

The Golden Rule Co. | The Golden Rule Co. | The Golden Rule Co.



FALL OPENING-'09

IN ANNOUNCING OUR FALL OPENING AND THE ANNUAL SHOWING OF THE SEASONS AUTHORITY CREATIONS FROM THE FASHION CENTERS, THE CURTAIN IS DRAWN ASIDE ON OUR RESPLENDENT AND COMPLETE EXHIBIT OF THE NEW AUTUMN MODES, THAT THIS EVENT WILL PROVE THE MOST NOTABLE STYLE SHOWING IN THIS VICINITY WILL BE EVIDENT TO ALL WHO ATTEND. YOU ARE INVITED TO BE WITH US DURING THESE THREE DAYS BEGINNING THURSDAY, SEPTEMBER 30, THURSDAY, FRIDAY AND SATURDAY. EVERY DAY WILL BE A SPECIAL SHOW EVENT.

THE GOLDEN RULE

LADIES' AND MISSES SUITS AND COATS

Fashions seal of approval is awarded every one of these beautiful garments. Two piece suits, perfectly tailored, in which the dominant note is the lengthened coat. It's long swagger lines being exceptionally clever and attractive. Slender but not form fitting. Colorings being largely favored. There are some very rich novelties in materials, including both rough and smooth finished effects. In every detail, this is the most comprehensive style exhibit we have ever held.

\$17.50

La Vogue

An extensive line at this moderate price. A suit neatly gotten up and well made. Materials mostly plain weaves, in blue, brown, grey, etc.

\$22.50

La Vogue

At this popular price we are showing the largest and most complete line, covering all of the different weaves, materials, colorings, etc.

Children's Coats and Headware

All sizes from the infants bear skin or pony, to the coat for the young lady in her teens, and from the moderate in price to a tailored garment that will please the most critical desire. Children's headwear, bear skin and silk bonnets for the little tots, felt hats for school girls, and all the new things to please the little ladies.

MILLINERY

BEAUTIFUL STYLISH LINE READY TO WEAR TRIMMED HATS.

\$2.75.
Our fall line in ladies' trimmed hats start at this popular price, new fall shapes, in velvets, satin, beaver, felt and plush, bodies neatly trimmed.
\$5.00.
We have made an especially strong effort in this priced line and have them in all of the latest shapes and frames the eastern market affords.
Our experience teaches us that most ladies prefer to go to the department and select her hat after trying on. In this way one can tell much better if the hat is becoming.
We prefer to sell you a hat that becomes you.
COME AND TRY THEM ON.

DRY GOODS

This line covers a wide range, dress goods. (Cotton, wool and silk) ready to wear goods. Hosiery, underwear, corsets, notions, etc. We were never in a position to supply every want more perfectly than now. Our stock is large and we carry the largest assortment of any store in Eastern Oregon.

The Largest Assorted Stock of General Merchandise in Eastern Oregon

MEN'S SUITS

Line of men's suits Worsteds and casimeres. Well made. Good lining, etc.
Very extensive line of patterns in wool worsteds. A suit that will give you service and look well and hold its shape.
We are agents for the M. Born & Co. line of tailor clothing.
We guarantee to fit you and once you wear a Born suit you will always buy them.

THE LARGEST TAILORING HOUSE IN THE WORLD. We have their samples in 1 1-2 yard lengths so you can tell by seeing the cloth, how the suit will look.

LADIES' FINE FOOTWEAR.

Regor kid will out wear calf—just the thing for fall wear. Our ladies fine shoes are made by a specialty house that makes ladies' shoes only.

SHOES

Our line is what is termed a popular priced line.
POPULAR PRICED, not using frills, but good honest wear combined with style. They fit. It is common saying—**STAR BRAND SHOES ARE BETTER.** We believe they are.

FURS

Most extensive fur line ever shown in Eastern Oregon. Besides our own stock we will have the complete sample line of McKibben's celebrated furs. This is the leading American line of ladies fur neck wear, coats, muffs and men's coats. Anyone can be suited in the line that we will show as it consists of every thing from the cheap neck piece to the sealskin coat.



See this line by all means. It is an opportunity worth your trouble and that you will never regret.

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