

Table listing various household and clothing items with prices. Items include Good House Lining, Ladies' Summer Unions, Oil Window Shades, Palmolive Soap, Apron Check Gingham, Children's Ready to Put on Dresses, Camping Blankets, Boys' Good Wear Hose, Curling Iron, Colgate's Toilet Soap, Dundee Percales, Girls' Bungalow Aprons, India Linon, Silk Messalines, Mercerized Poplin, Bed Spreads, Sheets, Axminster Rugs, Fancy Lawn Waists, and various buttons and cuff links.

# A Message of Economy From The Golden Rule

## New Spring Silks and Dress Goods

You know that buying in such enormous quantities for 125 stores combined with our modern business methods we save you fully 33 1-3 per-cent on the price of every yard.

Table listing various silk and dress goods items with prices. Items include Black Clifton Taffeta, Black Messaline, Jacquered Tussah, plain Tussah, Silk and Cotton Check Crepes, Wool Serges, and various children's dresses.

## Why Pay the Price Others Ask You for Corsets? Our Last Order Was for Over 1000 Dozen. We Buy Them for Less. We Sell Them for Less.

Front lace Corsets, why pay \$2.00 and \$2.50 for no better, our every day priced... \$1.98, \$2.98. Calma front lace Corsets, splendid garments, compare these with \$3.00 and \$5.00 Corsets anywhere, our price... \$1.98, \$2.98.



## CURTAIN SCRIMS Curtains Etc.

Plain, dotted or cross barred Scrims, some with fancy borders at 15¢, 18¢, 25¢. White or Ecu Scrims with fancy borders at 15¢, 18¢, 25¢. Plain Scrim with drawn or hem-stitched border, in white or ecru at 25¢, 30¢.

# New Spring and Summer Ready-to-Wear for Men and Boys

MR. MAN, WHY BUY YOUR CLOTHING, SHOES, HATS, CAPS, SHIRTS AND UNDERWEAR AT OTHER PLACES WHEN THE GOLDEN RULE STORE CAN SAVE YOU FROM 20 TO 33 1/3 PER CENT ON EVERY THING IN OUR LINE. THE REASON, BUYING FOR 125 BUSY STORES IN LARGE QUANTITIES, BUYING FOR CASH AND SELLING FOR CASH. TRADE WITH THIS BIG BUSY STORE AND SAVE THE DIFFERENCE. IT MEANS MONEY IN YOUR POCKET ON EACH AND EVERY ARTICLE.



## CLOTHING For Men and Young Men

Fancy Worsted, \$9.00 value... \$6.00. Fancy Worsted, \$10.00 value... \$7.00. Blue Serges, \$10.00 value... \$7.00. Pure wool Worsted suits in gray or brown, every one worth \$15.00, but we bought them for 125 busy stores, we've priced them at... \$9.00.

Advertisement for Boys' Suit at The Golden Rule. Text: 'There's no Question About it You Can Save at Least a Third on Every Boys' Suit at The Golden Rule'. Includes illustration of a boy in a suit.

## New Spring Dress Goods are Beautiful

WE ASK YOU TO CALL AND SEE THEM. 28-in. Embroidered Seed Voiles, very choice fabrics 25¢. 28-in. Dainty Flowered Mull with satin cross bars. 25¢.

## Nothing Prettier Than Snow White Undermuslins

Girls and women admire pretty undergarments. We would like to see the young lady who does not take pride in Muslin Underwear, especially when they are priced within the reach of every purse. Combinations—A wonderful assortment of the finest garments, beautifully made and trimmed with embroidery, lace and ribbons, many to select from at 69¢, 98¢, \$1.49.

# Keep This Sheet for Future Use---Send Us Your Mail Orders---We Save You Money

Large advertisement for The Golden Rule J.C. Penney Co. Inc. featuring various clothing and household items. Sections include: Ribbons, Aprons, Towels, White Goods for Summer, Mens and Boys Underwear, Mens Dress Shirts in the New Spring and Summer Patterns, Trunks Bags Suit Cases, Gloves, Blankets—Spreads, Children's Spring and Summer Hats, Children's Aprons, Dresses, BOUDOIR CAPS, LADIES' COLLARS, COVER-ALS, SHEETS—CASES, MUSLINS, TABLE DAMASK, JEWELRY, Night Shirts and Pajamas, Boys' Blouse Waists, Mens' Work Shirts, Boys' Knee Pants, Mens' Overall, Boys' Straw Hats, CORK INSOLES, ENGINEER'S CAPS, POCKET KNIVES, POCKET KNIVES, SHAVING BRUSHES, SHAVING BRUSHES, RAZOR STROPS.

YOU CAN DO BETTER AT THE GOLDEN RULE WE LEAD, OTHERS FOLLOW. The Golden Rule J.C. Penney Co. Inc. 125 BUSY STORES. PENDLETON, OREGON. ATHENA, OREGON.