## ARE WE RIGHTLY ACCUSED?

In answer, will say, we are glad to carry the burden of bringing down the prices on high-class merchandise. People first thought it was impossible to run a business without having these so called sales, hot air advertising schemes, etc., but as you have noticed, the Golden Rule Store is growing every day. Why? Because our buying power for 28 busy stores enables us to undersell all competition. Seeing is believing, and all we ask is a comparison, quality for quality, price for price. It is a common remark to hear people say, "I have thrown my catalugue in the corner since the Colden Rule Store opened." Bear this in mind, the Fourth of July is coming and you are going to need a new outfit from head to foot. When you buy, buy right.

| Js. |  |  |  |
| :---: | :---: | :---: | :---: |
| Common Pins $\qquad$ 1 c | 35 e values 19c. | ite and colored ${ }^{\text {cose }}$ ( 49 C up to $\mathbf{\$ 4 . 9 8}$ |  |
| Ease Balls $\longrightarrow$ | Stest Proof CO | Ladies gloves | Men's Union suits, 81.50 values _ 98 ¢ |
| Rubber Balls $\quad 5 \mathrm{c}$ | 81.50 Vaines | 10 c | men's shirts. |
| 100 Marbles $V^{1}$ | 82.50 Value $\square$ \$1.98 | HOSIERY |  |
|  |  | Black Hose 4 pairs 10c. ${ }^{\text {arer }} \mathbf{2 5 c}$ | Men's work shirts, 50 c values $\quad$ - |
| Wats Thread $-\quad 4 c$ | Narror Embiderio - 2 c, 5e $61.4 c$ | Ladiee' Black Hose, 2 for $\quad \mathbf{2 5 c}$ | Men's black sateen, 75 c values $\quad \mathbf{4 9 C}$ |
| Window Shades $\longrightarrow \mathbf{2 5 c}$ | $25 c$ and 39 c | Genuine Silk Hose $\quad 255$ and 49 c | Men'; black sateen, 81.00 values $\quad \mathbf{7 9 c}$ |
| Mennen's Talcum Porder - 15c | Itep Skirt Flouncing $\quad 9 \boldsymbol{9 c}$ | All Silk Hoer 81.50 value _- 9 Sc | Men's biack sateen, 81.50 values -_98c |
| Colgate's Talcum Powder Cuticura | bed spreids. |  | Meents sif collar shirts, 81.50 values 988 |
| apports $\square$ | Frined Sprad. $\quad$ S1.49 |  |  |
| Hair Puffs $\quad \mathbf{8 1 . 4 9}$ |  | Foxeraft Sheeting 9-4, \%oc value - $\quad \mathbf{2 3} \mathrm{C}$ |  |
| Colored Damask $\quad \mathbf{2 5 c}$ | Bether Grades $\quad \mathbf{\$ 2 . 4 9}$ and $\mathbf{\$ 2 . 9 8}$ | Hope Mustin, 12 1.2e value $\quad \mathbf{8 1 3 8}$ | MENS GLOVES. |
| White Damask | HANDKERCHIEFS. | Londale Muslin, 12 I 1.9 ralue $\quad \mathbf{8 1 3 . 3} \mathbf{e}$ | Men's full calf glore, 75c values -_49e |
| Linen Damask $\quad \mathbf{4 9 c}$ | Children's Handkerehiefs | Heary Tubleachel Muslin 5 c and 61.4 c | Ven, full calf gauntett, 81.00 values $\mathbf{6 9 c}$ |
| iren's Rompers $\quad 25 \mathrm{C}$ | Ladiee Handkerchiefs, 2 for ${ }^{\text {ac }}$ |  | Men's mule skin gloves $\quad \mathbf{2 5 c}$ |
| Ladies' Dresses | Better Grades - 10c, 2 for $\mathbf{2 5 c}$ | Boys. heavy calf show, 81.50 values | Mon' |
