

GREAT SALE AT THE GOLDEN RULE STORE

Hundreds of Dollars Worth of Goods to be Given Away

WEDNESDAY, SEPT. 13, We begin to celebrate our second birthday with a grand Anniversary Souvenir and Premium Sale

Two years ago we opened in a modest sort of way this GREAT DEPARTMENT STORE and that the citizens of La Grande and this whole valley appreciate it goes without saying. Our business has steadily increased from the first and TODAY WE EMPLOY MORE REGULAR HELP AND SUPPLY THE WANTS OF MORE PEOPLE THAN ANY OTHER SIMILAR INSTITUTION IN EASTERN OREGON. There is a reason for it, when we began this business we made a RULE, and "GOLDEN" one too, "to hammer the cost of every article down to the lowest notch and sell everything at the smallest margin of profit." For two months we have been laboring day and night to get together OUR GREAT FALL STOCK and NOW offer for your consideration what we believe to be the greatest collection of good values ever shown anywhere.

WE INVITE YOUR INSPECTION

And to pay you for your trouble we will for THE NEXT FIFTEEN DAYS give free to each lady a souvenir, or with each purchase of ten cents or over a premium free

For each \$.50 cash purchase we will give any	5 cent article in the store	FREE
" 1.00 " " " "	10 cent " " "	FREE
" 2.50 " " " "	25 cent " or a dinner	FREE
" 5.00 " " " "	10 yards of calico	FREE
" 25.00 " " or over	RAILROAD FARE	FREE

Read on and see what else you can get for your money

Spool Cotton per spool.....	4c
Wire Hair Pins per package.....	1c
Carpet Thread per spool.....	5c
Pearl Buttons all sizes per dozen.....	5c
Lustre Cotton per spool 100 yards.....	4c
Clothes Pins per dozen.....	2c
Toilet Soap all kinds 6 for.....	25c
Diamond C Laundry Soap 7 for.....	25c

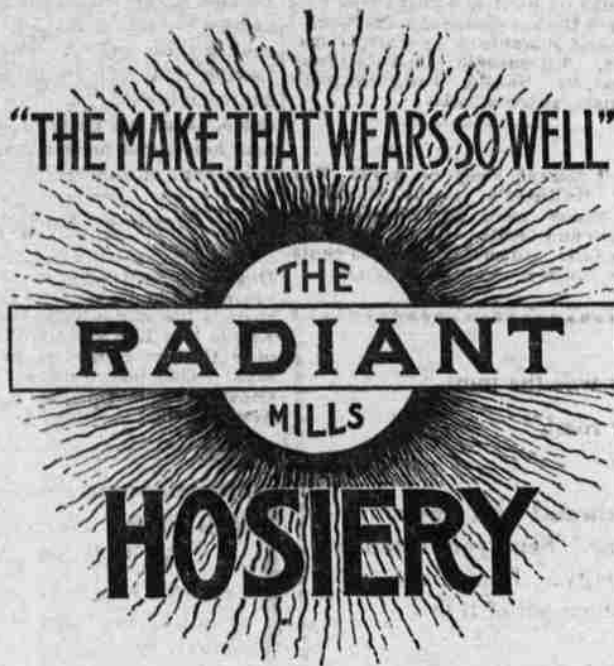
CLOTHING DEPARTMENT



Manufacturers' Lines bought direct from first hands therefore priced right, 20 to 25 per cent under what is usually asked for same grades.
BOY'S SUITS, 3 to 8 years. Good strong cassimere \$1.50. Same in better and finer grade \$2.25 to..... **\$3.50**
YOUTH'S SUITS, 10 to 15 years, three piece, long or knee pants, at from \$1.50 to..... **\$5.25**
YOUNG MEN'S SUITS, 15 to 19 years, nice assortment, those made for wear as well stylish and nobby at \$4 to..... **\$9.50**
MEN'S CASSIMERE SUITS made for hard service \$5 to..... **\$8.00**
MEN'S DRESS SUITS Fine cassimeres, chevots and worsteds \$8 to..... **\$19.00**

