

**70  
BUSY  
STORES**

**Information**

Please do not ask for credit. Please do not ask to have goods delivered. We do not want to refuse you and you do not wish to be refused. But these things all cost money and we have not added this expense to our selling price. Our clerks will not intentionally misrepresent any goods in order to make a sale. If there should be any mistake, or goods bought not entirely satisfactory please return and we will gladly correct all errors or refund your money.

*The Golden Rule*  
-J.C. Penney Co. Inc-  
**70 BUSY STORES**

DALLAS,

OREGON

**Mail Orders**

All Mail Orders will be filled promptly. Sufficient money must accompany each order to cover cost of goods and postage. Should you send more money than is required the balance will be returned to you at once. We will use our best judgment in getting you what you send for, we will not send you "any old thing" merely to fill your order. The new Parcel Post rate is a big advantage to you when you cannot come in. Rate for first zone, add 4 cents for each pound; 50 pounds costing 54 cents.

**22  
New Stores  
This Year**

**No Special Sales, No Special Prices, Our Everyday Prices are Less**  
**Dry Goods, Clothing, Shoes, Everything ready to wear for Men, Women and Children. You do not pay other people's bad bills when you buy here.**

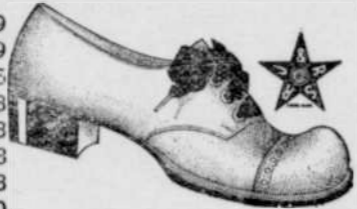
When we opened THE GOLDEN RULE STORE in Dallas, hundreds of people visited our store, examined our goods, talked about them being sold at the lowest price they ever heard of and some bought all they could carry. Today thousands of people are doing the same thing, and some are hauling them away by the wagonload. Some said we could last only three months, others that we were only making these low prices just to advertise. The fact is we are still here, selling more goods than ever before, and the very low prices are exactly the same as they were the day we opened the store. Consider the bare facts. The truth is what you want to know. We will not sacrifice Quality for price. Quality is the true test of any article. Our goods are standard, below are a few of our "Every-day Prices," representing only a fraction of our large assortment of merchandise.

**SHOES**

Ever since the organization of these stores we have concentrated much of our energy on the shoe business. Experience teaches us that a very large per cent of shoes made and sold today are adulterated. The demand for low-priced footwear and the high price of leather is responsible for this condition. The Golden Rule Store will positively handle nothing but an ALL-LEATHER SHOE, either in child's, women's or men's. Pure leather shoes will cost you more money. But our combined buying for so many stores enables us to give you an ALL LEATHER SHOE at a lower price than the ordinary merchant. Our stores concentrate entirely on a few known lines, and we sell them to you at a lower price than some merchants can sell you an adulterated shoe. We could not have grown to 70 stores if our merchandise could not stand the test of usage. Back of every pair of shoes we sell goes OUR POSITIVE assurance—Satisfaction or Money Refunded. We do not expect to put any one out of business, nor do all the shoe business in Dallas, but we do know if you once try our shoes you will be back for more.

**MEN'S DRESS SHOES**

Calf, plain toe.....	\$2.49
Gunmetal, blucher, \$3.00 value.....	\$2.49
Gunmetal, button, \$3.00 value.....	\$2.75
Gunmetal, blucher, \$3.50 value.....	\$2.98
Gunmetal, button, \$3.50 value.....	\$2.98
Tan, blucher, \$3.50 value.....	\$2.98
Patent Leather, button, \$4.00 value.....	\$3.50
Tan, button, \$4.00 value.....	\$3.50
Gunmetal, button, \$4.00 value.....	\$3.50
Gunmetal, blucher, \$4.00 value.....	\$3.50
Patent Leather, button, \$4.50 and \$5.00 value.....	\$3.98
Tan, button, \$4.50 and \$5.00 value.....	\$3.98
Dark Tan, button, \$4.50 and \$5.00 value.....	\$3.98
Heavy Dark Tan, blucher, \$4.50 and \$5.00 val.....	\$3.98
Kang. Kid, cushion insole, \$6.00 value.....	\$4.98



