

WEST READY TO ANSWER CALL OF THE NATION

Senator Borah, in Address at New York, Defends the Western Country Against Unjust Criticism in the East.

WILL RESPOND IF THE CALL GOES OUT

People of the West Love Peace and Want the United States to Keep Out of War, but Are Ready to Defend National Honor.

In the course of an address in New York the other day Senator Borah took occasion to say some things about the west in defense of unjust criticism. The senator said:

"Here I want to digress for a moment. I live in that part of the country for which a certain limited class in the east are daily making apology. We are charged with apathy, with a most unenviable kind of pacifism. It is said that that kind of pacifism which weighs personal ease and the comforts against national honor is peculiarly prevalent in the west. Bear in mind first, my friends, that that brand of pacifism was not originally the product of the west. It is a growth not indigenous to the western soil. In so far as it now encumbers that part of the earth it was transplanted from a soil much nearer the rising sun. For nearly a quarter of a century many of your statesmen, your publicists, your well organized and highly capitalized societies of peace have told us out west about the sword and the plowshare, that men would make war no more, that with arbitration tribunals and a few peace treaties smeared over with humanitarian phrases, the world could be made peaceful and perfect, that 'patriotism was the last refuge of the scoundrel,' that internationalism was the first step to the millennium, that those who had not succeeded in merging all love of country, all pride of institutions into that sweeter, and holier humanitarianism which puts the South Sea Islander on the same plane as the American citizen were not yet free from the shackles of barbarism. Now if anything would make a red blooded people anemic it would be just such talk as that. But it has taken only in part.

WEST WILL DO ITS PART.

The people in the west love peace as all sane and wholesome people do. But no people in this country will do their part more readily and more efficiently when the honor of the nation or the rights and lives of its citizens are at stake and they are called upon by their government to act. I prophesy that should their government call them for its protection they will do their part as thoroughly as any part of our citizenship. The people of the west want and have wanted their government to stay out of this war. But if we are forced into this war to protect American rights and the lives of American citizens they will respond in the future as efficiently and as bravely as they have in the past. It was no ordinary people who left the comforts of eastern communities, the old homestead, associates and friends and entered the western desert to carve out those great commonwealths.

SHOULD CEASE TO WORRY.

"Would anyone doubt the courage, the Americanism of a people who manage the American commonwealths out of territory which some of our wisest statesmen were not indifferent to discard? Out of this territory they have built no mean country. Let those who have suffered such violent changes over night with reference to peace and war cease to worry about the west. Our Americanism may be a little old fashioned, we may not yet have reached the opalescent empyrean of a league to enforce peace, we may still have some inherited prejudices for the politics of Washington and Monroe and Jackson and Lincoln, but such as our Americanism is, rough and ancient, the courage of the west will defend it when the time comes and when their government calls."

MAJOR REED SEES IN THE RESULT OF EFFORTS PROPHECIES FULFILLED

Major Fred R. Reed surprised and pleased his friends in this city by paying them a short call last Friday while waiting for a train to Twin Falls. Mr. Reed is now engaged in the mining business and hopes to realize at least a good living out of the same.

For many years Major Reed has carried around the reputation of being a "hot air peddler," "prize booster," and a few other such names; most of which have been used by a lot of people in way of sarcasm, either because of jealousy or with a desire to "knock" a man who was trying to make good.

FRUITS OF HIS WORK.

The laugh is now on the other side and Major Reed is enjoying it to the fullest extent. He has had the satisfaction of seeing every irrigation enterprise with which he has been connected as publicity man grow and blossom out into the real thing; thereby verifying his most sanguine predictions. There were many times when the Major felt like giving up in the

THE GOLDEN RULE STORE.

THE STORE FOR PERIN'S TOILET GOODS.

—THE GOLDEN RULE STORE.

THE STORE FOR WARNER'S CORSETS.

THE GOLDEN RULE STORE.

Golden Rule

—These are the days when our stocks are at their best—every department is radiant with the NEW refreshing touch of Springtime.

