

# The Golden Rule Company

**Ladies Ready To Wear** IT IS MOST CONVENIENT WHEN A LADY CAN STEP INTO A READY TO WEAR DEPARTMENT, AND GET JUST WHAT SHE WANTS IN WEARING APPAREL. LADIES' READY TO WEAR BUSINESS IS PAST THE EXPERIMENT STAGE. IT IS THE MOST PRACTICAL WAY TO CLOTHE ONESELF. IN OUR DEPARTMENT, YOU WILL FIND A VERY DESIRABLE LINE, LARGE ASSORTMENT OF THE NEWEST STYLES. THE FACTORIES, WHOSE LINES WE CARRY, ARE AMONG THE BEST HIGH GRADE INSTITUTIONS, AS TO CLASS OF MERCHANDISE. THERE IS NONE BETTER

**Dresses Popular** THERE IS NO GARMENT IN OUR WHOLE LINE MORE POPULAR THAN THE ONE PIECE DRESS.

**\$10.50** AT THIS PRICE WE ARE SHOWING MOST REMARKABLE VALUES IN STAPLE COLORS AND WHITE SERGES. ALSO IN A COMBINATION DRESS, MADE UP OF SERGE, HIGH WAIST SKIRT WITH A NEAT MESSALINE WAIST, WITH LOW NECK AND SHORT SLEEVES VERY NEATLY TRIMMED.

**Coats** NEVER IN THE HISTORY OF LADIES' READY TO WEAR AS THIS SEASON. HAS THERE BEEN SUCH A DEMAND FOR LONG COATS

**\$12.50** POPULAR PRICED LINES TAKE THE LEAD AND AT THIS PRICE WE HAVE SOME VERY ATTRACTIVE GARMENTS, BOTH IN STAPLE COLORS OF SERGE AND SPRING SUITING CLOTH, WITH THE LARGE REVERE COLLARS AND BUTTON TRIMMED.

**SUITS** OF COURSE, TAILORE DSUITS ARE ALWAYS STAPLE IN LADIES' READY TO WEAR. YOU CAN ALWAYS GET JUST SUCH A SUIT AS DESIRED.

**\$22.50** THIS LINE IS OUR POPULAR PRICED SELLER. THERE IS NO BETTER VALUE BEING OFFERED AT ANY PRICE THAN THE LINE WE HAVE AT \$22.50, IN SERGES AND ALL STAPLE SUITINGS. MAN TAILORED, AND THE FINISHINGS, TRIMMINGS, LINING, ETC., ARE OF THE BEST. WE ALSO HAVE A NICE LINE OF WHITE SERGES AT \$20.00.

OUR MOTTO IS, QUALITY THE SAME, PRICES LESS, AND WE BELIEVE IN MANY INSTANCES, WE CAN TRUTHFULLY SAY, QUALITY BETTER, AND PRICES AS LOW OR LESS.

Quality The SAME **The Golden Rule Company** Prices LESS

## Isis Theatre

FOUR REEL, WELL PRODUCED FILM ENTERTAINMENT.

**THE DIAMOND BROOCH**—(Vitagraph)  
A cleverly acted melodrama which tells a clear story. Its center of interest lies between two women, one a prima donna, the other a girl of the ballet.

**THE DANTIES**—(Sellg)—Part One.

A strong and forceful portrayal of border life in pioneer days.

**THE DANTIES**—(Sellg)—Part Two.

Completing a picture story of an international dramatic success, by McKee Rankin.

**ILLUSTRATED SONG**—"JUST A LITTLE SMILE" ... MR. FERRIN

**PATHE'S WEEKLY NO. 11**

Scenes in Tarrytown, New York, Paris, Newark, N. J., Davos, Switzerland, Houston, Texas, Mt. Vernon, Va., Potsdam, Germany, Springfield, Mo. and Paris advanced styles for ladies.

Coming on Friday and Saturday, April 26th and 27th. "SPARTAN MOTHER," A Kalem Feature.

NOTICE: ALL SOUVENIR COUPONS MUST BE REDEEMED ON OR BEFORE MAY 1ST, 1912.

### LOCALS

H. T. Love, jeweler, 1212 1/2 Adams av.

See West's add, page 4. A saving for you.

I have four finely located resident lots, good size, in East Portland on car line, close to river, which I will exchange for good La Grande property or a small farm. Silverthorn's Family Drug store. 4-19-4t wkly 1t

At the Methodist parsonage yesterday afternoon Mrs. Adelaide Finley was married to William Swartz.

**Money to Loan.**  
We are prepared to make Real Estate loans in any amount. La Grande Investment company. 3-22-4t

**HOMESTEADS.**  
\$20 acre Homesteads; \$20 acre desert claims; choice timber claim in Wallowa county. See H. G. James at Savoy Hotel. 4-11-4t

**For the Busy Man.**  
Merchants' lunch from 12 to 2 o'clock. 40 cents. Foley Grill. 2-16-4t

See West's add, page 4. A saving for you.

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**PROF. F. J. FREENOR**—Spinalogist and Healer. Successfully treats all diseases. Rooms 4, 5, 6 and 7 over Selder's Store. Phone Main 724, La Grande.

Have you attended the Big Slaughter Sale at Kirtley's.

Where do the smokers congregate? At Foley Bros. Why? First class goods. Perfect service. 2-16-4t

See West's add, page 4. A saving for you.