**WORK SHOES**

Tan Calf, blucher, \$2.50 value.....	\$1.98
Elk skin Outing Shoe, tan, \$2.25 value.....	\$1.98
Better Ones, \$2.50 value.....	\$2.25
Tan, extra heavy, \$3.00 value.....	\$2.49
Black, medium weight, \$3.00 value.....	\$2.69
Black, plain toe, \$3.50 value.....	\$2.98
Black Calf, blucher, \$3.50 value.....	\$2.98
Tan, soft and easy, \$3.50 value.....	\$2.98
Dark Tan, blucher, \$3.50 value.....	\$2.98
Black Calf, oil tan, heavy sole, \$4 value.....	\$3.50
Black Calf, oil tan, plain toe, \$4 value.....	\$3.50
Tan, soft tip, \$4.00 value.....	\$3.50
Dark Tan, heavy sole, \$4.00 value.....	\$3.50
Barnyard Shoe, tan or black, \$4.00 value.....	\$3.50
Extra Heavy Tan, \$5.00 value.....	\$3.98
Black Oil Tan, \$5.00 value.....	\$3.98



**BOYS' SHOES**

Tan Button.....	\$1.69, \$1.98
Black Button.....	\$1.69, \$1.98
Black Calf, blucher.....	\$1.25, \$1.49, \$1.69
Heavy Black.....	\$2.25, \$2.49
Black Button.....	\$2.49, \$2.98
Outing Shoes.....	\$1.49, \$1.69
Tan, Heavy blucher.....	\$1.69, \$1.98



**LADIES' SHOES AND OXFORDS**

Kid plain toe old ladies' comfort.....	\$1.49
Kid lace fat ankle, low heel, \$2.50 value.....	\$1.98
Kid blucher, patent tips, \$2.50 value.....	\$1.98
Kid button patent tips, \$3.00 value.....	\$2.25
Patent button, \$3.00 value.....	\$2.25
Gunmetal, low heel, \$3.00 value.....	\$2.25
Gunmetal, blucher, \$3.00 value.....	\$2.25
Gunmetal, button, high heel, \$3.00 value.....	\$2.25
Medium weight Box Calf, \$2.50 value.....	1.98
Kid, blucher, low heel, \$3.50 value.....	\$2.49

Kid, blucher, flexible sole, \$3.50 value.....	\$2.98
Patent Leather, cloth tops, \$3.50 value.....	\$2.98
Gunmetal, button, \$3.50 value.....	\$2.98
Mary Jane Boot, cloth top, pat., button, \$4 val.....	\$3.50
Mary Jane Boot, gunmetal, button, \$4 val.....	\$3.50
Mary Jane, patent, 1 strap pumps, \$3.50 val.....	\$2.98
Patent Colonial Pumps, \$3.50 value.....	\$2.98

**CHILDREN'S OXFORDS AND SHOES**

Kid lace.....	.69c
Patent, cloth tops, button.....	.98c
Kid Blucher, wide toe.....	.98c
Patent Leather, tan top, button.....	.98c
Gunmetal, lace.....	.89c
Patent 1 strap Oxfords.....	.98c
Velvet, 1 strap Oxfords.....	.98c

Patent 2 strap Oxfords..... \$1.25, 98c

The little Broad Walk Shoe is made for style as well as comfort. Made and lasted as grown people's Shoes; genuine Goodyear welt. Have them in 1 strap Oxfords, either for boys or girls. Come in tans, patent leathers and gunmetal. Makes every little child happy who wears them. Our price, \$1.49 and \$1.69. Ask for them.

**LADIES' OXFORDS**

Patent leather 1 strap, \$2.00 value.....	\$1.69
Kid, 1 strap, \$2.00 value.....	\$1.49
Patent low heel Mary Jane, 1 strap, \$2.50 val.....	\$1.98
Gunmetal Mary Jane, 1 strap, \$2.50 val.....	\$1.98
Velvet, low heel, 2 straps, \$2.50 value.....	1.98
Velvet, high heel, 2 straps, \$2.50 value.....	\$1.98
Patent, 2 straps, \$2.50 value.....	\$1.98
Gunmetal, 2 straps, \$2.50 value.....	\$1.98
Tan Button Oxfords, \$2.50 value.....	\$1.98
Gunmetal, button, \$2.50 value.....	\$1.98
Gunmetal Pumps, \$2.50 value.....	\$1.98
Women's Martha Washington elastic side.....	\$1.49, \$1.69
Patent leather, 2 straps, \$3.00 value.....	\$2.49
Gunmetal, 2 straps, \$3.00 value.....	\$2.49
Tan, 2 straps, \$3.00 value.....	\$2.49
Patent Button Oxfords, \$3.50 value.....	\$2.98
Gunmetal Button, \$3.50 value.....	\$2.98
Patent, 2 straps, \$3.50 value.....	\$2.98
Satin Pumps, \$3.50 value.....	\$2.98
Patent Pumps, \$3.50 value.....	\$2.98

