

# RULE STORE



## COMPANY

As they have spent the last 6 weeks scouring the markets and manufacturers of new Stores to our Chain, making it number 70 in all. We are known in the retail trade, west of the Mississippi River. The volume of business we have done is a low figure, eliminating all the middlemen's expense. The rapid increase in sales when The Golden Rule goes into a town it means that the consumer is going to buy his goods at the reach of all. We have imitators who try and duplicate our prices, our system of doing business every day. If you are one that has never looked at the Golden Rule, we would be glad to show you our prices elsewhere.

- List of Stores:**
- MT. PLEASANT, UTAH
  - TRINIDAD, COLO.
  - FT. MORGAN, COLO.
  - SUNNYSIDE, UTAH
  - SPRINGVILLE, UTAH
  - PROVO, UTAH
  - SPANISH FORKS, UTAH
  - HEBER, UTAH
  - AMERICAN FORKS, UTAH
  - LAS ANIMAS, COLO.
  - WINSLOW, ARIZ.
  - NEEDLES, CALIF.
  - AGUILAR, COLO.
  - ALAMOSA, COLO.
  - PENDLETON, OREGON
  - ATHENA, OREGON
  - LA GRANDE, OREGON
  - BAKER CITY, OREGON
  - THE DALLES, OREGON
  - WALLA WALLA, WASH.
  - DAYTON, WASH.
  - ELY, NEVADA
  - MCGILL, NEVADA
  - WENATCHEE, WASH.
  - LEAVENWORTH, WASH.
  - CENTRALIA, WASH.
  - KELLOGG, IDAHO
  - CHEHALIS, WASH.
  - CHICO, CALIF.
  - ROSEBURG, OREGON
  - ALBANY, OREGON
  - DALLAS, OREGON
  - TONOPA, NEVADA
  - ST. ANTHONY, IDAHO
  - COLVILLE, WASH.

MEN'S ODD PANTS	
Khaki, plain.....	98c.
Khaki, with cuff.....	\$1.25
Black Jean Pants.....	\$1.25
Army Khaki.....	\$1.49
Army Khaki Coats.....	\$1.49
Mole Skin, Extra Good.....	\$1.98
Wool Pants.....	\$1.98
Better ones.....	\$2.98
Corduroy Pants, Extra Value.....	\$2.49 and \$2.98
MEN'S OVERALLS	
Blue or Grey Bib, 90c. value at.....	69c.
Blue Waist.....	69c.
Finck, Detroit, Special Bib, \$1.00 value at.....	83c.
Boss of the Road, \$1.00 value at.....	79c.
Underhill, \$1.00 value at.....	83c.
Blue, white Pin Stripes.....	75c.
Coats to match, same prices.	
WORK SHIRTS	
Extra Heavy, all colors, 65c. value at.....	45c.
Striped and Plain, 65c. value at.....	45c.
Plain.....	25c. and 39c.
Boys'.....	25c. and 39c.
Sateen.....	49c. and 98c.
Khaki.....	98c.
Painters'.....	49c.
MEN'S UNDERWEAR	
Paris Knit, 2-piece.....	25c.
Ribbed, Pink and Tan.....	39c.
Better ones.....	45c.
Black and Grey, Ribbed, medium weight.....	45c.
Unions.....	79c. and 98c.
MEN'S HOSE	
Black Cotton, per pair.....	5c.
Better ones, all colors.....	10c.
Extra Soft Finish.....	2 for 25c.
Silk and Lisle.....	25c. and 49c.
Mixed Work Sox.....	5c.
Extra Heavy.....	3 for 25c.
Fine Cashmere.....	25c.
Heavy Wool.....	25c. and 39c.
Boys' Wool.....	19c.
Wool Nap, all colors.....	2 for 25c.

