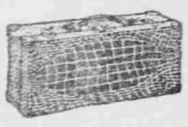
TREMENDOUS SACRIFICE SALE

Multitudes of eager customers are hurrying to this remarkable sale, which grows in magnitude day by day. Yesterday, the opening day, saw hundreds of our satisfied friends carrying away bargains. Get into line and prove our every assertion.

Suit Cases



An absolutely all leather suit case, 24x26 inch size, sold regular for $5.00 Special **$3.98**

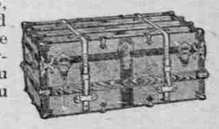
2 Doz. 24 inch Matting suit case never sold for less than $3 Special **$2.00**

The GOLDEN RULE STORE

is making a big noise that's going to be heard throughout Josephine and neighboring counties for the next ten days. TREMENDOUS SACRIFICE AND PRICE CONCESSIONS IN EACH BIG DEPARTMENT. We quote but a few prices here. If you want bargains--if you care about saving money, hurry to the store that always gives them when it says so. This is the time to stock up on winter goods at sacrifice prices.

TRUNKS

Our entire big line of trunks specially priced at $4.50, $5.00, $5.50, $6.00, $6.75, $7.50, $10.00, $11.00 and $12.5fi. These include the sheet iron and canvas covered trunks, all sizes. If you need a trunk it will pay you to look at these.



Wire hair pins, crimped or straight; per bunch **1c**

Rubber tip lead pencils .....

5c Handkerchiefs, a fine value .....

Good 5c lead pencil, just the thing for school **2c**

10c Thimbles; a big snap at .....

Cabinet Hair pins .....

5c Lace, this is a good buy **3c**

A good hair net, all colors; come in sealed case .....

Cube pins, all colors **4c**

Men's linen collars, all sizes; like finding them .....

Men's cotton gloves.....

Set collar buttons **5c**

20 boits of 10c crash; this is a good one, and is full bleached; worth more money **6c**

20 dozen men's fancy bordered handkerchiefs; these are an exceptional value; worth 10c. **7c**

Cuticura skin soap **8c**

21 dozen celluloid hair pins. These are a bargain and sold everywhere for 15c; per doz **9c**

16 dozen Men's all-silk four-in-hand ties; sold everywhere for 25c and 25c; all go; special price **10**

One Grosss---144-- 50c Aprons

Ladies' Round Aprons, made of fine lawn, imitation hand embroidery, escoloped edges large tie strings, special... **25c**

Extra Special a 25c apron for 10c. You could not buy the material at the price we sell you the finished apron for. Special for this Sale..... **10c**

Special Petticoats

75c Values 48c

Black Petticoats we start to sell them Thursday morning and as long as this lot of 36 last, each **48c**

Special Ladies' Sweaters

$1.00 Lrdies' Sweaters, good warm garment, in gray only sizes 34 to 42, just 39 of these, to start them along, each..... **68c**

Rugs at Closing Prices

patterns so low and the patterns so good, we have every reason to believe every one of rugs will go before the week.

$25.00 Rugs at **$19.75**
$22.50 Rugs at **$17.75**
$16.75 Rugs at **$15.00**
$15.50 Rugs at **$13.25**

10 union art squares, sizes 9x12; worth $6.00 our special price $4.85

Ladies' Ready-to-Wear Department

COATS, SUITS, SKIRTS and DRESSES.

$3,000.00 WORTH OF READY-TO-WEAR APPAREL AT A SAVING OF FROM 20 TO 40 PER CENT. RIGHT IN THE MIDST OF THE SEASON WE START THIS SALE BECAUSE THIS FINE SOUTHERN OREGON WEATHER FORCES US TO DO IT. WE ARE OVERSTOCKED IN THIS DEPARTMENT AND OUR MOTTO IS TO GET RID OF THESE FURNISHINGS. THE PRICES FOR WHICH WE ARE GOING TO SELL THEM WILL MAKE THEM MOVE IN A HURRY. A SLIGHT CHARGE WILL BE MADE WHERE ALTERATIONS ARE NEEDED.

