

GOLDEN RULE STORE Every Day Service and 14th Anniversary CELEBRATION

Service is a word that rises higher than all other words today it is also the most abused word in the commercial world today

DID You ever stop to realize what Golden Rule Store service really means to this community? Why it differs from the ordinary store service? Because it is our aim to help you **SAVE**. Because we do save you money on everything you buy from us every business day in the year. We are enabled to save you money for two reasons: First, because we own our merchandise at a price that means a saving to us. Second, because our methods of merchandise distribution are at all times kept down to the lowest possible level. Through our association with Golden Rule Buyers' Association, buying for sixty stores in great quantities, we are enabled to buy in many instances direct from manufacturers, and when buying from jobbers or importers we are in a position to demand and obtain substantial reductions which the single store, no matter how large it may be, is unable to obtain. The saving thus made is in turn given to you.

RECONSTRUCTION SERVICE

During the war period we have recently passed through, this store through foresightedness anticipated its needs in many instances a year in advance, thus placing ourselves in a position where we could and did save our patrons thousands of dollars.

We are now entered upon the "Reconstruction Period" and, true to our policy of the past, we will continue to keep the cost as well as distribution of merchandise down to its lowest possible level, believing that by so doing we are serving you and our country better and hastening the return of "Pre-War" conditions.

We believe this is a greater and better service than resorting to lavish expenditures having but one tendency, viz: increasing the cost of goods and their distribution.

FOURTEENTH ANNIVERSARY

It is with considerable pride that we look forward to April 8th as being the Anniversary of opening this branch of the Golden Rule Stores. We feel that there is just cause for rejoicing over the success achieved in the fourteen years that this store has served the people of Grants Pass and Josephine County. The pride we have in this success is not in a boastful way, for fully do we realize it is through the loyal support of the people of this community that we owe this splendid success and in turn we will endeavor to give the very best values possible. Mail orders filled same day as received.

HOSIERY

- 25 dozen Women's fast black good wearing hose, sizes 8 1/2 to 10. Golden Rule Price 15c
- 25c HOSE 19c
- 40 dozen Women's fast black heavy quality hose regular 25c quality. Golden Rule Price 19c
- 35c HOSE 29c
- Women's fine gauze lisle hose, Rockford make, fast black, mill run. 29c
- 50c WHITE HOSE 38c
- Very fine gauze silk lisle hose, pure white, Ipswich and Rockford make, all sizes. Golden Rule Price 38c
- Women's artificial silk hose, black and white, Golden Rule Price 75c
- Phoenix silk hose, black, white and Havana brown, per pair \$1.00
- Phoenix silk hose, black and white \$1.35



BUSTER BROWN HOSE FOR BOYS AND GIRLS

Lot No. 1, 60 dozen boy's extra heavy Buster Brown hose, all sizes 6 to 12. Golden Rule Price per pair 45c

You'll like the new JACK TAR Middies we have just received from the factory. The styles are distinctive, the materials are excellent, and the wearing quality so sturdy, you

Rub 'em—Tub 'em—Scrub 'em
They come up smiling
Prices \$1.85, \$2.25, \$2.50 and up to \$3.45

NEW BLOUSES

Once every month we receive 120 NEW STYLE waists direct from the manufacturer. These blouses represent a never failing STANDARD \$1.00, \$1.50 and \$2.50 BLOUSE. NEW APRIL SHIP-WAYS the same. WITHOVER \$1.00, WITMORE \$1.50 and WEL-WORTH \$2.50. These models tower far above the blouses that are ordinarily obtained for these modest prices.

WE ARE THE SOLE LOCAL DISTRIBUTORS FOR THE WITHOVER, WITMORE AND WELWORTH, THE NATIONAL STANDARD \$1.00, \$1.50 and \$2.00 BLOUSE. NEW APRIL SHIP-MENT JUST RECEIVED.