**CONTRACTOR AND BUILDER.**  
BRICK, STONE AND CONCRETE  
A SPECIALTY. W. C. HANSEN.  
PHONE RED 3692. 3-29-4mo

**YOU CAN SAVE MONEY BY CALLING RED 3592 AND HAVE L. P. DAY FIGURE ON YOUR PAINTING. RESIDENCE 1901 U AVENUE. 3-30-4t**

Leighton Has Just received his demonstrating motorcycle. The Pope, the best and cheapest on the market. If you are thinking of buying a motorcycle see the Pope before you buy. Leighton's Garage.

See West's add, page 4. A saving for you.

Dr. Darland, the chiropractor. All diseases. Not drugs, surgery or osteopathy. La Grande National Bank Building. Red 3181.

Great bargains at Kirtley's during the Slaughter Sale.

Leighton has just received a lawn mower grinder, the latest thing out. Bring him your lawn mower and let him put it in first class shape. Leighton's Garage, 309 Fir street.

Don't forget the Big Sale at Kirtley's.

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Fresh lime and sulphur tree spray at Silverthorn's Family Drug store. 4-19-4t wkly 1t

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E. E. Kirtley is closing out all piece goods this week.

Wood for sale, \$2.00 per cord. Sugar Factory.

Riverside Grange will give a home talent show Wednesday evening to which the public is invited. The receipts will apply on the hall fund. The title of the attraction is "The Last Leaf" and will be handled by amateurs who are members of the grange. 4-22-3t

**Rummage Sale.**  
The ladies of St. Peter's Guild will hold their spring Rummage sale in the basement of Honan hall on Thursday and Friday of this week. A lot of new rummage has been secured. 4-20-4t

"My little son had a very severe cold. I was recommended to try Chamberlain's Cough Remedy, and before a small bottle was finished he was as well as ever," writes Mrs. H. Silks, 29 Dowling street, Sydney, Australia. This remedy is for sale by all dealers.

LOST—On streets somewhere between Adams avenue and A. B. C. laundry. General Fund Warrant No. 10520, issued May 17, 1911. Suitable reward. Return to Observer. 4-22-4t.

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The Dutch at Church. Men still wear their hats in church in many parts of Holland. Moreover, smoking in church is not considered irreverent by the Dutch when service is not in progress, and the ministers themselves indulge in this practice. Altogether, according to a recent visitor, "the Dutchman has a very comfortable form of religion. You keep your hat on in church and that saves you many a chill; you talk freely and in your natural voice, not in a whisper; you have a neat housemaid in a white cap and apron (and nothing is more cleanly and charming than a Dutch servant maid) to show you to your seat or to offer you a chair; you have nice drab pews of painted deal all around you and a cheerful two decker pulpit above."

Slow Development in the Child. Remembering that Balzac, Walter Scott, Daniel Webster and the great educator, Froebel, were counted as dullards in their youth, the importance of allowing certain minds a slow development is manifest. A child who at fourteen is learning numbers may at forty compose a great epic or discover a new element. Through kindergarten methods, manual training, physical and industrial exercise, dancing and military drill, the attention is arrested, the slumbering mind is roused, the wandering will be recalled.—Rheta Childe Dorr in the Century.

Some Are So by Nature. "A certain young man, who prided himself on a brusqueness that he mistook for wit, met an eminent, but touchy, sculptor at a studio supper. "So you're the chap," he said, on being introduced, "that makes mud heads?" "Not all of them," the sculptor replied, quietly.—Youth's Companion.

Speculating and Gambling. "Congratulations, old man, I hear you have been speculating successfully." "No, I lost money." "That so? Well, you ought to know better than to gamble." Kansas City Journal

A Preference. Footlights. So, I'm sure you my Ham. I'd like to see you in the role of Hamlet. I'd like to see you in the role of Hamlet. I'd like to see you in the role of Hamlet.

Six in the Future. "You're a good fellow, I'd like to see you in the role of Hamlet. I'd like to see you in the role of Hamlet. I'd like to see you in the role of Hamlet."

Ask Pardon for Wisconsin Lifer. Madison, Wis., April 20.—A hearing was held before Governor McGovern today on an application for the pardon of Harry Dunn, who is serving a life term in the prison at Waupun. Dunn was convicted of the murder of Emil Leber, a Milwaukee saloonkeeper, August 3, 1898. He was convicted on circumstantial evidence and has always maintained his innocence. The pardon is asked chiefly on the ground that the prisoner is suffering from tuberculosis and cannot live long if kept in confinement.

Sixty per cent of all the adult wage earners of Great Britain receive less than \$7.50 weekly wages.

**DIAMOND CHICK FEED**  
Contains the stuff that little chicks thrive on. We sell any quantity.

**Waters-Stanchfield Produce Co. Main 706**  
Hay, Feed, Flour, Poultry Supplies, Wood, 1527 Jefferson Avenue.

**UNCLE SAM BREAKFAST FOOD**  
Is a Health Food, composed of Flax Seed, Whole Wheat, flavored with Salt and Celery.

It is pleasant to eat and is a regulator of the system.

30c packages at  
For Sale by  
**Pattison Bros.**  
Groceries.  
Two Phones Main 79 and Main 80.

**Keep Your Mind Off Your Feet**

Don't be eternally thinking about your feet. Give yourself a chance to think about other things, and do better work. Get foot relief today. Use our

**CORN CURE**

25 cents the bottle and it does the work.

**RED CROSS Drug Store**