**COTTON STAPLES**

All Calicoes.....	.5c
Apron Gingham.....	.5c
Amoskeag Apron Gingham.....	.6c
Dress Gingham.....	8 1-3c
Red Seal.....	10c
Percales.....	6 1-4c, 8 1-3c, 10c
Curtain Serim.....	10c, 12 1/2c, 15c
Ticking.....	10c
A. C. A. Ticking.....	16 1/2c
Medium weight.....	12 1/2c
8-oz. Duck.....	16 1/2c
10-oz. Duck.....	23c
Bleached Table Linen.....	25c
Better One.....	39c
Pure Linen.....	69c
Extra Good.....	98c
Silkoline.....	10c
Creton.....	8 1-3c, 10c
Best Oilcloth.....	18c
Bed Spreads.....	98c
Indian Head.....	15c
Pillow Cases.....	2 for 25c
House Lining.....	4c
Better Muslin.....	6 1/4c, 7 1/2c
Bleached Muslin.....	6 1/2c
Better One.....	7 1/2c
Hope Bleach.....	8 1-3c
Lonsdale Sheeting.....	10c
Foxcraft 9-4 Bleached Sheeting.....	25c
Unbleached 9-4 Sheeting.....	23c
Pillow Tubing, 42-in.....	16 1/2c
Pillow Tubing, 45-in.....	18c
Outing Flannel.....	5c, 10c
Turkish Towels, bleached.....	2 for 25c
Heavy Ones.....	2 for 49c
Towelings, per yd.....	4c, 5c, 10c
Huck Toweling.....	12 1/2c
Pure Linen.....	21c
India Linen.....	6 1/4c, 8 1-3c, 10c, 12 1/2c
Long Cloth.....	10c, 12 1/2c, 15c
Colored Table Linen.....	25c, 49c
Cheviots for Shirts.....	10c

**LADIES' HOUSE DRESSES**

Best Gingham, all styles, only.....	98c
-------------------------------------	-----

**COVER-ALL APRONS**

Made of Amoskeag Ginghams and best Percales, all styles and colors.....	49c
---	-----

**KIMONOS**

Short Ones.....	49c, 98c
Long Ones.....	98c, \$1.98

**LADIES' WAISTS**

Fancy Crepe Stripes, low neck.....	.69c
Large assortment of Waists in white Crepe and Lawn, nicely trimmed in Lace or Embroidery.....	98c
Better Ones.....	\$1.49
Something Extra Neat in Trimming.....	\$1.98
Wash Silk Waists, low neck, in plain or fancy.....	\$1.98
Plain Mesaline in high and low collar.....	\$2.98

**CHILDREN'S WASH DRESSES**

All styles and colors in Children's Dresses, from 2 to 16 years, one piece.....	49c, 69c, 98c, \$1.49
---	-----------------------

**LADIES' GLOVES**

Simmons' Kid Gloves.....	98c, \$1.45
Simmons' Cape Glove, med. wgt.....	98c
Gauntlet.....	98c
Cotton Lisle, black or white.....	25c
Silk Lisle, long, black or white.....	49c
Silk, long, black or white.....	69c
Best Silk, black or white.....	98c

**LADIES' KNIT UNDEWEAR**

Ladies' Sleeveless Vest.....	.5c
Better Ones.....	3 for 25c
Fine Lisle.....	15c, 18c
Knit Pants.....	25c
Long Sleeve Vests.....	25c
Knee Length Unions.....	25c
Better Ones, lace bottoms.....	49c
Extra Good.....	69c
Very Best.....	98c

**CROWN CORSETS**

None better for fit and wear.....	98c
Double Bastiste.....	98c
Low Bust.....	98c
Fancy Brocade.....	\$1.98, \$2.49



**UNDER SKIRTS**

Black Sateen.....	49c, 69c
Black Halyceen.....	.98c
Fitted Top, extra size.....	.98c
Better One.....	\$1.49
Silk Mesaline, all colors.....	\$1.98
Better Ones.....	\$2.98
Silk Crepe, in colors.....	\$3.98
Colored Gingham.....	49c

**DRESS SKIRTS**

Blue Serge, all wool.....	\$2.98
Better ones in Serge.....	\$3.98
Very Best in all shades.....	\$4.98
Wool Crepe.....	\$5.90

**ONE-PIECE DRESSES**

Gingham, fancy trimmed.....	\$1.98, \$2.98
All White Lawn, fancy trimmed.....	\$4.98
Silk Mesaline.....	\$4.98
Fancy Crepe.....	\$4.98
Fancy Mesaline.....	\$9.90
Wool Crepe.....	\$9.90

**DRESS SILKS**

Satin Mesaline, per yd.....	.69c
Black Taffeta, 36-in., per yd.....	.98c
Crepe de Chine, per yd.....	.79c
China Silk, per yd.....	.49c
18-in. Foulards, per yd.....	.49c

