

The Golden Rule Store

Has just finished unpacking a large number of shipments of new merchandise direct from the Eastern Manufacturers and is **Now Ready for the Winter Needs of Men, Women and Children**

The goods we have just received represent a most fortunate buy for us and our patrons. Mr. Penney on his recent trip to the eastern markets discovered that a number of the largest manufacturers were overloaded with gigantic stocks of the most desirable Winter Merchandise.

Buying for 28 Large Stores and Paying Spot Cash Took the Best the Factories Had at Most Ridiculously Low Prices

These shipments are now here on our tables and shelves, marked low in accord with our exceedingly good fortune in getting the merchandise at such a low price. Save yourself keen disappointment, by seeing these fresh, crisp lines of well selected winter goods, before you buy. Once a patron always a patron, at the **GOLDEN RULE STORE.**

Men's Furnishings

Men's Wool Sox, 25c value.....	15¢
Men's Work Sox.....	5¢
Men's Coat Sweater, \$1 value.....	49¢
Men's Coat Sweater \$1.50 value.....	98¢
Men's Calfskin Gloves, welt seam, 75c value.....	49¢
Men's Calfskin Gloves, gauntlet, \$1.00 value.....	69¢
Men's 50c Suspenders.....	25¢
Men's \$3.00 Corduroy Pants.....	\$1.98
Men's \$1.00 Dress Shirts.....	49¢
Men's Black Satteen Shirts, 85c value.....	49¢
Men's Wool Underwear, \$3 val. \$1.98	
Men's Wool Underwear, \$2.50 value for.....	\$1.49
Men's Wool Underwear, \$1.75 value for.....	98¢
Men's Heavy Ribbed Underwear, 75c value for.....	25¢
Men's Blanket Covert Coats, \$2.00 values.....	98¢
Boy's Heavy Fleece Underwear, 40c values.....	25¢
Boys' Heavy Fleece Union Suits, 75c values.....	49¢
Men's Heavy Lined Mittens, 75c values.....	49¢
Men's Heavy Yarn Mittens, 50c values.....	25¢
Men's Heavy Lined Mittens, 50c values.....	25¢

10,000 Yards of Calico at 2½c Yard

Men's Suit Dep't

OUR MEN'S SUIT DEPARTMENT IS THE TALK OF THE TOWN.

Men's Worsteds Suits, \$7.50 values for.....	\$3.98
Men's Worsteds Suits, \$9.00 values for.....	\$5.90
Men's Wool Suits, \$12.50 values for.....	\$8.90
Men's Wool Suits, \$15.00 values for.....	\$9.90
Men's Wool Suits, \$20.00 values for.....	\$12.50

Blankets Towels, Damask, Etc.

\$1.50 Blankets, 11-4.....	98¢
\$4.00 Wool Blankets, 11-4.....	\$2.98
Lace Curtains, 75c values.....	39¢
Huck Towels, 10c values.....	5¢
Huck Towels, 20c values.....	10¢
Turkish Towels, 20c values.....	10¢
Turkish Towels, 50c values.....	25¢
Pillow Cases, 20c values.....	12 1/2¢
Bleached Cotton Toweling.....	5¢
Colored Damask, 50c value.....	25¢
White Damask, 50c value.....	25¢
All Linen Damask, 85c value.....	49¢
Window Shades.....	25¢

Our Shoe Dep't

needs no talk as everybody knows the values we're giving.

Men's Calf Blucher Dress Shoes, \$2.00 values.....	\$1.49
Men's Kangaroo Heavy Work Shoes, \$2.50 values.....	\$1.98
Ladies' Kid Blucher Dress Shoes, \$2.00 values.....	\$1.49
Ladies' Kid Blucher Dress Shoes, \$2.50 values.....	\$1.98

Children's Shoes.....	49¢, 79¢, 98¢
Boys' Shoes, 98¢, \$1.25, \$1.49 and \$1.98.	

OVERSHOES

Men's Heavy Overshoes.....	\$1.25, \$1.49
Women's Overshoes.....	98¢
Children's Overshoes.....	58¢ and 75¢

Dry Goods Dep't

Amoskeag Gingham, 8 1-3c value.....	5¢
Colored Outing Flannel 8 1-3c val. 4¢	
Indian Head Outing, 12 1-2c value.....	7 1/2¢
Asst. Outing Flannel, 12 1-2c value.....	7 1/2¢
Red Seal Gingham, 15c val. 8 1-3¢	
Asst. Percales, double-fold, 12 1-2c values.....	7 1/2¢
Shaker Outing, 15c values.....	8 1-3¢

New Dress Goods

Large assortment of New Dress Goods bought special for this month.