Staple Items of Dry Goods

- These prices quoted below are just the every day prices always in keeping with market conditions. As you read the prices you will realize why every community needs a Golden Rule Store.
- 25c HOPE MUSLIN 18c
 - Hope muslin, the very best muslin value on the market, finished without dressing and therefore easy to work with. Golden Rule Price 18c
 - 30c FRUIT OF THE LOOM MUSLIN 23c
 - 35c Lingerie Cloth 23c
 - 200 yards Wamsutta Lingerie, an excellent 36-inch cloth for fine underwear and children's dresses, and worth 35c per yard. Golden Rule Price 23c
 - 29c LONG CLOTH 23c
 - A full 36-inch, good quality, long cloth, extra fine count. Golden Rule Price 23c
 - 25c LONG CLOTH SPECIAL VALUE 19c
 - Ideal English nainsook per yard 25c. Bold of 10 yards \$2.25
 - 25c PERCALE 18c
 - Good quality, 28-inch percale, large assortment, light and dark colors. Golden Rule Price 18c
 - 35c and 38c GINGHAMS 29c
 - In this lot are included about 100 bolts or 3000 yards of the best selected patterns ever shown, all the new spring patterns in rich colored plaids and stripes, also fine check and plain colors, no better gingham made except French gingham. Golden Rule Price 29c
 - 29c GINGHAM 23c
 - About 400 yards dress gingham, well assorted patterns, checks, stripes and plaids. 23c
 - Indian Head shrunk, soft finish muslin, the ideal cloth for a hundred uses, 33-inch. Golden Rule Price 29c
 - Same cloth 36-inch 33c
 - Best grade of American and Simpson prints at a saving from 3c to 5c per yard. Golden Rule Price 12 1/2c
 - TOWELS
 - Huck towels, size 16x34. Golden Rule Price 18c
 - Huck towels, size 18x36. Golden Rule Price 25c
 - Turkish towels, size 17x34. Golden Rule Price 25c
 - Turkish towels, size 19x41. Golden Rule Price 50c
 - Turkish towels, size 25x53. Golden Rule Price 69c
 - OUTING FLANNELS 25c
 - All outings light and dark colors, good assortment checks, stripes and plain white. Golden Rule Price 25c
 - KHAKI CLOTH 33c
 - 28-inch heavy quality twilled khaki cloth. Golden Rule Price 33c
 - 45c MERCERIZED POPLIN 35c
 - Fine quality soft finish mercerized poplin, colors Rose, Copen, Gray, Black and White. Golden Rule Price 35c



Now Comes Spring to Me as Happy with Glorious Garments to Make Us Happier

We present for inspection the bright, newest, most acceptable and satisfactory Coats, Capes, Dolmans, Suits and Dresses that we have ever shown. You know our ability and our desire to provide our customers with the best garments obtainable—best not only in the printed word, but in the actual service rendered—in the satisfaction you receive as you wear the garment. Here a few suggestions of the new goods—visit us and see hundreds of them that will see you.

The New Dolmans and Capes

The new Dolmans and Capes are practical and most popular. Each one has a touch of individuality, coming in all the new shades, Victory Red, Tan, Grey, French Blue and Navy. Materials of the new Dolmans and Capes are Velours, French Serge and heavy quality all wool men's wear serge. An exceedingly wide range of prices on these new garments assures you of finding something at about the price you want to pay. The Palmer Garments are featured here this season at prices ranging from \$12.85 to \$55.00.

The New Spring Suits are Very Attractive

It is indeed gratifying to be in a position to offer you these new spring suits at such reasonable prices. The merchandising looks better this year at the price, the fabrics, linings and workmanship are better and the styles are even more attractive than for two or three seasons past. A wonderful assortment of styles and fabrics to select from. You will find the new Box model plain tailored models, vestee models as well as others trimmed with braid.

Materials of men's wear Serge, fine French Serge, Poirer Twills, Gaberdines and Novelties. Suits lined with fine Peau-de-cygne silk both plain colors and fancy designs. Really splendid values.

New Spring suits priced as low as \$14.85. At \$19.85, \$23.75, \$24.50, \$26.50, \$29.50 and \$33.75 we can say to you this: "These suits will more than come up to your expectations," and represent a real Golden Rule saving to our customers.

Skirts of Stylized Distinction

Style snap and real value all included in these very handsome popular novelties and staple makes now being shown. An usual value of the spring skirts made of high luster silk poplin in black, tan, cop navy and grey, very beautifully tailored. \$4.98

It is impossible to describe each price separately as there are over 150 of these new skirts including all the very newest fabrics and colors at prices ranging from \$4.35 to \$25.00



Boys' Clothing

- Boy's gray and brown mixed worsted and cashmere suits, ages 6 to 17 years, ranging in price as follows, \$4.85, \$4.95, \$5.50, \$6.25, \$7.35 and \$8.85.
- Boy's all wool blue serge DOUBLE-WEAVE suits, every suit guaranteed to give entire satisfaction in every respect, ages 10 to 17, Golden Rule price \$11.45
- Boy's medium weight corduroy suits, ages 9 to 17 \$6.75
- Boy's best quality Double wear corduroy suits made of Crompton corduroy, cravenette finish, ages 8 to 17, Golden Rule price \$8.75

