

The New Store

The New Store



HOTEL GAIL ANNEX, DALLAS, OREGON

New Store—New Stock—New Methods—New Prices

Dry Goods, Clothing, Shoes and Everything Ready-to-Wear for Men, Women and Children. Also Many Other Lines Too Numerous to Mention

It may be that there are hundreds of people who are unaware of the fact that we have a
GIGANTIC SYSTEM OF STORES WHOSE ANNUAL SALES AGGREGATE

TWO AND THREE QUARTER MILLIONS OF DOLLARS

**"You
Can
Do
Better
At
The
Golden
Rule"**

THIS will give you some idea of the tremendous quantities of goods we can handle in carload lots direct from the mill and factory, eliminating entirely the profits of the middle men that other merchants who buy in smaller quantities must pay. Also our system of buying and selling for spot cash, saving all discounts and all loss on bad accounts, is another great saving to our customers. We can and do sell goods cheaper than any merchant who sells on time. We can truthfully say without boasting that we have been instrumental in keeping at home thousands of dollars that formerly went to the mail order houses in the east and we are going to do the same thing here. There is no secret about our business. We simply buy right and sell right and it is

On This Basis We Solicit Your Patronage

We have 48 stores operating in eight states---Colorado, Idaho, Utah, Nevada, Washington, Wyoming, Oregon and Montana. We buy our goods direct from the manufacturers in large quantities far below the regular wholesale prices, thus saving the expense and profits of agents and wholesale dealers. This enables us to sell goods far below the regular retail price. We also sell every article for cash, saving you a large per cent that other merchants must add for loss on bad accounts. Positively no credit business at all. It is not a question of who you are or what you are worth. We will not sell on credit. We can't do it on our small margin of profit. We have but one price and that is marked in plain figures. The price is always as low as can be made consistent with good business principles. We do not mark the price up in order to mark it down. We do not charge \$25 for a suit we can afford to sell for \$17.50; we do not charge \$15 for one we can sell at \$9.90. We do not charge \$1.50 for shirts we can sell for 98 cents. We do not charge 10 cents for an article that we can afford to sell for 8 cents. When you stop to think that it is not the two cents alone, but 20 per cent saved, is it not worth your consideration? We are not sensational advertisers. We think more of our reputation than we do of your money. We realize that any merchant can make the claim of "greater values" but the proof of the statement is in delivering the goods. No greater truth was ever spoken than "The Power of Selling Lies in the Power of Buying." We do not handle trash or advertise "Special Sales" in order to catch the trade. We cordially invite everybody to visit our store, examine the goods, compare prices and convince yourself that we are doing business exactly as we advertise

**"You
Can
Do
Better
At
The
Golden
Rule"**

THE GOLDEN RULE

Hotel Gail Annex, Dallas, Oregon