SILK DRESSES.

Every dress in the house will be lowered in price. Some beautiful gowns for evening at ridiculously low prices. They will certainly sell at once. $18.00 silk dresses for $12.50.

Six of them are handsomely braided and are made from a nice quality of soft taffeta, many stores would ask $20 for; at **$12.00**

LADIES' SUITS.

106 Ladies' suits in this sale—Note the prices:

$33.00 and $35.00 suits.....$27.00
$28.00 and $30.00 suits.....$23.50
$25.00 and $26.50 suits.....$20.00
$20.00 and $22.50 suits.....$16.75
$16.50 and $18.00 suits.....$14.25

EXTRA SPECIAL.

18 Ladies' suits, worth up to $16.50. If your size is in the lot, get it at **$9.85**

SKIRTS.

Skirts worth up to $10. Special each..... **$5.50**

50 Ladies' skirts in black, brown, navy and fancies. This lot of skirts is by far the best values we ever offered. You could not buy

10 Ladies' Caricul plush coats; sold in most stores at $12.50 to $15; special **$9.75**

CHILDREN'S COATS.

23 children's coats in ages 8, 10 and 12 years; in plush, Irish Frieze and mannish mixtures. If the girl needs a coat and the size is here, it will certainly pay you to look these over. Prices up from **$1.98**

43 little fellows' coats in sizes 3, 4 and 5 pears, at one-half price.

10 dozen Ladies' ribbed vests and pants; per garment, special price **25c**

67 Ladies' coats in this sale at prices that should sell the entire lot the first day.

$25.00 coats, special 19.85
$23.50 coats, special $18.75
$20.00 and $22.00 coats, spl..$16.50

9 Ladies' black Kersey coats, cut full 54 inches long; nicely tailored and good values at $7.50; in this sale the price will be special as long as they last Each **$5.45**

7 Ladies' all-wool fancy mixture coats, beautiful garments; cheap at $12.50. If your size is in

Towels and Table Linen

With Thanksgiving less than one month away, you should avail yourself of this exceptional opportunity to purchase Table Lineds at these greatly reduced prices.

32 yards of extra heavy all pure linen, 72 inches wide, beautiful pattern, regularly sold for $1.48, special, per yard **$1.25**

Table Napkins to match the above in 20x22 size, for this sale, doz. **$3.75**

Here is another pure linen cloth, well bleached, a good value at 75c. Special for this sale per ya.d **58c**

Mercerized table linens, selling regularly at 33c. Special per yd **25c**

Towel Bargains

350 yards unbleached union linen crash, 18 inches wide. Red border. Special per yard **9c**

350 yards Barnsley's bleached all pure linen crash. Red and blue border. Regular 12 1-2c toweling. Special price per yd **10c**

25 doz huck towels, bleached, size 18x36, worth 15c, special price, each..... **10c**

50 doz bleached Turkish towels hemmed ends, size 18x32

If anything you are needing in Napkins, we surely can please you and save you money.

10 doz. Napkins, absolutely all pure linen; size 18x18; special $1.18

Other big bargains in Napkins at $1.38, $1.98 and up.

White cotton tape, per roll **1c**

Paper of pins .....

Card pearl buttons worth 5c. .....

Wooden button moulds, all sizes .....

D. M. C. embroidery cotton **2c**

5c Kid Curlers .....

1 pair corset strings....
1 pair tubular shoe laces **3c**

5c bottle of petroleum jelly .....

Roman Silk Floss, pr skein; this is a good buy **4c**

Invisible hair pins, pr box .....

10c value lace, per yd. Men's large size red and blue handkerchiefs, splendid value **5c**

½ pound cotton batting .....

Good bleached muslin, 3-4 width **6c**

1 gross of good tooth brushes, easily worth 15c .....