WOMEN'S SPRING SHOES AND OXFORDS IN MOST STYLISH MODES

- THE NEW PUMPS AND OXFORDS ARE BEAUTIFUL**
- The very fact that in the "UTZ & DUNN" footwear you are buying the most reliable make—forty years of leadership in fine shoes for women—should give you a feeling of confidence in this superior merchandise.
- Originality, Quality and Value are assured. The newest ideas in footwear for Spring. Moderately priced.
- Women's all kid medium gray, high heel, lace oxford \$7.45
 - Women's brown calf, lace oxford, military heel \$5.65
 - Women's brown kid lace oxford, plain toe, medium high heel \$6.65
 - Women's black kid lace oxford, plain and cap toe, both low and medium high heel \$3.45
 - Women's all kid, dark brown, plain toe, military heel, 8-inch top shoe \$4.95
 - THIS WILL BE A WHITE SEASON, MAKE YOUR SELECTION WHILE STOCKS ARE INTACT**
 - Women's white canvas, 8-inch top, plain toe, both French heel and military heel, B and D, all sizes \$4.35
 - Women's white canvas, 8-inch top, sport last, low heel, cap toe \$2.85
 - Women's white canvas, 8-inch boot, plain toe, military heel, white heel and sole, very attractive style \$2.45
 - Women's white canvas blucher oxford, low heel, cap toe \$1.65
 - Women's three strap white canvas pump, plain toe, military heel, white heel and sole, good last \$1.95
 - Women's white canvas lace oxford, English last, Neoline sole, rubber heel \$3.85
 - KEDS**
 - Several hundred pairs of this very popular footwear known as Keds or tennis shoes. Colors Black, White and Brown, high cut shoes, oxfords and strap pumps, all sizes, for men, boys, women and children. Write for complete price list. Mail orders filled same day as received.
 - BAREFOOT SANDALS, MARY JANE PUMPS AND LACE OXFORDS**
 - Barefoot sandals, extra good quality soles and uppers, Tan only, children's sizes 3 to 5 1/2, 75c; 6 to 8, \$1.50; 8 1/2 to 11 1/2, \$1.65; Misses 11 to 2 \$1.85; Big girls 2 1/2 to 6 \$2.35
 - Lace oxfords for children, extra heavy soles and pump uppers, Tan only, size 5 to 8, \$1.50; 8 1/2 to 11 1/2, \$1.75; Misses size 11 to 2 \$1.95
 - Child's patent leather, gummetal and white leather Mary Jane pumps, scuffer construction, extra good soles, size 5 to 8 \$1.45; 8 1/2 to 11 1/2 \$1.75; Misses 11 to 2 \$1.95
 - Gossard Corsets priced from \$2.50 to \$5.50**
 - Nemo Corsets priced from \$3.75 to \$6.60**
 - Royal Worcester Corsets priced \$1.25 to \$3.00**

Underwear for all the Family

- There are at least seven distinct reasons why Munsingwear Union Suits please everybody. They are: Perfect fit. Washability. Durability. Comfort. Smooth seams. Non-binding crotch. Soft non-chafing fabrics. Non-gaping seat. Strong button holes and buttons sewed on to stay. Wide selections in fabrics, styles and weights.
- THE UNION SUIT WE RECOMMEND**
- because it recommends us. It satisfies—PLEASES the buyer—and that's what we want every transaction in this store to do.
- We are proud of our Munsingwear stock—first, because Munsingwear is world famous for quality, and second, because we know that Munsingwear will please everybody.
- We can fit you correctly in the style, weight and fabric you like most.
- Women's Munsingwear suits, regular sizes 3, 4, 5 and 6, Golden Rule Price, \$1.00. Out sizes, 7, 8 and 9 \$1.18
 - Women's Kayser ribbed union suits, sleeveless, tight or loose knee, croch or band top, regular sizes, 75c. Out sizes 85c
 - Women's Kayser marvelfit flat lock seam, regular sizes \$1.18. Out sizes \$1.35
 - Women's Monarch Brand, extra fine quality ribbed union suit, both sleeveless and wing sleeve, tight knee, 85c value, Golden Rule Price 59c
 - Women's fine ribbed union suits, sleeveless and knee lengths, per suit 50c
 - Women's ribbed union suits, sizes 36 and 38, per suit 35c
 - Girl's Beaver knit fine ribbed union suits, ages 2 to 14, per suit 50c
 - Girls Munsing suits, age 3 to 6 75c
 - Girl's Munsing suits age 8 to 12 95c
 - Girl's Munsing suits, aged 14 to 16 \$1.25
 - Men's Munsing union suits, long or short sleeves, ankle length, all sizes 34 to 52, per suit \$1.75
 - Men's good quality ribbed union suits, short sleeve and knee length, sizes 34 to 44, Golden Rule Price per suit \$1.00
 - Men's porous mesh union suit 95c
 - Men's Athletic union suit, fair quality, checked material with adaptapak insert, Golden Rule price per suit 75c
 - Men's fine quality nainsook athletic union suit special, full cut, per suit \$1.25
 - Men's sanitary Seal-pax athletic union suit, size 36 to 46, per suit \$1.65
 - Men's shirts and drawers, spring and summer weight, Balbriggan, per garment 60c
 - Boy's athletic union suit, fine quality, checked nainsook, per suit 95c
 - Boy's fine ribbed Munsing union suits, short sleeves and knee length age 3 to 6, 90c; age 8 to 12, \$1.15; aged 14 to 18 \$1.35