36-in. all wool, 50c values.....	25¢
36-in. all wool, 85c values.....	49¢
36-in. all wool \$1.25 values.....	69¢
Don't fail to look these over.	
9-4 Foxcroft Sheeting.....	19¢

Our Ladies' and Children's Dep't

Ladies Heavy Rib Union Suits, 75c values.....	49¢
Ladies' Hose, 15c values.....	10¢
Ladies' Hose, 20c values.....	12 1/2¢
Ladies' Outing Gowns, \$1 values.....	69¢
Ladies' Outing Gowns, \$1.50 val. 98¢	
Ladies' Outing Skirts, 75c values.....	49¢
Ladies' Mittens.....	10¢
Ladies' Black Underskirts.....	49¢
Ladies' Black Underskirts, \$1 val. 69¢	
Ladies' Black Underskirts, \$1.50 values.....	98¢

Children's Underwear we will not attempt to price, but a look will convince you that our prices can not be compared.

Children's Hose, 15c values.....	10¢
Children's Hose, 20c values.....	12 1/2¢
Children's Handkerchiefs.....	1¢
Children's Sleeping Garments.....	25¢
Children's Outing Skirts.....	15¢
Big Line of Children's Gloves, 25c values.....	10¢

"WE LEAD, OTHERS FOLLOW"

COME IN AND SEE OUR LARGE AND WELL ASSORTED STOCK

SOCIETY

EVENTS OF THE WEEK

Most notable among the events which called society folk out during the week was the oratorio concert "Elijah," presented by the choral society of the Royal College of Porpora at the Christian church last evening. The auditorium was well filled with an audience that was astonished at the exceptional quality of the entertainment, the success of this ambitious musical venture being undoubtedly the most pronounced ever scored by a home talent organization in the city. For almost two hours, the splendid voices which Prof. Charles Ovid Blakeslee had gathered together were uplifted, and whether the music came from the entire chorus, the double quartette or from the soloists, its effect was the same; the audience listened in rapture and marvelled that such melody came from a home organization.

The principal solo parts were taken by J. E. Keefe, Jr., Mrs. J. R. Dickson and Mrs. J. S. Landers, and none ever displayed their vocal powers to better advantage. Solo work was also done by Mrs. Maud Gray Swingle and Richard Mayberry and both acquitted themselves with great credit. The numbers by the double quartette, composed of the soloists and Miss Edna Zimmerman, Messrs. Frank Hays

and Charles W. Melghan, were probably the most pleasing parts of the whole entertainment, the voices blending into splendid harmony. The seven piece orchestra which played the music is deserving of great praise as a principal factor in the concert.

For the success which crowned the undertaking, the greatest credit undoubtedly goes to Prof. Blakeslee who, as musical director, has never had an equal in Pendleton. With untiring effort he has labored for many weeks with his talent and his reward is the praise which is being lavishly bestowed upon the "Elijah" of last night.

The patrons and patronesses of the event were as follows:
Mr. and Mrs. C. P. Bishop, Judge and Mrs. James A. Fee, Mr. and Mrs. F. E. Judd, Rev. and Mrs. Milnes, Rev. and Mrs. Charles Quinney, Dr. and Mrs. C. J. Smith, Mr. and Mrs. T. C. Taylor, Mr. and Mrs. W. L. Thompson, Mr. and Mrs. J. P. Winter, Mr. and Mrs. J. P. Winter, Mr. and Mrs. R. Alexander, Miss Lina Sturgis, Mr. and Mrs. Leon Cohen and Mr. and Mrs. E. P. Marshall.

An occasion of moment to the members of the Women of Woodcraft was a meeting which their circle held

Tuesday night in the new Moose hall for the purpose of installing their new officers. A large attendance was out and both the impressive ceremonies and the social session following were thoroughly enjoyed. At the conclusion of the installation, the dance hall was thrown open and the younger members spent the remaining hours before midnight with dancing. Following were the officers inducted into their positions Tuesday night: Helen Burton, guardian neighbor, Edith Cook, adviser, Francis Drake, magician, Ora J. Hamilton, clerk, Charlotte Cook, banker, Laura Yandel, attendant, J. A. Gibson, captain of the guards, Sarah Gibson, inner sentinel, Louise Lampkin, musician, Lee Drake, outer sentinel, J. P. Walker and Mary E. Johnson, managers.

A new bridge club was born during the past week to take its place in the social life of the city. It has been christened the Young Married Ladies' Bridge club and its membership is formed of prominent society ladies. Meetings will be held once a week, the first to be next Tuesday evening at the home of Mrs. Roy Alexander, and once a month the husbands of the members will be invited to an evening session. The personnel of the club is as follows: Mesdames Clark Nelson, Roy Alexander, Sam R. Thompson, Henry Collins, Mark Moorhouse, Fred Earle, William H. Lytle, John Adams, Ernest Ruppe, Frank Hays, Richard Mayberry, Willard Bond, Roy Kirkley, Lawrence Frazier, George Hartman, Roy Raley.