Good horn combs, metal back .....

Folding curlers .....

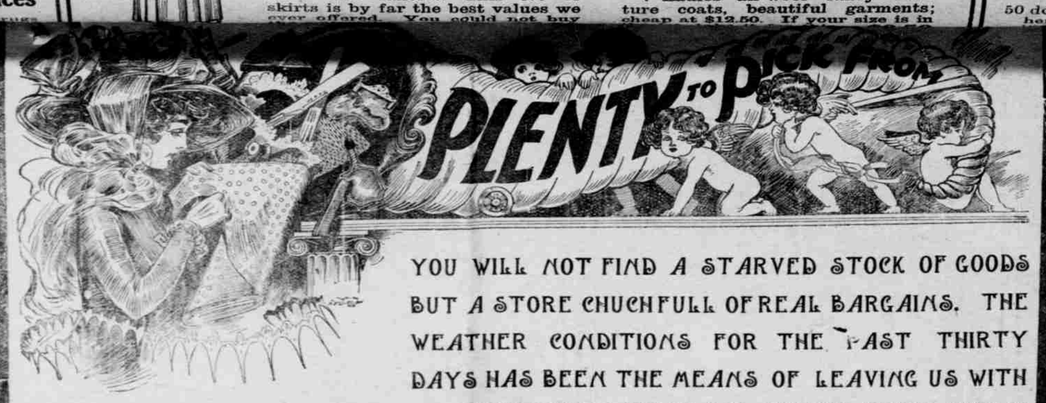
Misses' hose; all sizes; a good buy **9c**

Misses' black hose; all sizes .....

Child's Knit Waists; a regular 15c value .....

Men's hose supporters, a good buy **10**

FRIDAY, NOVEMBER 3, 1911.



YOU WILL NOT FIND A STARVED STOCK OF GOODS BUT A STORE CHUCHFULL OF REAL BARGAINS. THE WEATHER CONDITIONS FOR THE PAST THIRTY DAYS HAS BEEN THE MEANS OF LEAVING US WITH MANY THOUSANDS DOLLARS IN MERCHANDISE THAN WE SHOULD HAVE, FULLY ONE-HALF OF OUR STOCK AT TREMENDOUS CONCESSIONS FOR QUICK SELLING.

Bedding of All Kinds

Pillow tubing, sheeting, ready-made pillow cases and sheets, comforts and blankets, all at big savings. If in need of any clothes for the bed, come to The Golden Rule Store. We will certainly save you good money. Don't overlook any of these prices, for they should surely interest you.

50 pairs cotton blankets, 39x64. Price 48c
Large size cotton blankets, 60x85, weight 3 lbs.$1.35
Heavy Mottled 60x76, a splendid blanket ... 1.65
Heavy cotton blanket, a blanket that weighs 4 lbs., 12-4 size. Regular $2.50. Special ... 1.98
200 pairs of celebrated "Beacon" wool nap blankets, feel and look like wool. From $1.98 to 2.98
22 full sized fluffy comforts, filled with pure cotton, in pink and blue silkoline. Special 1.38
35 comforts in all colors, full size. Special 1.75
21 pure cotton-filled comforts, covered with best silkoline, with silk border. Special 3.25

Baby Blankets

Crib baby robes in light blue and pinks. Spe'l....48c

Pillow Tubing

200 yards 42 and 45-inch pillow tubing. These goods are slightly imperfect, and we got a concession in price on the lot. An exceptional bargain. Either width, per yard..... 16c
50 dozen pillow cases. This is one of the best values we have ever offered. Size 42x36. Worth 18c. Special 12½c
10 dozen 72x90 bed sheets, made with seam. Each 48c

MEN'S DEPARTMENT.

A splendid line of Men's and Young Men's Wearing Apparel at concessions in price that should clean out the lot in 24 hours after sale opens. We have paid no attention to profits, but simply put the knife to the hilt in price slaughtering in this department.