LADIES' KNIT UNDERWEAR	
Knit Vests.....	5c.
Better ones.....	3 for 25c., 10c., 2 for 25c.
Silk Finish.....	15c. and 18c.
Extra Good.....	25c., 39c., 49c.
Unions, Tight Knee, lace bottom.....	25c. and 49c.
Better ones.....	69c. and 98c.
Pants, lace bottom.....	25c. and 49c.
Children's Vests.....	3 for 25c., 10c.
Pants, lace bottom.....	25c. and 49c.
Underwaists.....	10c. and 15c.
Underwaists, Unions.....	25c. and 49c.
Large assortment of Embroidery, all widths, ranging from 1 in. to 10 in., any of it, per yard.....	
Corset Cover, Embroidery, per yard.....	25c.
Snow Flake, white, 54 in., per yard.....	69c. and 98c.
Fancy Snowflake, 54 in., per yard.....	98c. and \$1.49
Fancy Snowflake, all over 18 in., per yard.....	79c.
Linen Torchon Lace, 1 to 4 in., per yard.....	5c.
Val Lace, per yard.....	3c. and 5c.
All Over Lace, per yard.....	25c.
Shadow Lace Camisole for Corset Covers.....	25c. and 29c.
Embroidered Lace Camisoles for Corset Covers.....	49c.
SILKS IN THE PIECE	
Mesaline, colors.....	79c.
Black Taffeta, 36 in.....	98c.
China Silk.....	49c.
LADIES PETTICOATS	
Black Sateen.....	49c.
Full Mercerized.....	98c.
Better ones.....	\$1.49
Fancy Silk.....	\$1.98
Better ones.....	\$2.98 and \$3.98
These fancy silks are of all the new shades of silk.	
CROWN CORSETS	
You will find everything in the very latest styles for spring in our corset department.	
Front Lace.....	\$1.49, \$1.98
Brocade Low Bust.....	\$1.98
Rango for Stout People.....	\$2.98
All Staple Styles.....	98c., \$1.49
RIBBONS	
Big assortment of all widths of plain Satin and Taffeta, 25% cheaper than elsewhere.	
Large Assortment, Fancy.....	15c., 19c., 25c.
Window Shades, 36 in. each.....	25c.
Best Table Oil Cloth, per yard.....	18c.



**Ladies' Suits and Coats**

We are receiving every day shipments of our spring suits. The very latest things in style. Prices \$9.90, \$12.50, \$14.75, \$16.50

Have some very nice things in the latest styles in spring coats, ranging in price from \$4.98 up.

**HOUSE DRESSES**

Nice Gingham, all patterns..... 98c.  
Better ones..... \$1.98 and \$2.98

**APRONS**

Big Line of Coverall Aprons..... 49c.  
Short ones..... 25c.  
These aprons are made of Amoskeag Gingham.

**KIMONAS**

Short ones..... 49c.  
Long Crepe..... 98c.  
Gingham Sacques..... 25c.

**CHILDREN DRESSES**

We carry a large assortment of sizes and styles in colored dresses for children, prices..... 49c., 69c., 98c., \$1.49, \$1.98

**LADIES' ONE-PIECE DRESSES**

Wool Crepe..... \$4.98  
Better ones..... \$7.90  
Wool Challie..... \$4.98  
Silk Mesaline..... \$9.90  
Wash Dresses..... \$1.98 to \$4.98

**SILK WAISTS**

Tub Silk, plain and fancy..... \$1.98  
Mesaline, plain and colors..... \$2.98



LADIES' AND CHILDREN'S HOSE	
Black Hose, Ladies'.....	10c.
Better ones.....	2 for 25c.
Fine Soft Finish, Tan and Black.....	15c.
Wood Fibre, Soft Finish.....	25c.
Silk Boot.....	49c.
All Silk.....	98c.
Geneva Silk, Black and Colors.....	25c.
Black Rib.....	25c.
Ribbed Hose Children's.....	10c.
None Better for Wear.....	2 for 25c.
Fine Rib, Tan, Black and White.....	15c.
Silk Finish, Colors.....	25c.

not last Six Months. We have already been here almost one year, and we each and every year we are here we will make better values for you; as our Chain of Stores grow to buy merchandise to compete with our prices, but REMEMBER, we are not a concern that uses imitators. This is the reason it pays to trade at The Golden Rule.

## BACK OF OUR PRICES AND QUALITY

# RULE STORE OREGON

**SUIT CASES**

Straw Shopping Bags.....	69c.
Straw Suit Cases.....	98c.
Leather Suit Cases.....	\$2.98
Leather Suit Cases, better ones.....	\$3.95
Extra Heavy Leather.....	\$4.98

**SOAP**

Crystal White, 6 bars, 25c.  
Fels' Naptha, per bar, 5c.