

Select Your Gifts NOW!

We will Hold Them and Deliver Them When you Desire.

SHOP EARLY
AVOID THE
CHRISTMAS
RUSH

Gift Suggestions

From La Grande's Best Christmas Store

FIVE BIG DEPARTMENTS, FILLED WITH HIGH-GRADE MERCHANDISE, FOUR OF THEM WITH EVERY CONCEIVABLE USEFUL AND PRACTICAL GIFT FOR OLDER FOLKS, AND ONE ENTIRE DEPARTMENT DEVOTED TO TOYLAND, WHERE YOU WILL FIND THE LARGEST ARRAY OF GIFTS FOR LITTLE FOLKS IN EASTERN OREGON.

Save Time Worry and Money by

Coming Direct to This Big, Busy Store, Where Values Are Better, Assortments Larger and Prices Lower

You Will Find the Right Gift at the Right Price at the Golden Rule Store

Gift Suggestions from Our Popular SHOE DEPT.



Ladies' Felt House

Slippers in all colors and sizes

63c to \$2.48 Men's Felt House

Slippers 98c to \$1.75

Men's Leather House Slippers, \$1.89 to \$2.68

Misses' and Child's House Slippers, 60c to \$1.19

Infants' Fancy Felt Slippers, 35c to 69c Slipper Trees, to be ribbon covered, 10c Pr. We sell the following lines of reliable, high-grade footwear:

Utz & Dunn Fine Footwear for Women The Best of all good Footwear

F. F. H. Custom Made Men's Dress Shoes For Men Who Want Quality First

Educator Shoes for Misses and Children Boy-Proof School Shoes

For Rough Wear

Bradley Metcalf Men's Work Shoes The Old Reliable

Complete new line of Trunks, Bags, Cases Compare our moderate prices

Santa Claus Headquarters is in Our Wonderful Basement

TOYLAND



Alphabet Blocks

10c to \$1.00 Set

Shoo Fly Horses

\$1.75 to \$2.25

Submarines, All Wooden, 65c Each

Dominoes, 10c to 45c

Checkers, 10c to 40c

Checker Boards, 15c to 45c

Dolls of All Kinds

15c to \$6.00

Playing Cards, 25c to 50c

Pig Wheelbarrow, 75c

Home Cook Books, 50c

Tool Chests, 18c to \$2.75 Steel Troy Wheelbarrow, \$1.45

Children's Chairs, Rocker and Plain, 65c to 95c

Fine Doll Cradles, \$1.00 to \$1.50

Doll Beds of all sizes, \$1.00 to \$2.50

Banks, 20c to \$2.50

Rifle Range Game, 75c

Sleds in all sizes and styles, from \$1.65 to \$7.00

Bowling Alley, \$1.50 Aluminum Dishes, 35c to \$1.95

Reely Trooly Cloth Dolls, Set of 6 for 35c

Doll Trunks, 25c to \$2.25

Tinker Toys, 48c

Carom Game Boards, \$2.50 to \$7.50

Erectors, \$1.00 to \$5.00 Books, All Latest Fiction, 50c

Games of All Descriptions, 15c to \$1.75

Fine Mission Doll Library Table and 2 Chairs, \$3.50

Drums from 30c to \$2.50 Box Stationery, 15c to \$1.25

American Flyer Trains and Track, \$1.00 to \$4.50

Rocking Horses, \$1.75 to \$5.75

Blackboards, \$1.00 to \$3.25

Gifts for all Men Folks in Our Mens Wear Department

New Styles in Neckwear, 25c to \$1.00.

