

NEW SPRING MERCHANDISE In Our Men's Section

DO YOU MR. BUYER—REALIZE THE VALUE OF EVERY DOLLAR YOU SPEND?

No matter if you are a Banker, an Attorney, a Rancher a Ranch-hand, a Railroad man, a Mill man or the man with the shovel, you all must have clothes and can't get along without them. Do you realize what immense quantities we buy to supply 83 Big Busy Stores? That we supply you with high grade merchandise direct from the manufacturer (cutting out the middle men) for less than our competitors have to pay for their goods, **Compare our values, examine our goods and spend your money where you can save dollars.**



OUR BOYS SECTION is a Live! Place for Big Values

- Think of buying that boy 5 to 15 size a splendid \$3.50 suit at only **\$1.98**
- Boys' Norfolk suits with knickerbocker pants in grey or brown mixed, a splendid \$4.50 value for **\$2.98**
- Boys' Norfolk suits, knicker pants, in all wool fancy mixed grey or brown, \$6.00 values, Golden Rule price **\$3.98**
- Boys' Knickerbocker suits, Norfolk coat, beautiful grey or brown mixed worsted. You will not duplicate it elsewhere under \$7. but we buy them right and give you the benefit of it at **\$4.98**
- Boys' Blue Serge Suits; we really believe we are showing the greatest value we have ever seen, a real \$7.50 value, priced at **\$3.98**
- An \$8.50 Blue Serge Suit value we want you to see; there is nothing that gives the boy quite so much service as one of these, bought for 83 busy stores and sold to you at **\$4.98**
- Young men's long pants suits, sizes 12 to 18 years at a third less than elsewhere **\$6.90, \$7.90, \$8.90, \$9.90**

NEW SPRING SUITS and OVERCOATS at a Saving of at Least One-Third

- The Spring Balmacaan is a beauty, it's a shed-rain slip-on coat, and \$15 is the price everywhere, Golden Rule price **\$9.90**
- Another Balmacaan, \$20.00 value, in fancy mixed Scotch effect that we bought to sell you at **\$12.50**
- Rain Coats are always right this time of year, for you never can tell just when you will need one, it's a \$7.00 value priced at **\$4.98**
- \$10.00 Rain Coats bought in large quantities for cash and sold to you for cash at **\$6.90**
- Genuine Rubberized Cravenett slip-on rain coat, \$12.50 value for **\$9.90**
- Gaberdine shed-rain slip-on coat. You will not buy it's equal under \$17.50 elsewhere. Golden Rule price **\$12.50**
- A regular \$20.00 value Gaberdine shed-rain slip-on coat, bought direct from the manufacturer and sold to you at jobbers prices **\$14.75**
- Why pay \$25.00 for no better Blue Serge Suit than we sell you at **\$16.50**
- Think of buying a splendid suit worth at least \$12.00, but we buy them for 83 busy stores and price them at **\$7.90**
- Pure wool worsted suits in plain grey or fancy brown mixed, every one worth \$15.00, but it's the way we buy them, so we sell them at **\$9.90**
- You should see the \$17.50 values in suits we are showing this season; everyone a new model and the best value we ever saw, priced at **\$12.50**
- Another exceptional value we are showing comes in fancy stripe or neat mixtures, \$20.00 value **\$14.75**
- We want to call your attention to what we believe to be a good value at \$25.00 anywhere else, but the Golden Rule syndicate buys them so we can give them to you for **\$16.50**
- Blue Serge Suits, think of it, strictly all worsted \$15.00 value at only **\$9.90**
- \$17.50 value in Blue Serge Suits, every one guaranteed pure worsted, at **\$12.50**
- Extra fine Serge Suits, a good \$20.00 value, sold the Golden Rule way at **\$14.75**



- #### BOYS' BLOUSES
- Black satteen blouses for 25c
 - Fancy stripe or plain colors, plain or military collars, 25c value for 25c
 - 75c Blouse values in black satteen, blue, tan or gray chambray, also white or fancy patterns. 49c
- #### SOCKS
- 10c Socks 5c
 - 12 1-2c Socks, 2 pair for 25c
 - 15c Socks at 10c
 - 20c Socks, 2 pair 25c
 - 25c Socks 19c
 - Pure silk socks 25c
 - 75c Silk socks 39c
 - Heavy grey socks 5c
 - Extra heavy Rockford socks, 3 for 25c
- #### BOYS' SHIRTS
- Boys' shirts in dark or light patterns. 25c
 - Boys' 75c shirt values, military or plain collars 45c
 - Light colored shirts in madras, chambray or sobette 49c, 98c

