

We Make Shoes Our Specialty

SHOES

The store that has put down the price of shoes and will keep the prices down

SHOES

Better Shoes for Less Money is our Motto

We Want to Tell You Something About the Way We Buy Shoes

We concentrate our efforts on this particular department, for we feel that when we can sell a man or woman a pair of Shoes that will wear better, look better and give better satisfaction for the money than they have been used to getting, we will eventually sell them their other dress accessories. Have you thought of it? Stop and consider what it means to have one hundred and twenty five stores joined together as one and all buying shoes from the same factories at the same time, paying spot cash. The question which naturally arises in your mind is: "HOW MUCH CAN I SAVE?" Yes, it is a very important question these days. We can certainly help you solve this perplexing problem. There is positively no sentiment in business. We expect people to spend their dollars with us because they get Bigger and Better values. We will not sacrifice quality for price, and we sell solid leather shoes only. Buying for cash and selling for cash and in such large quantities you can readily see why we can sell you better shoes for less money than our competitors. Remember our 125 store buying power means Better Shoes at Lower Prices for you.

Many Styles in New Spring

SLIPPERS

Mary Janes and Pumps Plain--Fancy Models

CHILDREN'S MARY JANE SLIPPERS AT 98c.



Gun metal or patent leather. This is a splendid little slipper at the price. Has common sense toe and heel. Comes in all sizes from 5 1/2 to 8 at the price..... 98¢
 Sizes from 8 1/2 to 11 at 89¢, 98¢, \$1.39, 11 1/2 to 2 \$1.49; 2 1/2 to 8 at \$1.98.

GIRLS' TWO STRAP SLIPPERS AT 98c.

The best patent kid or gun metal slipper on the market today. Has a good wearing sole and a low heel. 8 1/2 to 11 are 98¢, \$1.39
 Misses' sizes 11 1/2 to 2 \$1.39, \$1.69.

LADIES' TWO STRAP KID SLIPPERS \$1.49

A splendid slipper for Summer wear. Light and comfortable, medium heel and toe. Has two straps over the instep; sizes 2 1/2 to 7. These are good slippers for every day wear around the home and the price only \$1.49

LADIES CLOTH TOP PATENT LEATHER SHOES \$2.98

Several new styles to choose from at this price. Come with medium or quite high tops; have low, medium or high heels, and plain toes; all excellent values and very attractive and dressy at the price..... \$2.98



Our Men's Work Shoes Are Made For Service

We guarantee every pair to be solid leather and that is the reason why our work shoes give such splendid satisfaction. You can depend on the shoes you buy at the Golden Rule and the price is even lower than what you pay elsewhere for shoes that are made of leather substitutes.

- Men's Muleskin Shoes, light and comfortable, for Summer wear, Scout style, at \$1.49
- Men's Heavy Sole Muleskin Shoes, scout style \$1.69
- Men's Brown Summer Shoe, elk sole, blucher style, our price \$1.98
- Men's Elkskin Shoes for harvest wear, 8 inch top, elk sole, a splendid all-around Summer shoes at \$2.98
- Men's Heavy Work Shoes, either black or tan, blucher, lace; other stores ask you \$3.00 to \$3.50; our price \$2.49
- Men's Extra Heavy Work Shoes, black or tan, blucher lace, \$3.50 value for \$2.98
- Weyenberg's best \$4 work shoe comes in tan, black or pearl \$3.50



Weyenberg's Extra Heavy Work Shoe, has two full soles, outside counter; a good shoe at \$6.00; our price \$4.50

Men's Work Shoe, 8 inch top, with buckle, half double sole, oil tanned, viscalized sole; other stores get \$6.50; Golden Rule pr. \$4.98

