

The Golden Rule Co.

La Grande's Real Christmas Store

Eastern Oregon offers no other selection of Christmas Gifts equal in volume or variety to this great showing by La Grande's R. C. U. Store. Five big departments filled to the limit with practical gift suggestions.

YOUR GIFT CHOOSING WILL BE EASY HERE—Extra salespeople have been added to our large force and we are prepared better than ever before to meet every demand in Christmas Gifts and prompt, attentive service.

"In Our Men's Department"

Gifts for a Man

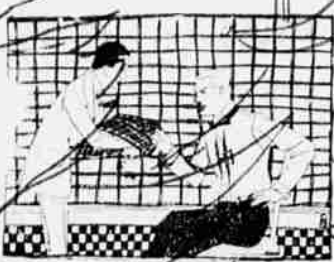
That He Would Choose If He Were Buying For Himself

CAPS (100% Pure Wool) SUITS AND OVERCOATS. The most useful and altogether the best possible gift for any man or young man. Prices range from \$18.00 to \$25.00.

Our Special Blue Serge Suits \$14.75
The equal of most \$20.00 Suits sold elsewhere. Come in and compare them.

Bath Robes for Men \$6.50 to \$12.50
McKibben Hats \$3.00

Ferguson McKinney (Fast Color) Dress Shirts \$1.00 to \$1.50
Smoking Jackets \$5.50 to \$9.50



R. C. U. Leader Men's Suits \$9.87
Such extreme value at anywhere near the price is only possible through the enormous buying power of the R. C. U.
Men's Dress Gloves \$1.17 to \$1.98
Men's Dress Mackinaws \$1.85 to \$8.50
Men's Dress Suspenders 23c to 50c

Select Your Gifts Today and we will hold them and deliver whenever you wish

"New Assortment of" **INDIAN BLANKETS** gift that the folks at home will surely appreciate. \$4.95 to \$7.85

Blanket Auto Robes \$5.00 to \$9.50

Fine Wool Blankets \$4.48 to \$10.50

Hudson Bay Single Blankets Made at Oregon City Woolen mills \$9.85

It Will Be Easy For You To

Select Her Gift Here



For here are hundreds of suitable gifts for all ages—gifts to meet the demand of every pocket-book, from the dainty new novelties and fancy goods to the useful every-day articles of wear—You'll find no other showing equal in a bundance of suitable suggestions or as good in value for the prices.

Gift Suggestions From Our Men's Furnishings Department

Boys' Lined Mitts 23c to 48c

Men's Golf Gloves 25c to 58c

Men's Lined Mitts 48c to \$1.25

Boys' Neckwear 25c

Wool Mitts 30c to 50c

Mufflers 50c to \$1.50

Newest Silk Neckwear for Men 25c, 32c, 50c, \$1.00

Men's Initial Handkerchiefs 12c, 25c, 35c

Boys' Lined Caps 48c to 65c

Military Brushes 75c to \$2.25

Men's Cotton Handkerchiefs 5c, 10c, 12c

Men's Lined Caps 48c to \$1.50

Fancy Boxed Sets of Ties, Handkerchiefs, Supporters 50c to \$1.00

Newest Muffs and Scarfs \$2.25 to \$12.50

New Leather Hand Bags 68c to \$1.50

Dainty Embroidered Handkerchiefs 5c to 50c

Ivory Toilet Sets \$1.85 to \$7.85

Ladies' Bath Robes \$2.88 to \$7.00

Wirthmor \$1.00 Waists Pretty Boudoir Caps

Dainty New Collars 25c to \$1.17

Japanese Lunch Sets 68c to \$1.78

New Silk Kimonos \$3.85 to \$9.50

High Grade Kid Gloves \$1.25 to \$1.69

Newest Silk Waists \$2.68, \$3.75, \$5.00

Wellworth \$2.00 Blouses Hand Crocheted Caps \$2.50

Silk Hosiery, All Shades 50c to \$1.65

YOUR CHRISTMAS MONEY WILL FARTHEST IF YOU BUY HERE

We can give you more for your money because we get more for our money—550 stores with a purchasing power of over forty million dollars annually do their buying together through the R. C. U. That's the reason we get prices that only the biggest buyers can get—and the reason why you hear so often that the Golden Rule always gives you more for your money.

GIFTS THAT PLEASE THE WHOLE FAMILY IN OUR HARDWARE DEPARTMENT

Complete Stock Of **HAVILAND CHINA** Three popular designs in full sets or open stock. See them in our Xmas Windows.

