

O'CONNELL
Building
A STREET

THE GOLDEN RULE

Golden Rule Goods
Golden Rule Prices
Golden Rule Treatment

For many months we have done no advertising. We haven't found it necessary. With a lutely no effort on our part our business has grown as fast as we could take care of it. We have endeavored to give the very best goods for the least money. The people have appreciated and have come to us in constantly increasing numbers. We are now in position to serve you better and quote you lower prices than ever before. You will lose money if you do not get the habit of going to the Golden Rule Store. Below we quote some prices. The goods are as represented and are the best things you ever bought for the money. These are our regular prices. We are not afraid of competition in Marshfield, Portland or Chicago.

Our prices are marked in plain figures and are out for the inspection of all.
He who will may read and know.

Shoes

Our big values in shoes have brought us business in this line at a gratifying rate. We have the celebrated Godman School Shoes. They are simply unequalled for the price. We can save you 33 1-3 per cent on shoes for your children. Try them.

Children's Shoes

Viel kid, extension sole, solid, and a good looker, sizes 5 and 5 1/2, per pair.....\$1.00
Same in sizes, 6 to 8\$1.15
Same in sizes, 8 1/2 to 11\$1.35
Same in sizes, 11 1/2 to 2\$1.48
Box calf, heavy extension sole, will not rip, splendid value. Sizes 5 and 5 1/2, per pair.....\$1.00
Same in sizes, 6 to 8\$1.15
Same in sizes, 8 1/2 to 11\$1.33
Same in sizes, 11 1/2 to 2\$1.48
Kangaroo calf, heavy extension soles, best material, cannot rip.
Sizes 6 to 8, per pair\$1.15
Sizes 8 1/2 to 11, per pair\$1.35
Same sizes, 11 1/2 to 2\$1.50

Infants' Shoes

Infants kid moccasins, per pair10c
Infants soft sole shoes, per pair.....25c
Infants hard sole shoesfrom 55c to 95c

Boys' Shoes

We have some extra values in boys shoes.
Box calf, heavy extension sole, blucher, will not rip and will give the very best service.
Worth much more, sizes 9 to 11.....\$1.45
Same in sizes 11 1/2 to 13\$1.60
Same in sizes 13 1/2 to 2\$1.80
Same in sizes, 2 1/2 to 5 1/2\$2.00

Ladies' Shoes

We unhesitatingly say that we have the best line of ladies shoes in town for the money. That our faith in the value of our shoes or of everything else that we handle is well grounded we demonstrate by placing them out for the inspection of all. They range in pricefrom \$1.48 to \$3.00

Hosiery

We have an especially strong line of Ladies and Children's Hosiery. For 15c we give you a heavy ribbed stocking for boys or girls, that will outwear many 25c stockings. It will pay you to try these.

We have a fine ribbed stockings for girls 25c value, looks well and wear well, sizes 5 to 7 1/215c

Same in sizes, 8 to 10.....18c
In Ladies' stockings we give you the very best values at15c and 25c

Blankets

We would like for you to see and compare with others our cotton Blankets.

Blankets for 1/4-bed, good weight, per pair...58c
10-4 Blankets, full size, white or gray, per pr..68c
11-4 Blankets, extra large, white or colored per pair\$1.00
11-4 Blankets, extra large, and heavy, white or colored, per pair.....\$1.25
11-4 Blankets, worth \$2.00, white or colored, per pair\$1.50
11-4 Fancy colored blankets, very pretty, large and heavy, per pair\$1.60

Comforters

We offer you a cotton filled comforter, full size, worth \$1.50, for only.....\$1.00
\$2.00 Value, white cotton filling.....\$1.35
\$2.25 Value, extra heavy\$1.05

Underwear

Our line of winter underwear is much more complete than last fall and prices even lower.

Children's Underw'r

Fine ribbed cotton vests or pants, well made, medium weight, size 18, each13c
Size 20, each.....15c Size 28, each.....25c
Size 22, each18c Size 30, each.....28c
Size 24, each20c Size 32, each.....30c
Size 26, each23c Size 34, each.....30c

We have the same in white at about 5c a garment more.

Children's jersey, ribbed, gray, wool, vests and pants.

Size 18, each.....30c Size 26, each.....50c
Size 20, each.....35c Size 28, each.....58c
Size 22, each.....40c Size 30, each.....65c
Size 24, each.....45c Size 32, each.....70c

We have the same garment in white for about 5c more.

Ladies' Underwear

Ladies ribbed vests and pants, medium weight, cream or gray. None like it for the price.
Each25c
Extra fine ribbed vests and pants, pure white, only48c
Out-sizes of the same50c

Men's Underwear

We have recently added men's underwear to our stock. We have a very fine jersey ribbed cotton garment which we are offering, shirts and drawers, each50c
One half wool ribbed shirts and drawers, each65c
Wool ribbed shirts and drawers, a splendid garment, each\$1.25

Outing Flannels

Our outing flannels are a joy forever. We can save you big money on anything you may need in this line. They are of the best value and all color, from 5c to 12c per yard.

Notions

This is the place to buy your staple notions. You can save from 50 per cent to 100 per cent here.
Best brass pins5c
Best safety pins4c
10c Hair pin cabinets5c
10c box shell hair pins5c
6 Bunches wire hair pins.....5c
10c Hooks and eyes, rust proof5c
10c Embroidery hoops5c
Linen thread, per spool5c
Good pearl buttons, doz.5c
Best Lisle elastic, per yard5c
1/4-inch elastic, per yard2c
Kid curlers, per bunch4c
8-inch rubber comb25c
Metal back horn comb10c
White kid belts25c
Elastic belts30c
Beauty pins, 3 for.....10c
Large size can talcum powder10c
Side combs15c and 25c
Back combs25c, 25c and 48c
Children's Buster Brown belts20c
Children's Buster Brown ties23c
Ladies collars.....7 1/2c, 10c and 15c
Embroidery silk, per bunch4c
Clarks O. N. T. thread, per spool5c

The GOLDEN RULE STORE

O'Connell Building
"A" Street