Boys Shoes

- Boys' Scout Shoes, brown leather with elk sole, sizes 2 1/2 to 6 at \$1.69
- Youths' gun metal shoes, made to give lots of hard wear, either lace or button, at \$1.39, \$1.69, \$1.98
- Boys' School Shoes, made from choice gun metal leather, lace or button at \$1.49, \$1.89 and \$2.49
- Child's Barefoot Sandals, sizes 2 1/2 to 4 1/2 at 49¢
- Children's Barefoot Sandals, sizes 5 to 8 at 79¢
- Boys' or Girls' Barefoot Sandals, 8 1/2 to 11 at 89¢
- Boys' or Girls' Barefoot Sandals, 11 1/2 to 2 at 98¢
- Boys' or Women's Barefoot Sandals 2 1/2 to 7 at \$1.49



"MAKES LIFE'S WALK EASY"



A Real High Grade Shoe for Men

YOU'LL FIND ALL THAT'S BEST IN MATERIAL, DESIGNING, MAKING AND FINISHING IN OUR

GOLDEN RULE SHOES

These are specialty shoes for men who want correct style, pronounced class and thorough service value with the comfort provided by perfect fitting.

We have many models to select from—all the popular leathers—all dignified and exclusive. You are sure to find something to suit you. The Golden Rule Shoes are the best. You can pay more for shoes not so good.

- MEN'S \$3.50 DRESS SHOES \$2.98
- MEN'S \$4.00 DRESS SHOES \$3.50
- MEN'S \$5.00 DRESS SHOES \$3.98
- MEN'S \$6.00 "CROSSETT" SHOES \$4.50

125 Reasons Why You Can Save Money By Trading at The Golden Rule Store.

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| ARIZONA | IDAHO |
| BISSBEE
MIAMI
MESA
PRESCOTT
WINSLOW | COUER D'ALENE
DOWNEY
JEROME
KELLOGG
LEWISTON
MACKAY
MALAD
MOSCOW
PRESTON
REXBURG
RIGBY
SAND POINT
SHELLEY
SHOSHONE
ST. ANTHONY
WALLACE
BURLINGTON
FT. MADISON
OTTUMWA |
| CALIFORNIA | KANSAS |
| BAKERFIELD
CHICO
MODESTA
NEEDLES
SANTA ROSA
SAN BERNARDINO | NEWTON
FERGUS FALLS
HIBBING
LITTLE FALLS
MANKATO
ST. CLOUD |
| COLORADO | |
| AGUILAR
CANYON CITY
ALAMOSA
DURANGO
FLORENCE
FT MORGAN
GRAND JUNCTION
LAS ANIMAS
LOVELAND
MONTROSE
STERLING
TRINIDAD | |

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| MONTANA | NORTH DAKOTA |
| ANACONDA
GREAT FALLS
KALISPELL
MISSOULA | DEVILS LAKE
DICKINSON
FARGO
GRAND FORKS
MINOT
VALLEY CITY
WARHETON
WILLISTON |
| NEBRASKA | NEVADA |
| BEATRICE
FALL CITY
GRAND ISLAND
HASTINGS
McCOOK
ORD | ELY
McGILL
TONAPAH |
| NEW MEXICO | OREGON |
| ALBUQUERQUE
GOLLUP | ALBANY
ASTORIA
BAKER CITY
DALLAS
LA GRANDE |

Our Stores are Located in the Following Cities in 18 Western States.

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| MARSH-FIELD | WASHINGTON |
| MILTON
PENDLETON
ATHENA
ROSEBURG
THE DALLES | CENTRALIA
CHEHALIS
COLFAX
COLEVILLE
DAYTON
EVERETT
LEAVENWORTH
MONTESANO
POMEROY
PULLMAN
RITZVILLE
SEBRO WOOLEY
WALLA WALLA
WENATCHEE |
| SOUTH DAKOTA | WISCONSIN |
| REDFIELD | WATERTOWN
WAUSAU |
| UTAH | WYOMING |
| AMERICAN FORK
BINGHAM CANYON
BOUNTIFUL
EUREKA
GUNNISON
WEBER CITY
MIDVALE
MURRAY
MT. PLEASANT
PRICE
PROVO
RICHFIELD
RICHMOND
SPANISH
SPRINGVILLE
SUNNYSIDE
TOOELE | OAKVILLE
KEMMERER
LARAMIE
RAWLINS |

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