

# THE GOLDEN RULE STORE

# BIG AUTUMN SALE

Our Store is filled from floor to ceiling with the Choicest Merchandise Ever Shown in Grants Pass.



**"Gold Bond Souvenir Coupon"**

This coupon, if presented at the Golden Rule either Saturday, Oct. 5, or Saturday, Oct. 12, entitles the bearer

to a souvenir, with the compliments and best wishes of the Golden Rule Store,

We have just closed the most successful September business ever had. Our sales show a big increase over any September business we have done in Grants Pass. There must be some reason for the healthy growth of this Golden Rule Store, for all of which we want to thank the good people of Grants Pass and vicinity. And now

**Commencing Saturday Morning, October 5 and Continuing for 15 Days**

We will hold one of the Biggest Autumn sales ever held in Grants Pass. You are most cordially invited to attend this sale—welcome whether you buy anything or not. Come and see—let us show you the goods. Compare Qualities and Prices and be convinced that the best values to be had are at the Golden Rule Store, the Store of the People.



A handsome Souvenir for every family Saturday, October 5, and Saturday, October 12. These souvenirs are something you will not be ashamed of, neither will we be ashamed to give them. We print in another part of this "Ad" a "Gold Bond Souvenir Coupon." Cut it out, sign your name and bring it to the store on either the above dates and we will do the rest. One to a family and every family is our ambition.



## SHOES

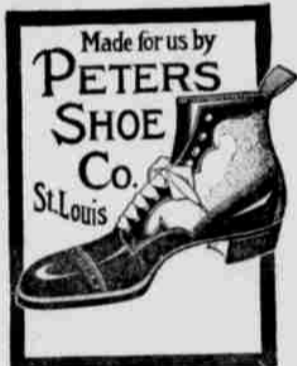
### Why Not Walk on Diamonds?

We do and find them cheaper in the end. Diamond Brand Shoes cost no more than other makes, that is why, after you have worn one pair, you will come back and buy again, and tell your friends to buy

"Peters Diamond Brand Shoes." There is everything in these Shoes that should be in the Ideal Shoe—style that gives the foot that smart appearance expected only in custom made footwear, the best of leather and the best of workmanship.

**OUR Good for Bad Boys Line of Shoes**

There are none better and few as good.



## SKIRTS

Just this morning we received an express shipment of 50 Skirts in Panama, Voiles, Serges and Shark Skin. Each and every skirt we have especially priced for this October sale. Our space is too small to give you a description of each lot. You will not be disappointed if you will only take a few minutes to look over this department. Anything you want and at any price you want to pay.

50 doz. ladies' pure linen hemstitch handkerchiefs worth 10c; while they last take as many as you need for this is the last you will get at the price; each.....5c

5 bolts 52-inch wool suitings in tan, blue and green mixtures. They are the best values we ever owned; worth \$1.25 per yard; special per yard 75c.

## 42 PIECE Handsome China Dinner Set



### OUR PREMIUM DEPARTMENT

Last January 20th, we placed an order through the agent of Johnson Bros of England for 100 of these 42-piece Dinner Sets. These dinner sets retail at from \$10 to \$12. The import duty and freight, as near as we can figure it amounts to \$3.95. Now, we will issue to each customer a ticket representing \$33.00 and when you have bought goods to that amount, you will, on payment of \$3.95 to pay duty and freight, be entitled to one of the handsomest 42-piece dinner sets you ever owned. Each and every piece is guaranteed not to check or crack.

## SUITS, CLOAKS



Our superb showing of Popular Priced Fashionable Fall Apparel is by far the largest ever shown in Grants Pass. The most exacting woman cannot fail to find what she approves in our present showing, both as concerns style, make, fit, variety, quality. Every woman may come assured of finding just what she wishes at a price that will please; Suits \$35.00 down to \$10.00

## New Coats

Your especial attention is called to our showing of Ladies', Misses and Children's Cloaks. Never before have we been so well prepared to supply your wants, and at such low prices. Ladies' Cloaks from \$25.00 down to \$3.98.

Take a look at our line of the popular "Kenyon" Rubberized Satin Rain Coats. We save you from \$3.00 to \$5.00 on the coat.



## UNDERWEAR

Now is the time to buy Underwear and this is the place if you want to save money. Profit by our experience. Here is what we have to offer you in this October Sale:

693 Pieces of Men's, Women's and Misses' Underwear Samples, some of them slightly soiled but the prices we are going to sell them for are less than wholesale cost. Now you may ask "how can they do this?" Listen, we go to the Eastern markets with the READY CASH. These large wholesale houses use these garments as samples for their traveling salesmen and once each year they are sent in. We made them an offer of 50 cents on the dollar, or just one half their regular price, and bought them. Each and every garment has their original ticket on them; the cost mark is

1 2 3 4 5 6 7 8 9 0  
B L A C K S M I T H

Any person familiar with cost marks can readily read the original wholesale cost of this Underwear.

## STOCKINGS

### For All the Family



Now when we say to you that we have one of the strongest lines of Ladies', Misses' and Children's Hose in the country we think we know what we are talking about.

No. 542. Our Leader—Misses Rib Hose, extra heavy and exceptional good value, size 5 to 9½; 2 pr for 25c  
No. 564. Special—Misses' rib Hose, equal to any 25c Hose in the country, 20c pair; 3 pr for..... 50c  
No. 550. Boys' and Girls' Iron Clad Hose, sizes 6 to 10. If you are looking for something that will give them service try a pair of this number and if they don't give you entire satisfaction bring them back to us and we will cheerfully refund your money. Extra special price, pair.....20c

### Extra special from Our Regular stock.

40 doz. Ladies' Vests and Pants, heavy winter weight, cotton rib underwear, sizes 4, 5, 6; this garment is cheap at 35c. For this October sale, per garment.....25c  
Ladies' heavy weight rib union suit, Oneita style, regular price 75c; October sale price.....50c



### Great Bargains in Clothing

We have some of the greatest bargains you ever saw in Clothing. All this season's latest productions, and each and every suit a bargain, and what we mean by a bargain is to buy a suit at \$10.00 to \$12.00 that would cost you \$15.00 to \$20.00 elsewhere.