipment is the result of study, acquaintance with conditions, appreciation of what you need when you need it. 30 years of practical experience in fitting glasses is at your service.

We feel that it is all right to tell your that we have satisfied nearly 2200 people and among them are over 200 children between the ages of 6 and 15 years in **Union and Wallowa counties.**

Ask your neighbor or your physician where is the most reliable place to have your **eyes fitted.**

The Doctor is endorsed by all of the leading occulists of Portland and all of the leading physicians of La **Grande.**

The entire problem lies in these three words —**Rightly Fitted Lenses.**

Fitted by the right man.

All broken lenses replaced while you wait. Charges are reasonable.

Satisfaction guaranteed and my guarantee is as good as my bond.

DR. M. P. MENDELSOHN
DOCTOR OF OPTICS
AT 1105 ADAMS AVE.
FOLEY HOTEL BUILDING.

Notice of Annual Meeting.

Notice is hereby given that the annual meeting of the stockholders of the La Grande National Bank of La Grande, of La Grande, Oregon, will be held at their banking house in La Grande, Oregon on Tuesday, January 10th, 1911 at 2 o'clock p. m. for the purpose of electing a board of directors to serve for the ensuing year and for the transaction of such other business as may be properly presented to said meeting.

Dated at La Grande, Oregon, Dec. 10th, 1910.

F. L. MEYERS, Cashier.

Notice to Stockholders.

Notice is hereby given to the Stockholders of the United States National Bank of La Grande, Oregon, that the annual meeting of the stockholders of the said bank, will be held at their banking house in La Grande, Oregon, on Tuesday, January 10th, between the hours of 10 a. m. and 4 p. m. for the purpose of transacting any other business that may come before the meeting.

Dated at La Grande, Oregon, this sixth day of December, 1910.

T. J. SCROGGIN, Cashier.

Choicest Chocolates, Bon Bons and other high grade dies arrived in late shipment and will be sold at half price at the Fair.

Grand Army Attention.

Notice is hereby given to all members of the Grand Army belonging to the post at this place, La Grande, to be at the hall tomorrow at 1 o'clock sharp. By order of the committee. Those that do not belong to the post here and want to come in are requested to be there.

Meetings Continue Interesting.

The more and more intensifying meetings at the Methodist church continue to attract the people and there are conversions almost daily as well as accessions to the church.

Mr. Elliott seems to be increasing in effectiveness although much fatigued. The meetings have run now more than five weeks.

COVE WANTS GAME.

Girls From Cherry Town Anxious to Meet the Local Girls' Team.

Cove has sent over a challenge to play the local girls' team either here or at Cove. It is presumed the game will be arranged for sometime next week, probably Friday night.

INSPECTION IS ENDED.

Bowerman and Notingham Go West After Banquet at Hot Lake.

The inspection of sites at Union for the proposed asylum was completed last evening. About eighteen Union and La Grande business men accompanied the inspectors, Governor Bowerman and Senator Nottingham. Last evening Dr. Phy was host to the entire delegation at Hot Lake where an elaborate banquet was served. The inspectors went west early this morning.

Name Inadvertently Dropped.

The White Grocery should have been included in the list of stores that are to be closed all day Monday.

PLAN TO MOVE IN HOLIDAYS

Proposition now is to Move Into the Building During Coming Week.

The high school has perhaps held its last session in the old building when school closed this evening for the Christmas holidays. The plan is to move the new high school into the new building during the holidays.

The school year of 1910 came to an auspicious end this afternoon in the high school when a literary program was carried out.

We have allotted a small space in our basement toyland to Santa Claus, who is busy distributing candy to his little friends. Call and see him. Every afternoon this week.
The Golden Rule Co.

Classified Advertising

WANTED—Position by man and wife as cook, wife as helper. Camp preferred. Inquire Observer.

FOR RENT—Furnished rooms for light housekeeping. Inquire Clinton Van Fleet, Golden Rule.

FOR RENT—2 unfurnished rooms. Inquire of W. R. Baxter.

LOST—Sunday morning in postoffice several opened letters addressed to W. R. Kivette, including invoices, way bills and checks. Return to Observer office.

LOST—4-in. plug with brass valve of oil wagon. Leave at Fowler's office and receive reward.

The quicker a cold is gotten rid of the less the danger from pneumonia and other serious diseases. Mr. B. W. L. Hall, of Waverly, Va., says: "I firmly believe Chamberlain's Cough Remedy to be absolutely the best preparation on the market for colds. I have recommended it to my friends and they all agree with me." For sale by all dealers.

CLOSING OUT!

EVERYTHING MUST GO!! REGARDLESS OF COST!!

We have only two days left to close out our holiday stock, it is our intention not to carry over one piece of holiday stock if low prices will clear it. Remember Friday and Saturday are the last two days and the following will be sold:

at 33 1-3 to 50 per cent

ALBUMS, GIFT BOOKS, TOILET SETS, MIRRORS, BRUSHES, HAND BAGS, PURSES, PERFUMES, TOILET WATERS, SHAVING MUGS, SHAVING BRUSHES, CANDLE STICKS, PAINTED CHINA, CUT GLASS, POCKET KNIVES, ETC.

Wright Drug Company