—Our entire merchandising organization has for months been studying the wants of our customers as well as testing the resources of manufacturers, so that we may now present to our customers the very newest and best merchandise of every variety, selected with the fullest knowledge of the requirements and tastes of the people whom we serve.

—In spite of market conditions we have been able, through our ten-store buying power, to get plenty of good merchandising at prices characteristic of the Golden Rule.

The Newest Fashions — Newest Colorings — Newest 1917 Ideas — and at Prices You Can Afford to Pay

—Such dashing vivacity of line as marks the new styles in Spring garments makes a visit to the Golden Rule's Spring showing a real artistic treat.

—The fascinating new modes to be seen here would tempt you out in the blusterist day of March just to satisfy yourself and to show others how becomingly one appears in the new fashions.

—At the Golden Rule you will find the novel effects that combine the last word in good style with the last word in service and good taste. You'll be delighted with the stunning new fabrics, so different from any you have probably heretofore seen. My—such alluring colors—such distinctive touches of trimming—the newest of the new is here.

We Specialize on Suits at \$15, \$18.75, & \$22.50

—Back of the Golden Rule policy of buying and selling women's and misses' ready-to-wear garments is a positive determination to give the greatest possible value for the money. This is the reason why we are selling suits at \$15, \$18.75 and \$22.50 that look to be, and actually ARE, worth more than these prices if you base a comparison on the values offered by the average store.

—Large collections of "last minute" models (just off the end of the needle) and rushed to us by express, are here awaiting your selection. We should indeed be proud of these creators of styles for this season. No more comfortable nor better looking suits were ever made—at least this seems to be the opinion of those who have seen them.

Buy Your New Suit Early and Get a Full Season's Wear for Your Money

—This is really POSSIBLE if you go to the right store for it—the Golden Rule—and this is the very reason why our garment business starts off so early each season.

—Doesn't it really spoil half the pleasure of having new things if you must wait till the season is half gone before you can get them at a price within your means.

—But you need not delay your purchase for any such reason if you are within shopping distance of the Golden Rule Store.



Millinery for Misses and Children

—If you are thinking of a new hat for your little girl or half-grown up daughter—if you want the cleverest and prettiest style you can get at a reasonable price—we want you to know that the Golden Rule is the very store that can meet your demands.

—The dozens of cunning, new styles now on display are attractive and smart enough to make any girlie eager to try them on.

—You will find splendid selections to choose from in shapes for both small girls and misses.

Priced From 59c to \$2.25

—One especially interesting lot for little girls has just been unpacked and marked at 98c and \$1.50.

—They are of fine quality hemp straw, are prettily trimmed and show excellent workmanship.



Here Are the New "Khaki Kool Bags"

—Of course if you are going to have a new "sport" suit, coat or dress, you will want one of these "sport" bags to add the final touch of dash to your costume.

—They come in the vivid new colors of the season and are embellished with steel and Oriental beads worked in various designs. There's one that will go well with most any color; priced at from

\$1.98 to \$3.98.

—ENVELOPE PURSES of fine leathers are being favored more than ever this season. We have a splendid lot of new ones in all the better leathers and styles at 98c to \$3.98.

—THE NEW BORDERED VEILINGS will play their part in spring costumes—they come just below the nose, you know "tea cup" style. The borders come in a variety of designs; priced at a yard 25c to 59c.

Here is the Place to Buy. Good Silk Hose

of the same good quality we have always offered and at the same old, low prices of \$1 and \$1.23.

—We feel that we have accomplished something worthy of special recognition by being able to offer the same silk hose we have been selling, at the same low prices.

—Many Hosiery manufacturers have advanced their dollar numbers so much that they are now in the dollar fifty class and the result is that many stores that were selling silk hose for a dollar a year ago, have been forced to advance their price to one fifty.

14-Strand Silk Hose \$1.23

385 is the number of our famous 14-strand Silk Hose which has proven one of the best values we have ever sold, and it is almost out of the question to equal it for the money.

—The number of strands of pure silk used in the making of this hose gives it the weight and lustrous finish women desire.

—8 strands of the best, long-fibre cotton yarn is woven into the foot assuring maximum service. They are full-fashioned hose and have elastic, silk lisle, double garter top making outsize unnecessary.