SHOES

Everything from the cheapest worth having to the finest kid.	
Infants Soft Kid, fancy tops, 35c values at per pair.....	25c
Children's School Shoes, Dongola Kid or Calf Skin, 5 to 8, worth \$1. our price.....	75c
Misses' Shoes, 12 to 2, good quality, Kid or Calf, per pr \$1.25 to the finest dress.....	\$1.50
Ladies' Shoes, all grades from the good serviceable kind to the finest dress.....	\$1.50
Boys' Shoes 12 to 2, Box or Kangaroo Calf, all leather inside out, strong well made, per pair.....	\$1.50
Men's Shoes Guaranteed all leather, the kind that wear, per pr \$1.75 to.....	\$2.00
Men's Fine Shoes in best Viet, Box and Velour Calf at from \$2.25 to.....	\$3.25
HIGH CUTS and others at correspondingly low prices.	



HOSIERY AND UNDERWEAR

Children's and Misses' Hose, the 10c kind, our price.....	8c
Boys' and Misses' Heavy Ribbed Hose, the 25c kind, our price.....	18c
Ladies' Fine Egyptian Yarn Hose that sell everywhere for 35c or 3 pair for \$1. Our price.....	25c
Ladies' Good Wool Hose per pair.....	25c
Ladies' Jersey Ribbed Vests and Pants.....	28c
Good heavy ones that generally sell at 35c, our price each.....	28c
Ladies, Fine Jersey Ribbed Vests and Pants, wool outside, cotton fleeced, would be cheap at 75c, our price.....	60c

Other Grades in Same Proportion

Men's Heavy Ribbed Shirt and Drawers, well fleeced, worth 60c our price.....	50c
--	-----

FURS

So necessary for the lady's comfort in the Fall and Winter season. Over 100 styles, hardly two alike at from 98c to..... **\$17.50**

Good Outing Flannel per yard.....	5c
Amoskeag Apron Gingham per yard.....	5c
Men's Canvas Gloves good quality 3 pair for.....	25c
9 oz. Denim Overalls per pair.....	50c
10 quart Galvanized Pails.....	18c
Brooms, good stock, well sewed.....	20c



We have an experienced milliner direct from the East for this department who can make those small changes and attentions so necessary sometimes to give the hat that chic appearance. Our stock is new and replete with all the latest fancies in hats and as we sell them on a merchandise, not an art basis, our prices are strictly right.

LADIES', MISSES' AND CHILDREN'S CLOAKS AND JACKETS

The coming season's most approved styles at lower prices than ever before named in this section.
CHILD'S COATS in eiderdown, cashmere cloth and velvet, those "natty" little things that every mamma wants for the baby at prices ranging from \$1.15 to..... **\$5.00**
MISSES' COATS in cassimere, kersey and Melton cloth, beautiful line, all new goods, size 8 to 18 at from \$1.65 for a good serviceable one to \$7.50 for a finer kersey, Melton or heavy serge.
LADIES' COATS The good kind at \$3 to \$5.75. The swell ones. New Empire effect, the very latest at \$7.50 to \$18 and \$20, fully 25 per cent under price generally asked for same quality

LADIES' TAILORED SKIRTS

Over 200 to select from all the latest weaves and cuts at prices to suit everybody.
 \$2.50 to \$7.50 **GOOD ONES**, stylish and adobeable, not the cheap shoddy kind that nobody wants.
CHILDREN'S DRESSES, good goods, beautifully made and trimmed, a large variety of styles \$1.25 to..... **\$3.00**

DON'T FORGET THE PREMIUMS THEY COST YOU NOTHING

One given Absolutely Free with each cash purchase of ten cents or over, no matter how cheap we sell you the goods

THE GOLDEN RULE COMPANY

1308, 1310, 1312, ADAMS AVENUE

LA GRANDE

OREGON