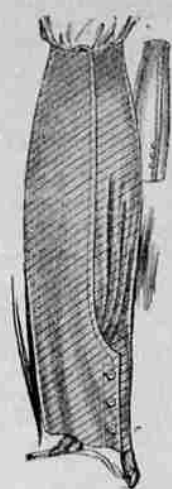




# LOOM ENDS!

## DIRECT FROM THE MILLS



These Prices Mean A Big Saving to You

During a year the mills accumulate thousands of yards of such merchandise, in lengths too short for a full Bolt. The large consumer is able to buy these *short lengths or loom ends* at about one-half the regular selling price. The Golden Rule chain of 70 stores buying together, as one, gives us the advantage of all these price concessions and enables us to give you unusually good merchandise at prices quoted below.

### Loom Ends Opened Today, February 26, 1914

In Our New Location, Perkins Annex, Cass St. 2 Doors W. of Majestic Theatre, Roseburg, Ore.

#### HOSIERY

- Men's cotton work sox, per pair.....5c
- Men's heavy work sox, per pair.....8 1-3c
- Men's fast col. black dress hose, pair.....10c
- Extra heavy cot. hose for ladies, pair.....10c
- One lot ladies' fleeced lined hose, pair 12½c
- One lot better grade black, per pair.....15c
- One lot boys' extra heavy cot. hose pair 15c
- Iron King, black, boys or girls, pair...12½c
- Ladies' out sizes, per pair.....10c

#### BOY'S KNEE PANTS

Just right for school, Mixed colors **49c**

Men's Shirts and Drawers Mixed wool and cotton, \$1. value, per garment **69c**

BOYSWEATER COAT Boys' Knit Cotton Sweater Coats **49c**

#### 40c BOYS' SHIRTS

Dark gray and blue, our price each **25c**

#### OVERALLS

Why pay more when the Golden Rule has them for less?

- Boys' blue bib, per pair.....25c
- Double knee and seat, per pair.....45c
- Extra heavy "Underhills" 75c value.....49c

**\$1.00 Mens' Heavy Bib Overalls**  
This is an exceptional well made garment, full size, per pair **69c**

Extra heavy waist Overalls, with riveted seams **69c**

#### MEM'S SHIRTS

- Men's work shirts, each.....39c
- Men's dress shirts, band collars.....49c
- Men's ex. heavy work shirts 50c value.....39c
- Men's cotton-flannel shirts.....45c
- Men's blue, slims, extra heavy.....49c
- Men's mixed wool shirts.....89c

Men's heavy brown duck coats, blanket lined \$3. values our price **\$1.98**

Men's Fish Brand slicker coats and pants, each. **\$1.25**

## LOOM ENDS

Thousands of yards of calicoes, 1 to 10 yard lengths, good patterns, blues, grays, reds. Suitable for waists and aprons **2½c**

#### LOOM ENDS

Several hundred pieces of shirting, light grounds with figures and stripes, in blacks, reds and pinks, Per yard **2½c**

#### LOOM ENDS

FINE DRESS GINGHAMS--In this lot you will find 8½c and 10c values, in 3 to 10 yd. lengths, all good patterns, Per yard **5c**

#### LOOM ENDS

A fine lot of Chambrays, in plain and colors, any length Our price on this lot yd **5c**

#### LOOM ENDS

Zephyr Ginghams and New Port cheviots that usually cost 12½c to 15c per yard. Thousands of yards 11 to 20 yards in a piece, will cut any length. Our price per yard **7½c**

#### LOOM ENDS

One lot of Children's Cotton hose Per pair only **5c**

#### Remember

We carry a Large Stock of Mens Clothing. **\$5.90 to \$22.50**



ROSEBURG,

OREGON

#### LADIES' PETTICOATS

Ladies' Black Petticoats made with a deep flounce, fast black sateen price **69c**  
Better ones at 98 cents

#### \$1.50 Womens House Dresses

Made from fast colored ginghams, well made and neatly trimmed, each **98c**

#### LADIES' WAISTS

- White Lawn.....49c and 69c
- Neat Black Lawn.....98c
- Flannel Shirt Waists.....98c

#### TO CLOSE OUT

- 1 lot embroidered lawn waists slight ly soiled, \$2.50 and \$3. values only **\$1.25**
- 1 lot tailored waists, \$2.25 values.....98c

#### ONE-PIECE DRESSES

**\$3.98, \$4.98 and \$6.90**

#### LADIES UNDERWEAR

Lace Knees

- Unions—per suit.....25c
- Muslin drawers—per pair.....25c

#### LADIE'S UNION SUITS

Lace or tight knee, 75 cent values Our price **49c**

#### Childrens Muslin Drawers

- Plain Hemstitched knee.....10c
- Embroidered knee.....15c
- Muslin Waists.....10c

#### MENS' TIES

One lot of ties, 25 cent values, our price. **10 and 15c**

#### Big Savings on Childrens Shoes

- 75c Infants' fine kid shoes.....49
  - \$1.65 Boys' heavy school shoes.....1.39
  - \$2.00 Boys' med. weight school shoes.....1.49
  - \$2.25 Boys' fine shoes sizes 13½ to 2.....1.69
  - \$2.50 Boys' fine dress shoes sizes 2 to 5½.....1.98
- You can cut down your shoe bill 25 per cent by trading with us