—Non-ravel feature at the top which makes the running of threads impossible.

12-Strand Silk Hose \$1.00

333 is the number of this excellent Hose we have popularized at \$1.00. We have had the privilege of selecting our dollar seller from any of the best lines in the country and we have never yet found the equal of our No. 333.

—The leg is made of 12 strands of pure silk thread and the foot has a reinforcement of 6 strands of strong cotton yarn woven into it.

—It has silk lisle, non-ravel flare top. Colors, black, white and all popular new shades and fancies.

Fibre and Silk Boot Hose 50c

—You can still buy good, reliable Silk Fibre and Silk Boot Hose at the Golden Rule for 50c when most stores have been forced to raise the price to 65c and 75c.

—Our 50c Hose have always given very good satisfaction—we have some customers who like them well enough to wear them the year around.

—These Hose are obtainable here now in black, white and several of the best colors.



Captivating Boots for Easter

—It is still possible to obtain smart, stylish footwear without paying exorbitant prices. The Golden Rule has a larger stock of women's fine shoes than it has ever shown before and there are actually so many different styles to choose from that it is really confusing to know just which is the most attractive.

—Come to the Golden Rule for your New Easter Shoes if you want to buy them at low, REASONABLE prices. It is wise to be fitted now, before the Easter rush begins—you know how unusually busy we always are for several days preceding Easter.

—Here are just a very few of the many novelty boots we are now showing:

- Black Kid Boots with Putty Cloth Tops, a pair... \$4.95
- Two-tone Gray Kid Lace Boots, a pair... \$5.69
- Havana Brown Kid Lace Boots, a pair... \$4.95
- Gray Kid Boots with Gray Cloth Tops, a pair... \$4.95
- Brown Kid Boots with White Kid Tops, a pair... \$6.50
- Black Kid Boots, White Kid Tops, a pair... \$5.95
- New Gray Buck Lace Boots, 9-inch, a pair... \$4.95
- Brown Calf Sport Boots, Neolin Sole, a pair... \$4.50
- 9-inch Black Kid Lace Boots, a pair... \$4.39
- Stunning brown Buckskin Lace Boots, Welt Sole, \$6.50
- 9-in. Brown Kid Lace Boots, Welt Sole, a pair... \$6.50
- Black Kid Boots, Brown Kid Tops, Welt Soles... \$6.50
- Tan Calf Lace Boot, Brown Buck Top, Welt... \$6.50
- Patent Leather Lace Boots, Gray Buck Tops... \$3.95
- Tan Calf Boot, Dark Gray Buck Tops, a pair... \$3.95

Emphasizing Our Large Stocks of New Black Silks

in the same, good, old reliable qualities you have always been able to buy at the Golden Rule at the same prices as you paid a year ago.

Were you familiar with the silk market you would appreciate more fully just what our present large stocks of GOOD black silks mean—for GOOD silks have been mighty difficult to obtain, even when price was considered secondary.

—Yet, the Golden Rule has accomplished this very thing and those who will need BLACK SILKS of quality will find most gratifying selections awaiting them here. The most wanted weaves have been bought for you far enough in advance and in quantities large enough to make noticeable savings for you. BLACK SUITS are coming in for their share of favor this season in spite of the handicap favoring the "sport silks" because of the dash of COLOR and gay design they possess.

—BLACK SILKS, and especially those of the right quality and finish, such as we are showing, will always hold their own "against the field." They have an appearance of "richness" and luxuriousness which is unsurpassed.

—Here are a few of the splendid values we are now offering—you must get your hands on them, though, to appreciate the extent of their value.

34-Inch Black Taffeta, a Yard, 98c.

—This is a "pure dye" material with very soft Chiffon finish and a pronounced value at only 98c a yard.

36-Inch Black Chiffon Taffeta, \$1.39.

—Suitable for skirts, suits or dresses; a quality that will give very good service and will compare favorably with Taffetas being generally sold at a higher price.—Other qualities in 36-inch width priced at \$1.48 and \$1.69.

40-Inch Black Chiffon Taffeta, \$1.98.

