

# GOLDEN RULE STORE

**T**HE Bright Golden days of Autumn are at hand, as reminders that we must buy Fall and Winter goods. The paramount question with the careful buyer especially at this season is; where can I get the best value for my money. We are often asked, "How is it you can sell so much cheaper than others?"

- 1st. We buy with a powerful combination of Golden Rule Stores of the Northwest.
  - 2nd. We buy direct from the factories and large wholesale establishments. Our representative visiting in person the Eastern markets. In this way we get discounts and bargains which can not be had through drummers. That which saves us money saves you money.
  - 3rd. We do not pay one cent of commission.
  - 4th. We operate with the least expense possible. We do not believe in taking excessive profits that we may decorate our store, furnish music or employ useless clerks. A big show is nice but it costs money and the customer must pay the bill. Therefore we refrain. Our expenses are small but our facilities ample.
  - 5th. We do a cash business. If you buy from a house that sells for credit you must help pay the bill of the fellow that refuses to pay.
- Our fall goods have arrived and we now have the largest and most complete stock in the history of the store. On many articles our prices are lower than ever before. Below we quote you some record breaking, breath taking, money saving prices. Don't buy until you call and see us.

## SHOES! SHOES!

These are prices that are not equalled in Pendleton.



- Men's satin calf, congress or lace, plain or cap toe, solid .....\$1.40
- Men's oil grain shoe, buckle .....\$1.50
- Men's dongola, a light dress shoe, neat, serviceable .....\$1.35
- Men's genuine horsehide .....\$2.00
- Men's cadet calf, an excellent shoe, worth \$2.75, only .....\$2.15
- Men's box calf .....\$2.25
- Men's kid, a late dressy solid extra-serviceable, anvil oak sole, splendid value .....\$2.25
- Valour calf .....\$2.25
- Men's B. B. B. box and valour calf and vic kid, very stylish and dressy; nothing better on the market. Regularly retails at \$4 and \$4.50; our price .....\$3.00, \$3.50 and \$3.75



- Boys' satin calf, good quality, English back stay, sizes 12 to 2 .....\$1.25
- Same shoe, size 2 1/2 to 5 1/2 .....\$1.40
- Boys' heavy oil grain, a shoe that will stand the hardest service, sizes 2 to 5 1/2 .....\$1.35
- Little gents' kid shoes, the best for the money .....\$1.25
- Same for boys and youths .....\$1.50 and \$1.75
- Boys' army calf, a shoe we can guarantee sizes 11 to 2 .....\$1.30
- Same shoe, sizes 2 1/2 to 5 1/2 .....\$1.50
- We have many others, seamless, heavy shoes, etc.

### Our Line of Children's Shoes is Complete

- Child's kid lace, neat and solid, worth 90 cents, our price ..... 50c
- Major Calf lace, or button, cannot rip, best material, standard screw, sizes 5 1/2 to 2 .....88c to \$1.30
- We can't tell you about all of our children's shoes. We have them in all styles and can save you money.
- Our ladies' shoes range in price from \$1.00 to \$3.50.
- We take special pride in our \$1.48 shoe; try them. Remember we have a \$5,000 stock of shoes to select from. We sell them at Golden Rule prices.

## Our Guarantee

We guarantee our goods to be the best for the money: Our prices to be the lowest in town and our treatment to be as good as man can give.

### HOSIERY

Our line of Black Cat and Puritan hosiery has been a revelation to many people for hard service. The Black Cat brand has never been equalled. We buy our hosiery direct from the mills and in case lots, therefore, get the best for the least money. We have what you want in this line.

### GLOVES

A good wearer, well made, muleskin glove 25c  
Fire and water proof Asbestos, tanned horse hide .....\$1.00 and \$1.25  
We have the very best gloves, lined and unlined.

### MEN'S SUITS

A good business suit, French faced and piped, the best thing we have ever had for .....\$5.25  
A heavy black chevot .....\$7.25  
Black clay worsteds .....\$6.50 to \$9.75  
Best workmanship and latest cuts characterize our suits.

### BOY'S SUITS

We have a much larger assortment of boys' suits than ever before. The old regime of prices still prevail. We can sell you a good suit for from \$1.00, up. Your boy will need a new suit for school. Come in and look over our stock and get prices.



We sell McKibbin hats. Don't pay \$3 or \$2.50 for a hat, when we can sell you one just as good for \$2.25 and \$2.50. A large shipment of the latest McKibbin hats just in. A good fedora hat 60c. Better ones, at 65c, \$1.25, \$1.50, \$2.00, \$2.25 and \$2.50. We have all shapes and styles at similar prices.

### CLOAKS

Our new ladies, children's and misses' cloaks are in. The styles for this season are very pretty; everything is bright, new and stylish with us and very cheap. We can fit and please you and save you money.