Mens and Boys Underwear For Less

- Men's mesh unions 49c, 69c
- Balbriggan unions 49c, 98c
- Porosknit unions 89c
- B. V. D. unions 89c
- Jersey rib unions 89c, 98c
- Fine mercerized cotton unions **\$1.49, \$1.69, \$1.98.**
- Medium weight wool **\$1.98**
- Boys' jersey ribbed unions 45c
- Boys' balbriggan unions 25c, 49c
- Boys' mesh unions 25c, 49c
- \$1.50 Saxony wool shirts and drawers **98c**
- 50c and 75c balbriggan shirts and drawers at **39c, 45c.**
- Mesh shirts and drawers 25c, 39c
- Porosknit shirts and drawers 49c
- B. V. D. shirts and drawers 39c
- Boys' mesh 35c and 65c shirts and drawers at **25c, 49c**
- Boys' 35c and 50c jersey rib shirts and drawers at **25c, 39c**
- Balbriggan shirts and drawers 39c, 49c



We buy our hats like everything else for 83 big busy stores and sell them to you for less than our competitors have to pay for them.

- John B. Stetson No. 1 quality hats, sold the world over at \$5.00, we buy them direct and sell them to you at **\$3.45**
- \$3.50 Hat value in black or colors, Golden Rule pr. **\$2.49**
- \$2.50 Hat values you will find at the Golden Rule **\$1.49**
- The best Hat value you ever saw at \$4.00; we buy them so you can save more than a dollar on every one; priced at **\$2.98**
- \$3.00 Hat value, and you can't get such values at that, priced the Golden Rule way **\$1.98**
- \$2.00 Hat values at **98c**



- #### OVERALLS
- Good bibb overalls 39c
 - 35c Heavy denim bibb overalls at **49c**
 - 85c Golden Rule Special bibb overalls **69c**
 - \$1.00 Oakkosh overalls **83c**
 - \$1.00 Underhill overalls **83c**
 - Finks Detroit special **83c**
- #### JUMPERS
- 65c Jumpers at **49c**
 - 85c Jumpers at **69c**
 - \$1.00 Jumpers at **83c**
- #### MEN'S NECKTIES
- 50c Four-in-hand ties 25c
 - 75c Four-in-hand ties 45c
 - 35c All silk ties 15c

Mens and Boys Odd Pants For Less

- \$1.50 Khaki pants, cuff bottom, for **98c**
 - \$1.75 Khaki pants, cuff bottom, for **\$1.23**
 - \$2.00 Khaki pants values **\$1.49**
 - \$2.50 Diagonal cord pants **\$1.98**
 - \$3.00 Corduroy pants **\$1.98**
 - \$3.50 Corduroy pants **\$2.49**
 - \$1.50 Worsted pants at **\$1.49**
 - \$2.00 Worsted pants at **\$1.98**
 - \$3.00 Worsted pants at **\$1.98**
- #### MEN'S APRONS
- Butcher's aprons **25c, 39c, 49c**
 - Bar aprons **25c, 39c, 49c**
 - 75c Teamster aprons **49c**
- #### MEN'S SLICKERS
- The old reliable Fish Brand Slickers, in black or yellow, a \$3.50 value, sold the Golden Rule way **\$2.98**

- #### WORK SHIRTS
- Good heavy work shirts 25c
 - 50c Work shirts 39c
 - 65c Work shirts 45c
 - 75c Extra size shirts 49c
 - \$1.25 Double shoulder and back, triple seam, ventilated shirts at Golden Rule price **98c**
- #### POCKET KNIVES
- 75c Knives at **49c**
 - \$1.00 Pocket knives **69c**
 - \$1.25 Pocket knives **98c**
- #### SHEARS
- 50c Shears at **25c**
 - 75c Shears at **49c**
 - \$1.00 Shears at **69c**
 - \$1.00 Pocket shears at **49c**
 - Button hole shears **49c**
 - Embroidery shears **49c**

GLOVES

- #### PLAIN WRIST
- Muleskin gloves 49c
 - Calfskin gloves 49c
 - Pig skin gloves 49c
 - Heavy calfskin 69c
 - Peccary pig 98c
 - Red horsehide 98c
 - Natural horsehide 98c
 - Saranac buck 98c
 - Corduroy buck **\$1.45**
 - California buck **\$1.45**
- #### CANVAS GLOVES
- Good gloves 5c
 - Knit wrist gloves 5c
 - Knit wrist heavy canvas gloves **\$1-3c**
 - Leather palm 15c
 - Canvas gauntlet gloves, 3 pair for 25c
- #### GAUNTLET GLOVES
- Muleskin gauntlets 25c
 - Calfskin gauntlets 49c
 - Pigskin gauntlets 49c
 - Heavy calfskin gauntlets 69c
 - Horsehide gauntlets 98c
 - Saranac buck 98c
 - Red horsehide 98c
 - Corduroy buck **\$1.45**
 - California buck **\$1.45**
- #### DRIVING GLOVES
- Hand fitted California buck gauntlet **\$1.98**
 - Youths' calfskin gauntlets, at 98c
 - Youths' and boys' gauntlets, at 98c, 98c
 - Men's dress gloves, kid or moco 49c, 98c, **\$1.49**
- #### MUSLIN NIGHT SHIRTS
- 75c Night shirts with or without collars, fancy trim at 49c
 - Extra fine night shirts. 98c
 - Men's pajamas \$1.50 and \$2 values 98c, **\$1.49**
- #### TARPOLINS
- 6x12 ft. 8 oz. Tarps. **\$1.98**
 - 6x14 ft. 8 oz. Tarps. **\$2.49**
 - 6x14 ft. 10 oz. Tarps. **\$2.98**
 - 6x14 ft. 12 oz. Tarps. **\$3.98**

