



THE Store That Reduces High Cost of Living



It has always been the policy of this store to sell **Good Honest Merchandise** at a less price than any competitor will do. We adopted the slogan-**Quality the Same-Prices Less**, several years ago, and have proven the truth of the saying. Our only competitor in price is the mail order house, and They Are Competitors Only In Price. When it comes to quality we have them beat in every way, we have proven this to be true hundreds of times right here in the store by actually comparing goods that had been got by some of our customers from some mail order house. **We Can and Will Sell You Goods For Less Money-Quality Considered**-than any and all competition.

THE GOLDEN RULE Co. is the store that has always made the Price. We have reduced the cost of living in this community and we are going to make more and more and greater reductions. We want every Man and Woman, Boy and Girl, in this county to give us part at least of their trade. Our prices are open for comparison, and we will be more than pleased to make a comparison, both in **Quality & Price** of any Merchandise we carry.

As we said, the mail order house is our only competitor and they, in price only, not Quality. We claim the distinction of being the store the honor is due for reducing the cost of living and defy any and all competition. The following quotations will be of much interest to every person who comes to our city to buy merchandise; they show to what extent we have at this time, helped you to **Reduce the cost of Living**.

DOMESTICS	
Bleached Muslin, Hope.....	6 7-8c
Bleached Muslin, Advertiser A A.....	10c
Bleached Muslin, Lonsdale.....	8c
Bleached Cambric, Lonsdale.....	10 1-4c
8-4 Pequot Sheeting Bleached.....	25 1-2c
9-4 Pequot Sheeting Bleached.....	27 1-2c
10-4 Pequot Sheeting Bleached.....	29 1-2c
42-in. Pequot Sheeting Bleached Casing.....	16c
45-in. Pequot Sheeting Bleached Casing.....	17c

NOTIONS	
Spool Cotton Thread, "Merricks".....	4c
Spool San-Silk.....	4c
Spool Sewing Silk, Carlson-Currier.....	7c
Hold-Fast Hose Supporters, Children's.....	10c
Men's Boston Supporters.....	13c
Men's Common Work Socks.....	4c, 3 pair 10c
Men's Tan or Black Dress Socks.....	7c
Men's President Suspenders.....	29c
Men's White Hemmed Handk'fs 18x18.....	4c, 3 for 10c
Men's Colored White or Blue Hfs, 21x21.....	4c 3 for 10c

DOMESTICS	
8-4 Pacific Sheeting Bleached.....	25c
9-4 Pacific Sheeting Bleached.....	27 1-2c
10-4 Pacific Sheeting Bleached.....	30c
Unbleached, 2c less on each yard.	

Standard Apron Check Gingham.....	5c
A. F. C. Dress Gingham.....	10 1-2c
Full Standard Calicoes.....	5c
36-in. Forrest Percal.....	10c
48-in. Table Oil Cloth.....	19c

Needles, Sewing, Darning, Knitting.....	4c
Shoe Laces, Extra Heavy.....	3 pair 5c
Guilt Edge Shoe Blacking.....	18c
Dandy Russet, Tan.....	18c
Shinola Polish.....	7c
Men's 12-oz Gauntlet Gloves, Leather Faced.....	15c
Men's 12-oz Cotton Gloves, Knit Wrist.....	15c
Men's 8-oz Cotton Gloves, Knit Wrist.....	5c

DOMESTICS	
8-4 Foxcroft Sheeting Bleached.....	19c
9-4 Foxcroft Sheeting Bleached.....	21c
10-4 Foxcroft Sheeting Bleached.....	23c
Unbleached, 2c less on each yard.	

Amoskeag Apron Check Gingham.....	7 1-2c
Sampsons Galatea.....	15c
32-in. Scotch Plaid Gingham.....	13 1-2c
42x90 Hemmed Sheets.....	39c
36-in. All Wool Serge, all colors.....	50c

Ladies' Knit Vests, a good one.....	9c, 3 for 25c
Ladies, Knit Vests, fine grade.....	13c, 2 for 25c
Ladies' Knit Union Suit.....	28c
Ladies' Knit Union Suit.....	32c
Ladies' Knit Union Suit, fine.....	47c
Ladies' Knit Union Suit, fine.....	60c
Men's Cotton Rib Underwear, shirt or drawers.....	23c
Men's Cotton Rib Union Suit.....	69c

\$9.87 Men's Suits, in Blue or Grey Serge, Brown or Tan, Mixed Cassimeres and Fancy Wors-teds.
37c Men's Work Shirts, heavy weight Cheviot, Gray, Blue and Tan.
83c Oshkosh Bib Overalls, heavy weight Blue Denims, none better made. Same thing in Mount Hood.
59c Boy's Mount Hood Overalls; sizes 27 to 31 waist.

\$3.78 Men's Shoes, Genuine Imported Paris Veal Viscalized sole and upper.
\$2.58 Men's Gun Metal Button Dress Shoe, Blucher, a shoe that you have been paying \$3.50 for.
37c Men's Work Shirts, heavy weight Chambray, Blue, Grey or Tan.
39c Men's Black Satin, good quality, well made work shirts.

73c Men's Plain Waist Overalls, heavy weight Blue Denims, Oshkosh—none better made. Same in Mount Hood.
49c Boy's Mount Hood Overalls, sizes 20 to 26 waist.
\$1.89 Men's Elk Outing Shoe, Viscalized, Ever-wear sole, Blucher.
\$2.28 Ladies' Kid Button Dress Shoe, Extension Sole, Common Sense Heel. Same Shoe in Gun Metal, Same Price.

D. M. C. EMBROIDERY COTTON.	
Art 99 B., small skeins in white only, doz.....	15c.
Art 115 B., large skeins, white only—	
No. 3.....	35c
No. 5.....	40c
No. 8.....	45c

Art 128 long skeins, white only, all sizes, 3 sk 10c
Art 117, long skeins in white only, per doz20c.
Art 151, white and Eeru Balls—
No. 1, 2 and 3, 6c; Nos. 5 and 10, 7 1-2c; No. 15

and 20, 3 for 25c; No. 30, 10c; No. 40 and 50, 12c; No. 60, 70 and 80, 13c; No. 100, 15c; No. 150, 18c. Same in Black.
No. 3, 8c; No. 5 and 10, 9c; No. 20, 10c; No. 30, 12c; No. 50, 12c; No. 70, 15c.



THE GOLDEN RULE CO.

QUALITY THE SAME PRICES LESS



The Store That Reduces The Cost of Living, We Have no Competitors in Price When Quality is Considered