

1916

SPRING AND SUMMER BULLETIN

1916

THE GOLDEN RULE STORE

This Store is Showing Greater Values Than Ever This Season

FIRST QUALITIES NEWEST STYLES NEWEST GOODS LOWEST PRICES

IN calling your attention to the complete assortment of the newest spring and summer merchandise for men, women and children bought from the best American manufacturers, we want to impress upon you the advantage of supplying your every need at The Golden Rule Store, with facts that it will be hard to get away from even if you were so inclined and which facts we trust will become profitable to you.

In submitting this price list for your inspection, we are pleased to announce that in spite of the fact that the War has upset conditions, we are still able to quote the same prices on our goods as we have done heretofore.

The reason for this is the fact that our purchasing power has increased 50% because of our opening 42 new Golden Rule Stores this spring bringing our number to 125 Big Busy Stores.

Our marvelous growth has made our buying power unequalled and this powerful wedge has enabled us to contract for goods at the same prices that we have heretofore had because we could use larger quantities and the enlarged quantity purchases have offset the increase in price that our competitor, the one store man, are forced to pay and by which reason he is forced to raise his prices—Right here, we will give you one very good proof—Standard Overalls are selling for \$1.25 at other stores but The Golden Rule's price is still 83c due to the fact that we could use larger quantities in our 125 stores and were able to contract for exceptionally large quantities and we are in a position to supply our trade at the old price for months to come.

Our time tried policy of conducting business is being proven to be the only safe way more and more. We buy for cash, sell for cash and buying from the manufacturers we save you the middlemans profits and another thing we have no depreciation of expensive fixtures, no bad accounts, no premium system and further no delivery expense to add to the goods and upon investigation you will find that we save you from 20 to 33 1-3 per-cent on all goods purchased here.

Investigate our methods, compare our goods and you will soon see to your entire satisfaction that we do save you money, want you to get more and more familiar with our prices and methods—then you will see where you can save money—almost double your earned dollar by trading at this great store.



Ladies Coats Suits & Dresses

Newest Spring Shades; Newest 1916 Weaves; New York Styles at Golden Rule Prices.

Having a very strong and capable force of buyers in our New York office, they are constantly on the watch for fashions newest creations for the Lady and Miss and as soon as they are shown our buyers select the best and they are expressed to our stores. You ladies always see the newest here. This is a service we know that you appreciate. You get the city styles as soon as shown in your fashion books and always priced the Golden Rule way—very low.

SUITS

Tailored Suits—Comes in the season's newest weaves and fabrics that will please the most fastidious dresser, such as poplin, French serges and novelty weaves, also silk taffeta, in black, navy, old rose; all priced the Golden Rule way at \$9.90, \$12.50, \$14.75, \$16.50, \$22.50, \$25.00, \$27.50.

COATS

The newest tailored Coats are different, so many different models that you will surely find one that will just suit you. And the colors are very pleasing, some white Chinchilla, black and white checks, and all the best plain effects, all suitably trimmed, priced at \$4.98, \$5.90, \$6.90, \$9.90, \$12.50, \$14.75, \$17.50, \$22.50.

DRESSES

This Spring we are showing one piece dresses in taffetas, poplins and combinations, or French serges if you wish, are most pleasing; all colors and styles are found in this well stocked department. Better see these if you want a beautiful dress at our low Golden Rule prices, \$4.98, \$5.90, \$6.90, \$7.90, \$9.90, \$12.50, \$14.75 and \$16.50.

KIMONAS

Made from Serpentine Crepe, in many pleasing styles, light or dark colors, at 98c, \$1.49, \$1.98; also fancy silk kimonas, see these, priced at \$2.98, \$3.98 and \$4.98.