Miss Iva Hill was hostess yesterday afternoon to the Young Ladies Bridge Club at her home, 412 Perkins street. The prize for high score was captured by Mrs. Willard Bond. Besides the members of the club, Miss Hill had as

her guests Mrs. Robert N. Stanfield, Mrs. W. H. Lytle, Mrs. Willard Bond, Mrs. C. J. Mitchell, Miss Edith Slusher, Miss Viola Shea and Miss Laura McKee.

On New Years evening, the degree team of the Woodmen of the World gave a dance in the Eagle-Woodman hall at which there was a large attendance. The crowd was in a merry mood and, with splendid music furnished by the United Orchestra, gave the year 1912 a joyous welcome.

Mrs. G. F. Kimball was surprised one night last week by a number of her friends walking in upon her with baskets of refreshments and the evening was very pleasantly spent. Those participating in the surprise were the Mesdames Goedecke, Stevens, James Wyrick, Stewart, Will Wyrick and Keeney.

Miss Gladys Rahe, a graduate last spring from St. Joseph's academy, and who has been spending the past few months in St. Paul's academy, Walla Walla, left this morning for Nye near which place she has accepted a school.

Miss Margaret Lowell left this morning for Forest Grove, where she will resume her studies in Pacific University. She has been spending the vacation with her parents, Judge and Mrs. Stephen A. Lowell.

Mrs. C. S. West of Vancouver, Wash., returned to her home on Sunday after visiting for about ten days with friends here. While in the city she was the guest of Mrs. W. J. Clarke.

Miss Dorothy Greene, who has been spending the holidays with her aunt, Mrs. Edwin P. Marshall, returned today to her home in Walla Walla

where she will resume her school work.

Dr. and Mrs. I. U. Temple had as their guests at a New Year's dinner Hon and Mrs. John Rusk of La Grande and Dr. and Mrs. T. M. Henderson of this city.

Miss Edith Slusher returned this morning to Portland to complete her course in St. Helen's Hall after spending the holidays with her parents in this city.

Mr. and Mrs. James Cooper were among the Pendleton people attending the character ball at Umatilla last evening.

Mrs. G. W. Ingram, formerly of this city, now living in Mt. Hood, is visiting at the homes of her father and brother, J. A. and Lee D. Drake.

Mr. and Mrs. J. Roy Raley and young son, James, left last evening for Los Angeles where Mr. Raley will assist in staging a wild west show.

Miss Velma Wilkinsen of Athena, was among the out-of-town people attending the presentation of "Elijah" last night.

Miss Lucile Kemp of Weston, daughter of Mr. and Mrs. Ira Kemp, attended the oratorio in the First Christian church last evening.

Miss Winnie Boylen is confined to her home with an attack of tonsillitis.

Mrs. Clarke Nelson is home after spending several weeks in Portland, the guest of relatives.

Don't mind the pessimistic weather prophet, it will be garden-making time almost before you know it.

THIS WILL INTEREST MOTHERS

Mother Gray's Sweet Powders for Children, a certain relief for feverishness, headache, bad stomach, teething disorders, move and regulate the bowels and destroy worms. They break up colds in 24 hours. They are so pleasant to the taste children like them. Over 10,000 testimonials. Used by mothers for 25 years. They never fail. Sold by all druggists, 25c. Sample mailed FREE. Address, Allen S. Olmstead, Le Roy, N. Y.

Saloon Named for Her, Hammond, Ind.—The latest move on the part of the element in West Hammond, Ill., which is opposed to Miss Virginia Brooks' crusade against the dives is the opening at No. 10 State street of a saloon to be named the "Virginia Buffet."

Miss Brooks was surprised when she learned of the latest move of her opponents, but she took the position that if the saloonkeeper who adopted the name sought to insult her he fell short of his purpose.

Miss Brooks is going ahead with plans for the opening of her settlement house, which she calls Baby's Home.

Children will be received at the home and will be kept there and cared for for five cents a day, and Miss Brooks hopes that mothers who are compelled to leave their children alone during the day, while they go out to work will not hesitate to avail themselves of this accommodation.

As the first president of China, Dr. Sun may have a good deal of difficulty shining through storms.

TO CURE A COLD IN ONE DAY Take LAXATIVE BROMO Quinine Tablets. Druggists refund money if it fails to cure. E. W. GROVE'S signature is on each box. 25c.