

NEW YEAR'S MESSAGE GREETINGS

Inasmuch as the year just ending marks the most successful year in the history of the GOLDEN RULE CO. and has in all branches of business and occupation been one of the most prosperous years, our thoughts revert to our numerous customers and friends and we desire to extend most heartily our wishes to all

A HAPPY AND PROSPEROUS NEW YEAR

These wishes are with good grace, because we see no cause for disappointment in the coming of the new year.

PROSPECTS BRIGHTER

*At the close of the year we find our business has greatly increased, and with the spirit we feel, of **EVER HUSTLE, EVER PUSH--A LITTLE HARDER WITH EVERY STEP**, we are not afraid to meet the new year with the*

366 DAYS OF BRIGHT PROSPECTS FOR US ALL

We wish to express our thanks for the business we have been favored with, and shall at all times endeavor to prove ourselves worthy.

AT THE DAWNING OF THE NEW YEAR

*We announce our **GREAT STOCK REDUCING SALE** beginning **JANUARY 4**. The greatest January Sale ever held in La Grande. Every article in our immense stock will be reduced. **BARGAINS** in every department. This sale will only last two weeks. Two weeks of bargain giving--every department crowded to its fullest capacity--we must and will reduce our stock. Come early while the stocks are not broken and avail yourself the opportunity to supply your needs for the remaining winter months while you can do it so cheap.*

THANKING ONE AND ALL FOR THE LIBERAL PATRONAGE IN THE PAST

We respectfully solicit a share of your business for the New Year.

THE GOLDEN RULE CO.
LA GRANDE, OREGON