### UNDERWEAR

Men's heavy fleeced underwear .....43c  
Men's heavy ribbed fleeced .....50c  
A good heavy wool mixed .....75c  
Men's good all-wool garment, regular \$1.00 kind .....90c  
Ladies' heavy ribbed pants and vests .....25c  
Best quality ribbed fleeced, in cream or grey .....43c  
All-wool pants and vests, soft, nice finish \$1.00  
A good heavy fleeced cotton union suit for ladies .....48c  
We have children's underwear in cotton fleeced, wool mixed and all-wool for right prices.  
A large shipment of Dr. Warner's rust proof corsets have just arrived. We can supply you with any style or size.

### CORSETS



CORSETS



Tape girdle, short corsets, etc. 50c. Dr. Warner's celebrated rust proof corsets in short and medium lengths, straight front and dipped tips; also Warner's perfection waist, \$1.00.

### DRESS GOODS

Don't forget that we have the exclusive agency for the celebrated Broadhead dress goods, and are in a position to show you these goods in the latest weaves and shades. Woolen goods for school dresses, 38 inches wide 48c  
Serges, pebbled chevots and cashmeres, wide .....60c and 68c  
We have a line of blacks and navies from .....50c to \$1.75

### LACE CURTAINS

We bought our lace curtains direct from the factory early in season and are in position to undersell anyone in these goods. We have

## Prizes

In addition to the most goods for the least money we give you a cash coupon redeemable in nice decorated chinaware or enameled or tinware.

them at 45c, 60c, 75c, 98c, and \$1.20 per yard and up. These are beautiful patterns, widths and lengths.

### SKIRTS

We are proud to show you our ladies' skirts. Nice fitting, unlinked walking skirts. \$1.50 to \$2.00  
Lined skirts .....\$1.25 to \$1.50  
You should see our display of black and colored sateen skirts, neatly trimmed, well made, extra value, 78c to \$3.75.

### DRY GOODS

We call your attention to the fact that our store is full of a choice selection of all the miscellaneous articles found in the dry goods department.  
OUTINGS—A complete line of fancy, pink, blue and white outing, 5c, 7 1/2c, 9c, 10c, 11c per yard.  
Flannellets for wrappers, 9c, 11c and 12c  
Wool flannels, in red, blue and white at 33c, and 43c per yard.

### SHEETING

Wide heavy quality 20c.  
36-inch muslin 5c, 7 1/2c, 8 1-3c and 10c.  
Large size sheets, 58c.  
Pillow cases, 12 1/2c.  
Bed spreads, 75c, \$1.00 and \$1.50.  
Bed ticking, per yard, 8c.  
Heavy warranted leather proof ticking

### STAND COVERS

A pretty line of stand covers, 40c, 48c, 50c and \$1.50.

### TOWELS

Bed room towels 5c and 6c.  
Turkish towels, each, 9c, 12 1/2c and 20c.  
All linen fancy fringed towels, 17c and 20c.  
Towelings per yard, 4c to 12c.

### STATIONERY

Lead pencils, each, 1c, 2c and 4c.  
Slate pencils, each, 1c.  
Pens, 2 for 1c.  
Penholders, 1c.  
Ink, 5c.  
Mucilage, 5c.  
Envelopes, 5c.  
Pencil tablets, 1c, 3c and 5c.  
Pen tablets, wide or narrow, 5c and 10c.

### NOTIONS

The Golden Rule Store from the beginning has been headquarters for notions. We try as some do to make 100 per cent on the little necessities of every-day life. Many some alluring prices:  
Hair pins, per dozen, 1c.  
Needles, paper, 1c.  
Common pins, 2c and 4c.  
Hooks and eyes, 1c, 2c and 5c.  
Tooth brushes, 5c.  
Kid curlers, 5c.  
Safety pins, 4c.  
Crochet lustr, cotton, per spool, 4c.  
250 carpet tacks, 2c.  
Cobbler nails, per paper, 2c.  
Coppered rivets and burrs, per paper, 2c.  
Tin pint cups, 2 for 5c.  
No. 1 lamp chimneys, 3 for 20c.  
No. 2 lamp chimneys, 3 for 25c.  
600 parlor matches, 5c.  
Hair brushes, 15c and 25c.  
Combs, 10c, 15c and 20c.  
2-pint milk pans, 3c.  
2-quart milk pans, 4c.  
4-quart milk pans, 3 for 20c.  
6-quart milk pans, 3 for 25c.  
Brooms, 18c, 25c and 33c.

To Our Customers at a Distance: Any Mail Order You May Entrust to Us will Receive our Prompt and Careful Attention. Send Us Your Orders

# Golden Rule Store

PENDLETON, OREGON

Golden Rule Prices

Golden Rule Goods

Golden Rule Treatment