"Henry Sears & Sons" **30-YR. AND 50-YR. SILVERWARE** The best of high-grade table silverware. New patterns for your selection.

Safety Razors \$1.00 to \$3.00
Barney & Berry Cakes 70c to \$2.00
Girls' Sleds \$1.50 to \$4.75

Big Assortment of Pretty Patterns in Hand-Painted China

One-Piece Aluminum Ware

Dainty Cut Glass in a beautiful array of new designs to choose from 78c to \$2.75 and

Casserole \$1.89 to \$2.58
Porcelainers \$3.50 to \$5.00
Meat Roasters \$1.35 to \$3.50
Carving Sets for the Christmas Bird \$2.50 to \$7.85

Jardiniere \$1.00 to \$5.00
Vases 65c to \$3.50
Flashlights 70c to \$2.50
Sleds for the Boy \$1.35 to \$4.75

75c to \$2.75
15c to \$4.50

DO YOUR CHRISTMAS SHOPPING EARLY

WHY NOT GIVE FOOTWEAR

Several new shipments of Ladies' Novelty Footwear, make our showing more complete than ever before. You couldn't give a better or more useful gift to any of the family than a new pair of Dress Shoes.

Newest Novelty Shoes for Ladies \$3.69 to \$7.50
Ladies' Dress Shoes, all leathers \$1.98 to \$4.25
Men's Dress Shoes \$3.50 to \$5.50
Ladies' House Slippers 68c to \$1.48
Men's House Slippers 89c to \$2.75
Children's House Slippers 49c to 98c

Bring the Children to Visit

TOYLAND

The Childrens Paradise

Hundreds and hundreds of happy, carefree-kiddies have been to see jolly old Santa Claus in our Basement today and to gaze with wonder on the countless wonder displayed in this great toyland. If you wish to learn the children's wishes, bring them with you and watch their untrammelled choice among Santa's big assortment of toys, dolls, games, etc. Come today for there's only a few shopping days till Christmas.

Gifts That Delight The Boys

Drums 15c to \$5.00
Horns 5c to 75c
Air Guns \$1.50 to \$2.00
Toy Airplane 40c to \$2.75
Wagons 20c to \$2.50
Building Sets 48c to \$4.00
Toy Sets 35c to \$2.50
Mechanical Toys 15c to \$2.25
Sleds \$1.35 to \$4.75
Cash Register Bank \$3.50 to \$4.25
Rocking Horses \$2.85 to \$5.75
Toy Cornets 30c to \$5.75
Toy Horses 15c to \$2.25

Scores of Pretty Things for the Little Lady

Dolls Are Her First Choice—and here you will find the largest assortment of dolls in Eastern Oregon. You can buy any size and any priced doll you wish here for there is an unlimited choice to select from. (Character Dolls, Bisque Dolls, Stuffed Dolls, China Dolls, Kid Body Dolls, Dolls that sleep, and Dolls that talk, Dolls that cry and Dolls that walk)—Bring her to see them.

DOLL PRICES RANGE FROM 5c to \$17.50

Doll Beds 50c to \$2.75
Doll Tea Sets 35c to \$2.25
Doll Trunks 25c to \$2.50

Doll Carts 10c to 75c
Girls' Games 10c to 75c
Toy Brooms 18c to 23c

Doll Furniture 40c to \$1.75
Girls' Books 25c to \$1.00
Child's Stationery 10c, 15c

Toys For The Baby

Santa Claus has not forgotten the babies and has many serviceable playthings for them in this great toyland display. Rubber Animals and Dolls 23c to 45c
Soft Rubber Balls 5c to 85c
Building Blocks 15c to \$1.23
Unbreakable Dolls 35c to \$2.25
Kewpies 25c to 60c
Picture Books 5c to 75c
Rattles 15c
Wooden Toys 15c to 35c

Give the Children a

CARROM BOARD

A gift they will all enjoy the year round. All styles and sizes \$2.50 to \$7.50



Give her one of these new
Wirthmor \$1.00 Waists
or
Wellworth \$2.00 Blouses
Sold only in La Grande at this store. New line just received in time for Christmas choosing

THE GOLDEN RULE Co.

Quality the same—Prices less

THE



STORE

Sole La Grande Agents for the Popular

KORREKT SKIRTS

The most perfect-fitting of all ready made skirts. New styles received every month.

January Styles are Here

\$3.98 to \$12.50



ONLY SIX MORE DAYS TO DO YOUR CHRISTMAS SHOPPING
Better Make Your Selection Today

PHONE AND MAIL ORDERS PROMPTLY AND CAREFULLY FILLED
We Prepay the Postage