Men's Dress Shirts in the New Spring Patterns

- Men's dress shirts, with collar band **49c**
 - Men's dress shirts, with military collars **49c**
 - Men's dress shirts with soft military collar and French cuffs, a \$1.00 value. **69c**
 - Dress shirts in neat stripes with collar band, at **98c**
 - Men's shirts with flat or military collars in neat stripes, plain colors or white. **98c**
 - Men's soft shirts with detached or attached collars, silk **\$1.69**
 - All silk shirts, detached military collars and French cuffs, a \$4.00 value **\$2.98**
 - Men's silk striped dress shirts, a \$2.00 value at **\$1.49**
- #### SPRING CAPS
- 35c Caps for men and boys' 25c
 - 75c Caps at only 49c
 - Rain proof auto caps **98c**
 - Boston Pad Garters **15c**
 - Paris Pad Garters **19c**



- #### 83 BIG BUSY STORES
- Bingham Canyon, Utah. Spanish Fork, Utah.
 - American Forks, Utah. Mt. Pleasant, Utah.
 - Springville, Utah. Price, Utah. Midvale, Utah.
 - Beautiful, Utah. Herber City, Utah Murray, Utah.
 - Sunrise, Utah. Gunnison, Utah. Tooele, Utah.
 - Escola, Utah. Richmond, Utah. Provo, Utah.
 - Rawlins, Wyo. Richfield, Utah. Winslow, Ariz.
 - Laramie, Wyo. Cumberland, Wyo. Kemmerer, Wyo.
 - Grand Junction, Colo. Fort Morgan, Colo.
 - Montrose, Colo. Las Animas, Colo. Alamosa, Colo.
 - Durango, Colo. Florence, Colo. Trinidad, Colo.
 - Agular, Colo. Loveland, Utah. Sterling, Colo.
 - Toonah, Nev. Ely, Nev. McGill, Nev.
 - Great Falls, Mont. Kalispell, Mont. Anacosta, Mont.
 - Missoula, Mont. Gallup, New Mex. Las Vegas, New Mex.

- Bachelor Buttons, dozen **8c**
- 1 doz. Bone buttons **4c**
- 10 Collar buttons **5c**
- Bicycle playing cards **18c**
- Pocket mirrors **4c**
- Pocket comb **10c**
- Arm bands **2c, 10c, 23c**
- Pocket books **10c, 15c, 25c**
- Note books **10, 15c, 25c**

USE OUR MAIL ORDER DEPARTMENT IF ITS INCONVENIENT TO COME YOURSELF. YOUR ORDER WILL BE FILLED SAME DAY RECEIVED. PLEASE INCLUDE POSTAGE; WE DO NOT DELIVER.

You Can Do Better At

The Golden Rule

-J.C. Penney-Co-Inc-

83 BUSY STORES

We Lead Others Follow

- #### 83 BIG BUSY STORES AT
- Chico, Calif. Bakersfield, Calif. Needles, Calif.
 - Grand Forks, N. Dakota. Napheton, N. Dakota.
 - Fargo, N. Dakota. Wahpeton, N. Dakota.
 - Grand Island, Nebraska. Devils Lake, N. Dakota.
 - Walla Walla, Wash. Hastings, Nebraska.
 - Leavenworth, Wash. Chehalis, Wash. Centralia, Wash.
 - Wenatchee, Wash. Colville, Wash. Colfax, Wash.
 - Sedro-Wooley, Wash. Dayton, Wash. Pomeroy, Wash.
 - St. Anthony, Idaho. Rexburg, Idaho. Malad, Idaho.
 - Baker City, Oregon. Kellow, Idaho. Rigby, Idaho.
 - Roseburg, Oregon. Downey, Idaho. Preston, Idaho.
 - Albany, Oregon. Mackay, Idaho. Lewiston, Idaho.
 - Marshfield, Oregon. Moscow, Idaho. Shoshone, Idaho.
 - La Grande, Oregon. Wallace, Idaho.
 - Dallas, Oregon. The Dalles, Oregon.

ATHENA, OREGON