LADIES AND CHILDRENS

KNIT UNDERWEAR and HOSIERY

Ladies' Vests, V and square neck 19c
Ladies' Vests, low neck, wing sleeves 19c
Ladies' Vests, good 15c and 18c values 16c and 15c
Fine Lisle Vests 19c, 25c
Silk Lisle Vests 49c
Fine Ribbed Pants 25c
Ladies' Ribbed Union Suits, low neck, no sleeve, lace or cuff knee 25c
Ladies' Summer Union Suits, V or square neck, lace or cuff, knee, exceptionally fine garments 49c, 69c
Real Fine Silk Lisle Union Suits. We doubt if you will get as good a value at \$1.50 elsewhere. Compare the one we offer at 98c

Extra Sizes.
Ladies' Sleeveless Vests, wide made for the extra large woman, either V or square neck. Sizes 46 to 55. Our price 25c
Children's and Misses fine knit Vests and Pants 19c, 15c 25c
Children's and Misses' Union Suits, all styles 25c and 49c
Children's Nazareth Waists. Sold everywhere for 25c. Our price 18c
Children's Knit Waists with buttons 19c
Reuben Shirts for infants 25c, 49c
Wool Bands for babies, extra fine quality, silk trimmed 25c
Infants' Knit Wool Shirts, Medium weight, coat style 25c



Infants' Cashmere Hose, silk toe and heel, all colors, sold everywhere for 25c. Our price 19c; others at 12 1-2c
Children's and Misses black hose, in fine lisle or heavy ribbed 12 1-2, 19c, 25c
Children's Silk Hose, in black or white. Sizes 4 to 6 25c
Children's Silk Socks, for warm weather, white with assorted striped tops 25c
Children's and Misses' White Hose; also colors; all sizes, 12 1-2c, 25c
Boys' Hose for service, fine or heavy ribbed 12 1-2c, 19c, 25c

CHILDREN'S BLOOMERS
Children's Satin Bloomers, 2 to 18 years, 35c and 75c values, 23c, 49c
Children's Rompers, made from Gingham and Cheviot, sizes, 1 to 6 years 49c

LADIES' HOSIERY.
Extra Quality Cotton Hose. Compare these with what you have been paying up to 25c for and you will recognize our values 12 1-2c
Rib Top, extra wide, out-size hose 15c
Burson's Seamless Hose 19c, 25c
Fine Silk Lisle Hose, either black or white 25c
Finest Lisle Hose, 50c values 35c, or 3 for \$1.00
Silk Boot Hose, lisle toe, heel and top 25c
Silk Fibre Hose, very fine quality, black or white; also many fancy combinations of colors, very desirable. Pair 49c
Pure Thread Silk Hose, yarn dyed, comes in black, white, peach, maize and emerald. Garter top, \$1.50 value 98c



WAISTS
Our waists are the talk of the town. Compare price; come and save 1/3 of what you would have to pay elsewhere.
Latest voile creations, all styles 98c
Lawn Waists, made in many very pleasing effects, have circular or point collars, plain or lace trimmed, all long sleeves 98c

Silk Waists have high or low neck, long sleeves, comes in crepe de chine, tub or fancy striped silk, all the very latest styles. Our price \$2.98, \$3.98, \$4.98.

TAILORED SKIRTS AND PETTICOATS



We buy for 125 stores direct from the manufacturers and sell them to you at about 1-3 less than the one store merchant is forced to ask you and at the same time giving you better quality and range of styles.
Tailored skirts direct from the manufacturers to you, in all the newest styles at \$2.98, \$3.98, \$4.98, \$5.90
Khaki Riding Skirts in light or dark colors, button trimmed, at \$1.49, \$1.99
Sateen Petticoats, made from heavy quality material, skirts for service, full size 49c, 69c, 98c
Silk Petticoats. Some thing new, just what you want to wear with that new skirt or suit. Comes in all the new, wanted shades, in taffeta, charmeuse or messaline, plain or scalloped edge. Golden Rule Price \$1.98, \$2.49, \$2.98, \$3.49, \$3.98



GIRLS' GINGHAM AND WHITE DRESSES.
Children's Plain or Fancy Gingham Dresses, ages 2 to 6 years. See these 25c, 49c, 98c
Girls' Middy Dresses in plain white or nicely trimmed, ages 6 to 14 years 98c
Girls' White Dresses, made from fine wash fabrics, either lace or embroidered trimmed. Many very pretty effects. Ages 6 to 15 years 69c, 98c, \$1.49 to \$2.98
Infants' White Dresses, long or short. Very pretty. See them 69c, 98c, \$1.49
Girls' Gingham Dresses, newest patterns, newest styles, ages 6 to 14 years. Golden Rule price 49c, 98c, \$1.49

The Golden Rule
J.C. Penney Co. Inc.
125 BUSY STORES
PENDLETON, OREGON. ATHENA, OREGON.