**SUMMER DRESS GOODS**

Fancy Crepes, figured, per yd.....	10c
Better Ones, per yd.....	15c
FloranRatine, figured, per yd.....	25c
Poplins, all shades, per yd.....	19c
Serpentine Crepe, per yd.....	15c
Plain Ratine, per yd.....	25c, 45c

**LEATHER GLOVES**

Mule Skin.....	25c
Better Ones.....	45c
Extra Heavy Calf Gauntlet.....	69c
Very Best Gauntlet.....	98c
Boys' Gauntlet.....	45c

**NOTIONS**

Common Pins.....	1c
Brass Pins.....	4c
Hair Pins.....	1c
Hair Pins, assorted cabinet.....	4c
Pearl Buttons.....	1c, 2 for 5c, 5c
Safety Pins.....	1c, 2c, 3c, 4c
Tape Measures.....	1c
Cuticura Soap.....	15c
Shoe Laces.....	4 pair for 5c
Arm Bands.....	2c, 5c, 10c
Boston Garters.....	19c
Paris Garters.....	19c
Children's Supporters.....	5c
Boys' Suspenders.....	10c
President Suspenders.....	39c
Curling Irons.....	4c
Darning Cotton.....	3 for 5c
Cotton Tape.....	3 for 5c
Needles, best kind.....	4c
Cortecell Silk, 100 yds.....	8c
Coat's Thread.....	4c
Envelopes, pkg.....	4c
Dressing Combs.....	5c
Amber Combs.....	10c, 1 1/2c
Upholstery Nails.....	4c
Brass Tip Pencils.....	1c
ble Pencils.....	5c
Fels Naptha Soap.....	5c
Crystal White Soap.....	6 for 25c
Jap Rose Soap.....	3 for 25c
Mennen's Talcum.....	12c
Whisk Brooms.....	15c, 25c
Toilet Paper.....	6 rolls 25c
Men's Wallets.....	25c
Gilt Edge Shoe Polish.....	19c
Shinola, tan or Black.....	8c
Two in One.....	8c
White Polish.....	8c
Rick Rack Braid.....	5c
Hair Nets.....	3 for 5c
Dress Shields.....	10c
Nail Brushes.....	4c
Wash Rags.....	4c
Finishing Braid.....	5c

**MEN'S DRESS SHIRTS**

Band Shirts, all sizes.....	49c
E. W. Shirts.....	98c
White Pleated Bosoms.....	98c
Fancy Soft Shirts.....	49c
Fancy Soft Shirts, Military collar.....	49c
Soft Shirts, asst. colors and stripes, Military col.....	98c
Soft Shirts, detached collars.....	98c
Better Ones.....	\$1.49
Silk, plain and fancy.....	\$1.98

**MEN'S CAPS**

All sizes and colors.....	25c 45c
Shop Caps.....	19c
Best Kind.....	23c

**MEN'S SUITS**

At the prices we buy our Clothing we can give you an All-Wool Suit for

Brown.....	\$9.90
Grey Worsted.....	\$7.90
Blue, white stripe.....	\$5.90
All Wool Serge.....	\$7.90
Fancy Mixed, \$15.00 value.....	\$9.90
Grey Worsted, \$15.00 value.....	\$9.90
Blue Serge, \$15.00 value.....	\$9.90
Better Ones, \$16.50 value.....	\$12.50
All Styles, \$18.00 value.....	\$14.75
Very Best, \$18 and \$20 values.....	\$16.50

**WORK SHIRTS**

All Styles.....	25c
Extra Heavy, plain and stripes.....	45c
Black Sateen.....	49c
Better Ones.....	98c
Boys' Shirts.....	25c, 39c
Khaka.....	98c

**MEN'S HATS**

We sell the Marathon Hat for Men. Something in the very latest styles at prices 25% cheaper than you can buy elsewhere.

X Quality, \$2.50 value.....	\$1.98
Hand Made, \$3.00 value.....	\$2.45

**WORK PANTS**

Water-Proof, \$3.50 and \$4.00 values.....	\$2.98
Stiff Hats in black.....	\$1.98, \$2.98
Good Work or Dress Hats, all styles.....	
John B. Stetson Hats.....	\$3.45
Boys' Felt Hats.....	49c, 98c
Men's Straw Hats.....	25c, 49c, 98c
Straw Hats for every day in staple and sun shades.....	10c, 15c and 25c

**REMEMBER, YOU CAN DO BETTER AT THE GOLDEN RULE STORE**