Mens' Bathrobes, \$5.00 to \$17.50

Men's Linen Handkerchiefs, 18c to 50c



Men's Silk Mufflers, 85c Up

Men's Dress Gloves, \$1.75 Up

Men's Golf Gloves, 35c to 75c

McKibben Hats, \$3.50 to \$4.50

Fancy Boxed Sets, 25c to \$1.50

A NEW SUIT OR OVERCOAT WOULD PLEASE HIM MOST

And at this store is the best assortment and the best values to select from. We carry suits in stock to fit every build of man, from a short stout to the tall slender man. Prices are lower now than they possibly can be in the future and it will pay you to buy clothing for the next season if he does not need them now. Oregon Cassimere \$20.00 Suits

With Extra Pants Free

R. C. U. Special Men's \$14.85 Suits

Capp's (100 per Cent Pure Wool) Men's Suits

Prices Range from \$20.00 to \$28.50

Our Leader \$12.50 Men's Suits

Men's New Overcoats, \$12.50 to \$25.00

Our Dry Goods Department offers Many Practical and Helpful Gift Suggestions



Victoria \$3.95 and \$5.50 Waists

of Georgette and Crepe de Chene.

Chanut Kid Gloves, \$1.95 to \$2.50,

Imported from France.

Newest Fur Scarfs, \$4.50 to \$15.00.

New Barrel Muffs, \$4.98 to \$17.00.

Child's Fur Sets, \$3.50 to \$5.00

HANDKERCHIEFS—The gift that always pleases. We offer a larger line than ever before, at prices from 3c to 50c. Linen Initial Hdkfs, 20c.

Dainty Welworth \$2.00 Blouses.

Famous Korreet Skirts, \$4.98 to \$15.85.

New Novelty Styles Just Received.

Kayser Thread Silk Hosiery, \$1.23 to \$1.48.

With the Patent Marvel Stripe That

Eliminate Runners.

Wool Knit Caps, 35c to \$1.00

New Cap and Scarf Sets, \$1.50 to \$3.25

Fancy Silk Caps, 68c to \$2.00

Ladies' Bathrobes, \$2.98 to \$6.00.

Ladies' Fancy Kimonos, \$1.48 to \$3.50

Fancy Work of Every Description; Both Stamped and Finished Pieces

New Line Linens and Table Sets at Less Than Present Market Price.



The Family Gift Problem is Easily Solved in Our Hardware Department

HAVILAND CHINA

We carry the largest line of genuine Haviland china in Eastern Oregon. Three popular patterns, the "Rose," "White and Gold" and "White Ransom," for you to select from. Open stock or complete sets.

Art Pottery

in novelty jardiniere and vases, \$1 to \$5

Hand Painted China

in many pleasing, dainty designs at

exceptionally attractive prices; 35c.

Fancy Crockery Teapots in hand painted, stamped and glazed finishes.

One-Piece Aluminum Ware in all styles of kitchen utensils. A gift

that is sure to please every housewife.

Genuine Guernsey Casseroles in all sizes and styles, \$1.98 to \$2.38

Henry Sears & Son's Silverware

"Absolutely Guaranteed." Many attractive designs to select from.

Famous Sears Cutlery

in Kitchen Necessities, Shears and Pocket Cutlery.

Complete Line of Alarm Clocks in all qualities, from \$1.18 to \$5.00.

Pirex Baking Dishes, casserole style. Prices, \$3.25 to \$4.50

Universal Percolators, \$5.00 to \$6.00; Nickel Percolators, \$4.00 Up.

Universal and Reed Self-Basting Roasters, \$2.50 to \$4.25



Quality Reigns Supreme in the Store of Better Values!

More for your money is our slogan, and in this time of advancing prices in all lines, with the markets flooded with inferior grade of merchandise, comparative prices mean nothing. QUALITY IS FIRST—and real economy means getting your money's worth in service and real value for every dollar you spend. Our unequalled buying power through America's greatest buying organization enables this R. C. U. Store to defy any local or mail order competition to equal our values or give you an equal quality merchandise at our reasonable prices.

COME IN—INVESTIGATE—YOU WILL FIND THE GOLDEN RULE GIVES YOU MORE FOR YOUR MONEY.

SHOP
EARLY

The R. C. U. own their own wholesale house, thereby eliminating the usual jobber's or middleman's profit by placing immense contracts direct with mills and manufacturers. You get the saving at an R. C. U. store.

THE GOLDEN RULE CO.
Quality the same—Prices less

La Grande's Store



ganization of its kind in existence, com-
The R. C. U. is the largest buying or-
posed of over 600 progressive stores
with an annual purchasing power of
more than 60 Million Dollars.

SHOP
EARLY