

# AN OLD STORY BUT TRUE

**W**HEN I SEE ONE MERCHANT PATTERN AFTER ANOTHER IT PUTS ME IN MIND of school days when I was busy at my task and saw some fellow looking over my shoulder copying (instead of figuring out for himself) it made me feel that I was worthy, so it is with the Golden Rule Store when we see merchants looking over our shoulder trying to pattern it makes us feel encouraged that we are looked at, talked about and doing more than our share of business or they would not try to copy. Did you ever see a copier a successful man or merchant? We are here on our own grounds--we do not belong to any merchants combine--our methods are original--we notice some of our competitors are quoting our prices, but when you compare quality you will not need specks to detect the difference, and we are here to prove to you that any one store merchant that tries to sell quality for quality, price for price with us will soon be out with the bank that is backing him. We don't say this boastfully, but we have seen such occur in towns where we have a store located, as we stated when we opened our prices would never be raised and the people of Pendleton and surrounding country have show their appreciation by their liberal patronage.

**Goods bought for 28 busy stores direct from the factory, make our prices possible. A few of the following quotations will convince that we advertise 100 per cent. facts**

## BLANKETS

Cotton, 10-4	69¢
Heavy Cotton, 11-4	98¢
Extra Heavy Cotton	\$1.45 and \$1.98
Wool Blankets	\$2.98 to \$4.98

## Cloths

Hope Muslin, bleached, regular	7 12¢
Lonsdale Muslin, bleached, regular	8 13¢
Foxcroft 9-4 Sheeting	19¢
Pepperill 9-4 Sheeting, bleached	25¢
Outing Flannel, yard	5¢
Outing Flannel, light and dark	6 14¢
Outing Flannel, light and dark	8 13¢
Amoskeag Outing	10¢
Ladies' Outing Gowns	69¢ and 98¢
Ladies' Outing Skirts	49¢
Black Taffeta Silk, 36 inches, regular	98¢
Apron Gingham	5¢
Book Fold Percale	6 12¢
American Prints	5¢

This store is a friend of the working people.

## Ladies' and Misses' Overshoes

Ladies' Overshoes, 1 buckle	98¢
Ladies' Overshoes, 2 buckles	\$1.25
Ladies' Rubbers	49¢
Misses' Overshoes, 1 buckle	75¢
Misses' Overshoes, 2 buckles	\$1.10
Child's Overshoes, 1 buckle	58¢

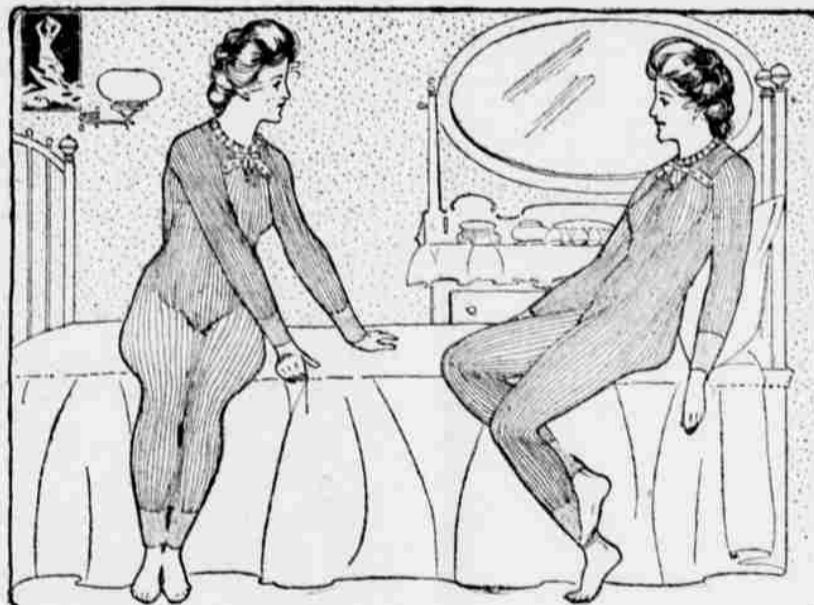
## Ladies' Hose Underpriced

Ladies Heavy Fleece Hose	15¢
Ladies' Heavy Cotton Hose	10¢
Ladies All-Wool Hose	25¢
Ladies Heavy Cotton Hose, 2 pair	25¢



## Ladies' Union Suits

Ladies' Union Suits	49¢
Heavy Fleece Unions	98¢
Wool Unions	\$1.69 to \$2.49
Ladies' two-piece Suits	25¢ and 49¢



## Men's Underwear

Men's Heavy 15 lb. fleeced shirts and drawers	49¢
Men's Heavy Ribbed	49¢
Men's Heavy Fleece Unions	98¢
Men's Wool Shirts and Drawers	98¢, \$1.20, \$1.49

## Men's Winter Shirts

Men's Heavy Flannel Shirts	98¢
Men's Heavy Velour Shirts	73¢
Men's Heavy Work Shirts	45¢

## Gloves and Mittens

Men's Heavy Calf Gloves	49¢
Men's Heavy Calf Gauntlets	69¢
Men's Warm Lined Mittens	49¢
Boys' Warm Lined Mittens	25¢

## Our Men's Department

Carhartts, Days Big 5, Underhills	83¢
Men's Corduroy Pants, peg top, welt seams	\$1.98
Men's Heavy Work Coats	\$1.49
Caps for boys' and men	25¢ and 49¢
Men's Wool Sox	15¢ and 25¢
Men's Sweaters	98¢, \$1.98 and \$2.49
Men's Suits	\$4.98, \$5.90, \$8.90, \$9.90, \$12.50
Men's Overcoats	\$4.98 to \$12.50
Men's Heavy Work Shoes	\$1.98, \$2.49, \$2.98 and \$3.98
High Cuts	\$2.98, \$3.98, \$5.90
Men's Overshoes, one buckle	\$1.25, \$1.49
Men's Overshoes, 4 buckles	\$1.98 and \$2.49
Men's Rubbers	75¢

**This Store Will Be Open at 7:00 o'Clock Every Morning  
Except Sundays**

# The Golden Rule Store

WE LEAD, OTHERS FOLLOW