Four lots of 29 Men's all-wool Suits, 4 different patterns, sizes 35 to 42. Suits that you would expect to pay $16.50 for anywhere. They all go at the one price. **$12.50**

An odd lot of 19 suits; suits worth up to $12.50; to close this lot out, the price will be cut ti **$8.35**

YOUNG MEN'S CLOTHING.

One lot of 11 suits, just the suit for school wear, and at easily a saving of one-half; special **$6.85**

UNDERWEAR BARGAINS.

No. N. F.-N. A. Men's gray flat wool shirts and drawers in sizes 34 to 46. This case of underwear was bought at a big cut and is a garment you would expect to pay $1.25 for. Special price per garment **90c**

No. N. R.-3; one full case, 24 doz. of the celebrated Morris Mills striped woolen shirts and drawers; a garment that never sells for less than $1.50 and many times for more; all sizes; special, per garment **$1.25**

40 pairs men's corduroy pants, in dark brown color; all sizes; extra special **$1.65**

MEN'S SHIRTS.

9 dozen men's golf shirts, fine grade percale; white ground; assorted figures, stripes and checks; pearl buttons; all sizes; worth up to $1.00; special **58c**

No. W.-527—Genuine Soiette shirt, equal in appearance to Pongee silk, but far superior in wearing quality. Colors, tan, cream and white. Faced sleeves and pearl buttons; extra special **$1.15**

10 dozen men's outing flannel night shirts; sizes 16, 17, 18; full regular size; made from fair quality of flannel; special, each **58c**

Six dozen boys' outing flannel night shirts; sizes 12, 13, 14; a fair quality; each special **45c**

PRICES CONCESSIONS ON STAPLE Dry Goods

Prices lowered on staple dry goods—goods that you have to buy every day. We want you to know that when we advertise a sale it means something.

25 pieces extra good checked gingham, the kind you have always paid us 7½c per yard for. During this sale at, per yard..... 5c

All best American prints, NOT the second quality kind, but the best Maile at, per yard..... 5c

Dress Goods

Extra special bargains. Ten pieces 35 and 38-inch wool mixtures, especially good for children's warm school dresses. Have sold all season at 50c and 58c per yard. Special, per yard.....33c

5 pieces storm serge, absolutely all wool; colors red, blue, brown and black. Cloth worth 75c per yard. Special, per yard..... 58c

Other dress goods at a great saving.

Outing Flannels

2500 yards Amoskeag 1921 outing flannel, the kind you pay 12½c for. This is by far the best goods on the market. No better outing flannel at any price. Get all you want in plain colors, light and dark fancies, at, per yard..... 10c

2000 yards outing flannel in light and dark colors, 26 inches wide. You may pay 7c per yard for no better cloth. Per yard..... 5c

Ladies Pattern Hats$ 2.00

25 Ladies Hats, to close them out quick. Hats worth $5, $6 and $7 all to go at this sale, each $2

OUR PLAN

Our Profit Sharing Plan, "The Right Way to Advertise a Store," will be found to be more extensive than at any previous time, and Golden Rule Sales Slips are growing more valuable every day. Handsome Rugs; Choice Dishes; Dainty Lace Curtains; Snowy White Quilts; Beautiful Framed Pictures, and numerous other articles are among the list that makes this plan appeal to every economic housewife. Don't fail to save your Sales Slips and share directly in the profits and at the same time buy your merchandise at a lower price than asked by other stores.

Golden Rule

MASHBURN & CO.

GRANTS PASS, ORE.

TRADE MARK

White Waists Half Price

10 Doz. White Waists to close them all out quick, they will be cut one-half their former price. These are some rare bargains.

THE WINTER STYLE BOOK

32 Colored Pages
2000 Illustrations of
LADIES' HOME JOURNAL PATTERNS

IS NOW ON SALE

5c if purchased with a 15c pattern

WEEKLY ROGUE RIVER COURIER