—A Swiss finish Taffeta in a handsome quality; full 40 inches wide. Has a splendid black color and is heavy enough to wear well.

36-Inch Black Duchess Satin, \$1.39.

—Duchess Satin is favored for making waists or dresses and the quality we offer at \$1.39 will prove satisfactory.

36-Inch Peau de Soie, a Yard, \$1.39.

—One of the very finest materials for suits, coats or dresses because of its splendid finish and good wearing qualities. We offer a dandy value at only \$1.39 a yard.—Other grades at \$1.59 and \$1.98.

40-Inch Black Crepe de Chine, \$1.29.

—Just the right weight and quality for summer waists and dresses; full 40 inches wide and a splendid value at \$1.29 a yard.—Also another splendid quality at \$1.59.

40-Inch Georgette Crepe, \$1.69.

—You will need some of this beautiful Georgette this season for nearly every dress and waist needs a touch of Georgette to make it fashionable.—Comparison will tell you that this quality at \$1.69 is a very good value.

- 36-inch Black Messaline, 98c, \$1.29... \$1.39
- 36-Inch Black French Faille, a yard... \$1.89
- 36-Inch Black Gross Grain, a yard... \$2.29
- 40-Inch Black Silk Poplin, a yard... \$1.98

face of the many knocks handed out, but such thoughts were confined only to his most intimate friends, and never appeared on the surface.

FACED DISCOURAGEMENTS.

He boosted in many instances in the face of some of the most difficult situations; when it seemed impossible that his predictions would never be realized, but outwardly his faith never wavered, and there must be an unbounded satisfaction at this time to him to pass over the fields of his former labors and witness the fruition of his effort. The west would amount to but little

were it not for the untiring labor in the face of every difficulty of such men as Major Fred R. Reed, and there is nothing too good for them in this life.—Rupert Pioneer Record.

WEATHER CONDITIONS OVER THE COUNTRY

A barometric depression of considerable energy overlies the Mississippi valley. The pressure is high over the middle and south Atlantic states, and over most of the Rocky mountain region and northern plains states. During the last 24 hours light snow has fallen in parts of Montana, Wyoming

and Colorado, light rain in several of the extreme southeastern states, and light rain or snow in Oregon, Washington and the British province, Manitoba.

LOWEST TEMPERATURE ELSEWHERE—Boston, 58; Buffalo, 48; Chicago, 38; Denver, 30; Des Moines, 36; Havre, 20; Helena, 16; Huron, 26; Jacksonville, 62; Kansas City, 38; Knoxville, 44; Memphis, 58; Montreal, 38; New Orleans, 66; New York, 40; North Platte 30; Oklahoma, 46; Phoenix, 44; Pittsburg, 48; Pocatello, 12; Portland, 40; St. Louis, 54; St. Paul, 32; Salt Lake, 20; San

Francisco, 48; Seattle, 36; Spokane, 26; Winnepeg, 24; Washington 36.

NO RISE IN PRICE OF EASTER FLOWERS

Chicago, March 26.—Yop may not be able to eat the once aristocratic egg for easier but along with the new suit or dress two weeks from tomorrow you can sport a bouquet of violets or even the custom decreed Easter Lily. They're not going up in price. Florists in Chicago and the rest of the country so announced today. At the annual national gathering here of hor-

ticulturists, wholesale and retail, it became apparent that neither the tariff war nor submarine blockade could be the most vivid stretch of imagination be ascribed as an excuse for an advance in the cost of millady's corsage. Lilies, the florists declare, will always remain the flower of Easter. Corsage bouquets of violets, livened up with lilies of the valley or an orchid will also be the correct thing for Easter day.

Other information of note was the declaration that the tendency of the times is to return to the old June roses of yesteryear, the round petaled flow-

ers which grow in the country. The Welland and the Storey varieties are scheduled to become the most popular.

A dish rinsers, in the form of a broad spray attached to the hot water faucet, instantly and thoroughly rinses a large pan of dishes. The spray is circular in shape, and at its center is attached to the faucet.

Black paper covers for celery plants make excellent bleachers. The paper comes in flat sheets, and is fastened about the plant by means of a string and buttons.