Men's & Young Men's Clothing

- The new Spring and Summer models are beginning to arrive. Thrifty men folks of every section adjacent to a Golden Rule Store have learned that we are just as careful and economical in attention to their wants and needs as we are to other departments. In fact our men's department both in clothing and furnishing goods is one of the busiest sections of our stores.
- \$25.00 VALUES \$19.85**
- A well selected lot of good suits in worsteds, plain grays and brown mixtures, including some of the new waist line models for young men, with slash pockets. Good, clean fitting suits which are really good values. Golden Rule price \$19.85
- Fancy brown and green mixtures, small pattern, staple, 3-button model, sizes 35 to 42, Golden Rule price \$14.85
- All wool blue serges, brown worsteds, medium and heavy weight, Metcalf worsted, small stripes and neat invisible check, conservative 3-button models, also the more extreme styles for young men with the new waist line effect. No better values to be found in any store at the following prices—\$21.50, \$23.50, \$24.75, \$26.50, \$27.50 and up to \$34.50
- A few gray and brown cotton mixed suits made up before the war prices went into effect at \$8.95 and \$9.90
- MEN'S HANDKERCHIEFS**
- 100 dozen men's soft finish fine quality white handkerchiefs, 3 for 25c
 - Men's Indigo Blue handkerchiefs, 3 for 25c
 - Men's extra large size Indigo Blue and Red handkerchiefs, guaranteed absolutely fast dye, 2 for 25c
- MEN'S GLOVES**
- Men's good quality knit wrist canvas gloves, 2 pair for 25c
 - Men's heavier weight knit wrist canvas gloves, per pair 15c
 - Men's combination male-skin or split leather palms with heavy cloth back and knit wrist, 50c value, Golden Rule Price 30c
 - Men's A. L. Block split Horsehide gauntlets, fine for hard service \$1.25
- MEN'S NECKWEAR**
- The newest silk patterns in brocaded or striped four-in-hand and bow-ties, the most clever of colors and color combinations, Golden Rule Price \$1.50
 - One lot of good new four-in-hand, full shape, would sell in many places at 50c, Golden Rule Price 35c
- H. & L. Block's Crome Tanned, heat and water proof, genuine horsehide gauntlets, Golden Rule Price, \$2.00**
- H. & L. Block's Crome Tanned Kangaroo and Horsehide short wrist gloves, per pair \$1.75 and \$1.90**
- Men's soft finish Angora, heat and water proof gauntlets, Golden Rule Price \$1.35**

Men's Work Clothing at Golden Rule Prices

- Declining market conditions on Cotton Denims, brought about by the Government removing restrictions on raw cotton, is having a direct effect on the price of overalls, and owing to the fact that our present stock is very limited we are able to follow the market and in turn offer you overalls at less money.
- \$2.25 VALUE BLUE BIB OVERALL \$1.75**
 - Made of heavy weight Indigo Blue Denim, Union made, Golden Rule Price \$1.75
 - \$1.45 VALUE KHAKI PANTS \$1.18**
 - Made of fair quality khaki and cut full size, Golden Rule Price \$1.18
 - HEADLIGHT KHAKI PANTS \$2.45**
 - Made of best quality khaki with Headlight guarantee and perfect in every detail, Golden Rule Price \$2.45
 - 95c MEN'S WORK SHIRTS 69c**
 - Men's plain Blue, Tan and Blue with white dot work shirts, cut full size with pockets, size 14 1/2 to 16 1/2, 69c
 - Men's plain blue work shirts, cut over an extra full pattern and made of good clear blue shirting, 14 1/2 to 17, Golden Rule Price 95c
 - MEN'S HOSE**
 - Men's fast black lisle finish hose 12 1/2c
 - Men's fast black heavy weight, double heel and toe, Puritan Brand sold at 25c, Golden Rule Price 20c
 - Men's high grade, cotton hose, superior quality, stainless dye, colors black, white, grey and tan, Golden Rule Price 25c
 - \$2.50 QUALITY BLUE BIB OVERALLS \$1.95**
 - The Crown System Brand, the best and fullest made overall on the market, genuine Indigo dyes, Golden Rule Price \$1.95
 - Jackets to match all bib overalls at same price as overalls.