|  | W | Boys' hary calf shoes, 82.00 ralues - \$1.49 | Men's sax $10 \mathrm{c}, 3$ for $\mathbf{2 5 e}$ |
|  |  |  | Men's Fance sox, 25 c values $\quad 15 \mathrm{c}$ |
| die', riding suits, $\mathbf{8 5 . 0 0}$ values ${ }^{\text {a }}$ | 1.adie Skits $\quad 69 \mathrm{c}$, 98e and $\mathbf{8 1 . 4 9}$ | Otfords: children's from 49C up: ladie' | Men's neckties, 35 c values regular - 25 c |
| Ladie'' riding suits 86.00 values $\mathbf{\$ 4 . 9 8}$ | Ladio Conet Covers - 19e. 25 c and 49 e | from 98c and up. | Men's neektie, 75 c values |
| Ladies' skirts. | 19 c |  | H |
| Om | H3 | Such as Underhill, Ross of the Road, Frink: |  |
|  |  | Wait Band Orerall $49 \mathrm{4ac}$ 58c . 75 c | Men's Hats, 82.00 values $\quad \mathbf{8 1 . 4 9}$ |
| Ladies Skirts, 85.00 valnes $\quad \mathbf{8 3 . 9 8}$ | Perrale, 27 -in , good oualit. 10 e val. 61.2 e |  | Men's Hats 82.50 values - \$1.98 |
| Ladies' Skirts, 86.50 values $\quad \mathbf{8 4 . 9 8}$ | American Caliomes, 61.3 c values | Mens stirs. | $\begin{array}{ll}\text { Men's Hats, } 84.00 \text { values } & \mathbf{8 2 . 9 8} \\ \text { I B Steton's, } 85.00 \text { values } & \mathbf{8 3 . 4 5}\end{array}$ |
| $\begin{array}{ll}\text { Ladies Skirts, } 87.50 \text { values } & \mathbf{8 5 . 9 0} \\ \text { Ladies' Skirte } \$ 10.00 \text { values } & \mathbf{8 7 . 9 0}\end{array}$ | Good Apron Gingham | every careful buver. The greatest line of suits | Big line of straws and canvass from $\mathbf{1 0 c}$ to |
| TOWELS OF ALL | Lawas and summer good | phased on our $\mathbf{\$ 9 . 9 0}$ suit, these are rexular |  |
| urkish Towels, 35c values $\quad \mathbf{2 5 c}$ | Good Grade Lawns, 8 1-sc valnees vard $5 \mathbf{5 c}$ | 816.50 |  |
| rish and Huck Towels 5c | Better qualities $\quad \mathbf{8 1 3 c}$ and $\mathbf{1 0 c}$ | Boy: Snits \$1.98, \$2.49. \$2.98 |  |
| Fancy Linen Towels $\quad \mathbf{2 5 c}$ | Suiene Silk | Men's odd pants, 82.00 values $\quad$ \$1.49 |  |
|  | Genuine Soiette $\quad \mathbf{2 5 c}$ | luee - $\mathbf{S}_{1}$ | 98 |
| 69 c to 83. | Popling, all shades |  | Men's work shoes, 83.00 values - $\$ 2.49$ |
|  | F | Eov- Kire Pants 49 Cl , 69c, and $\mathbf{9 8 c}$ | Men's work shoms 85.00 values $\quad \mathbf{8 3} \mathbf{8 1 9 8}$ |
| 88 | c |  | Elk skin shoes 82.75 values $\quad$ \$1.98 |
| \% Fancy Paraols 19e | 36-in. Pongee 81.50 value -98 C | Knit and Palbrizzan, 25ce values 25c |  |

Every sensational sale that is inaugurated in Pendleton, is a boost for the Golden Rule Store. It creates just that much more confidence in our business methods. The people are fast realizing we have but one price to all, and it is always lower than our competitors---not for one week or two, but for the entire year.

## COIDEN RULESTORE <br> OPPOSITE POSTOFFICE. <br> PENDLETON, OREGON



