

GOLDEN RULE

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Sale Starts
Thur. Aug. 11
8:30 A. M.

Store-Wide
AUGUST
SALES

PRICES
WERE
NEVER LOWER

THE GOLDEN RULE

RULERS OF LOW PRICES

1015 WILLAMETTE ST.

EUGENE, OREGON

Offers in this ANNUAL STORE-WIDE SALE outstanding values on merchandise of high quality - - - The present low price levels cannot last with cotton, wool and commodity prices slowly but steadily advancing - - - It is our sincere and honest opinion that NOW is the time to buy - - - Shop our store and window displays and be convinced we are offering you GENUINE BARGAINS.

Phantom KoteX

The new form-fitting, nationally advertised sanitary pad. Limit 4 boxes to a customer.

15^c

Printed Percales

Fine count, fast color printed patterns and some plain colors of the regular 15c grade. Mercerized finish.

10^c Yd.

Wash Suits

Guaranteed fast color Wash Suits for Boys at sensational closeout price. Cleverly trimmed. Sizes 3 to 6.

19^c Ea.

Romper Cloth

Just the thing for a boy's school shirts and we have many new patterns to select from. 25 inches wide.

7^c Yd.

Glassware

Including plates, cups, saucers, sherbets, goblets, sauce dishes, tumblers, cocktail glasses and candlestick holders.

5^c ea.

Leather Gloves

Your choice of all our entire stock of full stock leather gloves in the wrist or gauntlet styles. Values to \$1.49.

79^c Pr.

Bleached Muslin

Regular 8c grade of bleached muslin, yard wide and good weight. Only 200 yards at this price.

5^c Yd.

22x44 Towels

Large size, two thread turkish towels in green, pink and blue. Sells regularly at 19c. Can't last long at this price.

10^c

Mesh Hose

Womens' rayon mesh hose in four popular shades for fall. Knit of fine rayon yarn with high spliced heel.

15^c

Men's Overalls

Heavy weight blue or striped bib or waist overalls for men, the "RED BALL" brand, best by comparison.

69^c

Foxcroft Sheets

NO FILLING OF ANY KIND

Size	Price
63x99	54c
72x99	59c
81x99	69c
81x108	73c

WHY PAY MORE?

Dress Trousers

In this group are all \$3.98 and \$4.98 grades in worsted and cassimeres, light and dark shades. Sizes 29 to 42.

\$2.98

Women's Hats

All summer hats priced for quick clearance. Your choice of entire stock, nothing reserved. You had better hurry.

25^c

Lunch Cloth

Large 50x50 inch lunch cloth at about half price. See these early as the quantity is very limited.

49^c

8 yd. Bias Tape

J. & P. Coats fast colored percale tape in the large 8 yard bolts, now 6c. Many colors from which to select.

6^c

Men's Work Shoe

Heavy black elk upper with composition sole and leather middle sole. A real buy, sizes 7 to 11.

\$1.98

Cannon Towels

Double thread, 18x36 inch "Cannon" hand towels at an amazing low price. Limited to quantity on hand.

5^c

39c Rayon Panels

Our regular 39c panel curtains, 2 1/4 yards long and exceptionally well made, in ecoru color only.

24^c

Pillow Cases

Good weight cases in the standard 42x36 size. Only a few dozen left at this price.

8^c ea.

Men's Hdkfs.

Large size white cotton handkerchiefs for men that usually sell for 8c. Stock up and save.

3^c Ea.

"Hope" Muslin

Genuine "Hope" muslin, yard wide and good, heavy quality. Limit of ten yards to a customer.

7^c Yd.

Half Soles

Men's Stick-on rubber half soles complete with cement and buffer, 2 sizes. Special, a pair—

15^c Pr.

Blankets

Part Wool, 66x80 Single Blankets, in several new plaid colors. Regular 98c value.

79^c

81 in. Sheeting

Regular 25c 9-4 bleached sheeting, while it lasts at this low price. Only 100 yards on hand.

15^c Yd.

Work Sox

Men's cotton work sox in gray, tan or black at half price. Sizes 10 to 11 1/2.

5^c Pr.

Work Hdkfs.

Large size red or blue bandana handkerchiefs. Won't last long at this price.

4^c Ea.

"Phoenix" Hose

All silk, full fashioned hose that you ordinarily pay a dollar a pair for, reduced now to lowest price in years.

69^c Pr.

Beach Slacks

All fast colored fabrics and beautifully tailored. \$1.95 grade now 99c, and 98c grade now 59c.

59^c and 99^c

Boy's Cords

Several new colors in this group to select from, good weight and in sizes 4 to 16 years.

98^c Pr.

Lace Hose

Our stock of "Chardonize" mesh hose in the 49c quality now on sale at 29c pair. All sizes.

29^c Pr.

Dress Hats

All wool felt dress hats for men in several colors and styles. Sizes 6 7/8 to 7 1/8. A real buy.

\$1.98

Men's Dress Shirts

Our regular 98c shirts of guaranteed fast colored broadcloth in plain or fancy patterns. Sizes 14 1/2 to 17.

77^c

Beach Pajamas

One or two piece striking patterned pajamas for women or misses. Fabrics are guaranteed color fast.

59^c and 99^c

Women's Shoes

One group summer shoes—in this group are \$3.98 and \$2.98 grades. No refunds or exchanges at this close out price.

\$1.00 Pr.

Work Shirts

Men's heavy fine yarn chambray shirts with double back and yoke, ventilated. Extra full cut. Sizes to 17.

49^c

Fast Color Voile

36 and 39 inch guaranteed fast colored voile in many dainty patterns. A regular 25c material. Special.

15^c Yd.

Waist Overalls

Heavy blue denim overalls with bell bottoms and belt waist for boys and men. Sizes 6 to 16 and 30 to 36.

59^c

St. Moritz Voile

Our regular 39c grade of dotted voile in a variety of colors that are color fast, and very fine weave.

25^c Yd.

Sport Oxfords

New fall shipment of several styles in clever oxfords for women and girls. Remarkable shoes at this figure.

\$1.98 Pr.

Batiste

American Beauty batiste in plain or dainty printed patterns. 39 inches wide and fast color.

19^c Yd.

Boy's Suits

One lot of boys' 4 piece dress suits in grey and tan wools. Regular \$4.98 values. Make your selection early. Size to 15 years.

\$2.98

En-Joie Arch Shoes

The well known arch support shoe for women with moulded steel shank and Goodyear welt leather soles. Were \$4.98. Widths AA to EEE.

\$2.98

Outing Flannel

Good weight, 27 inch white outing at the season's lowest price for this weight cloth. Don't miss this buy.

6^c Yd.

Fall Prints

Guaranteed tub proof, sun fast and perspiration proof and is pre-shrunk. Plain and new printed patterns.

15^c Yd.

Curtain Scrim

This group includes material up to 23c a yard. Limited quantities in stock, plain and patterns.

8^c Yd.

Handbags

Regular 98c and \$1.49 bags in black, brown and tan. Envelope, pouch or underarm styles. Real values.

59^c

Tom Sawyer Shirts

Guaranteed fast colored broadcloth shirts of this famous make. Beautifully tailored and extra full cut. Now—

69^c

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