

ONE OF THE GREATEST BARGAIN GIVING EVENTS IN THE MERCHANDISING HISTORY OF GRANTS PASS. MATCHLESS OPPORTUNITIES IN SEASONABLE WEARING APPAREL.

# THE GOLDEN RULE STORE

Announces to its Wide Circle of Friends Throughout This Vicinity  
**ITS GREAT EASTER AND 7th ANNIVERSARY SALE**

**Beginning Sat. Mar. 30th**



**UNDERMUSLINS**

What words can we use to explain the snowy beauty of the "Peerless" fine Nainsooks and Muslins made up, as you would make them yourself, with serviceable embroideries and laces, that will last till the muslin, too, is worn out. Such an array of fine undergarments for women is seldom seen, equal to that shown in the anniversary sale. Ask to see them.

**GOWNS.**

**68c and 75c GOWNS**—Splendid gowns made of soft muslin, either slip-over or button front. Four dozen the lot, four styles, and the Anniversary Sale price is only **50c**

**COMBINATION SUITS.**

Corset cover and drawer combination, nicely trimmed with Valenciennes lace good quality, soft finish muslin, special per suit **75c**

Another lot of combination suits, embroidery trimmed drawers cut extra wide, finished with 5 rows of tucks. Special per suit **98c**

**CORSET COVERS.**

**33c AND 38c CORSET COVERS**—A slightly looking cover, lace trimmed, embroidery trimmed or just plain tucks. A well made garment and a good one for such small cost. Anniversary sale price **25c**

**75c and 68c CORSET COVERS**—Special for anniversary sale **50c**

**DRAWERS.**

**38c DRAWERS, VERY SPECIAL**—Extra well made and of a fine soft muslin, cut full and wide; 5 dozen in this sale and the best value we have ever offered. Anniversary sale price **25c**

**25c RIBBONS 12c.**

50 pieces extra wide ribbon in plain colors and Dresden effects. Ribbons 4 and 5 inches wide. You would expect to pay more. Anniversary sale price **12c**

**33c CORSET COVER EMBROIDERY**

Eight full pieces, about 75 yards, full 18 inches wide. Embroidery you would think worth double the price. Anniversary sale price **18c**

2000 yards of embroideries and insertions, positively one of the greatest bargains ever offered by us or any other store in southern Oregon. Special anniversary sale price **9c**

Corset cover embroidery worth up to 50c. Extra special. Anniversary sale price per yard **25c**

**1800 YARDS CLUNY LACE AND INSERTION**—Now that you have been looking for something to make up the summer dress with. Bands and lace in the lot worth up to 75c none less than 10c. Anniversary Special, per yard **6c**

Embroideries worth up to 25c per yard. Anniversary sale price **9c**

**5 CENT PEARL BUTTONS, DOZ. 2c.**

50 gross pearl buttons, the kind you pay 5c dozen for. Here while they last, per dozen **2c**

Crown white cotton tape roll **1c**

Ladies' nice soft sheer, all pure linen handkerchiefs, each **5c**

Williams' or Colgate's 25c talcum powder **15c**

20 dozen men's all pure silk four-in-hand neckties, the kind you have been paying 25 and 35 cents for. Special, each 17c, 3 for **50c**

**CORSET SPECIALS.**

The best medium priced corsets made are those bearing the famous trade mark name ROYAL WORCESTER. No other feminine garment is more essential than the correct corset, for it is the base—the starting point—of all fashionably designed, perfect fitting gowns. The ROYAL WORCESTER is correct from every viewpoint, stylish, comfortable and graceful. For those who seek corset perfection in its entirety at a modest price, the Royal Worcester will meet every requirement. 4 special numbers priced at \$1.00 and \$1.50.



**The Golden Rule**

**GOLDEN RULE HISTORY 1905 - 1912**

Seven years ago we planted the seed for this Golden Rule store CASH TRANSACTIONS, buying and selling, fair dealing, always a fixed price, honest methods, a liberal exchange and money back system—and beneath it a GOLDEN RULE desire to do as we would be done by, and today the seed planted seven years ago has grown and developed into one of the leading mercantile establishments in Southern Oregon

**THERE'S ANNIVERSARY JOY IN OUR GARMENT SECTION.**

Here more than any other place we give you opportunities to join with us in the Anniversary bargains.

As you know, this department has always maintained an ideal—and it was—the highest quality at the lowest consistent price—and Now—even the low prices have been shaved to make Anniversary bargains for you.

Come—if only to satisfy your curiosity. Come—to examine—for during this Anniversary sale there'll be prices made that you'll not meet again for many a day.

Buy your Easter toggery during this special anniversary sale. **BE SURE AND SEE OUR TAILORED SUITS.** We are particularly proud of these lines and ask you to see them. Specially priced at **\$27.50, \$25.00 and \$20.00.**

**SILK LINED TAILORED SUITS SPECIAL.**

All these suits are in the newest spring models, well made and intended to sell at a much higher price **\$15**

Another special lot of suits, every one this season's models. There are 10 suits in the lot. Just to show our gratitude to you who want a suit worth from \$15.00 to \$20.00 at a very special price. Anniversary sale price **\$10**



Did you see the \$6,000 advertisement of "Wooltex" and "Princess" suits in the Saturday Evening Post? Did you know that these garments are only to be had at the Golden Rule store in this city? It's a fact.

**BUY SHEETING NOW DURING THIS BIG ANNIVERSARY SALE.**

Extra heavy Foxcraft bleached sheeting, one of the best sheetings on the market, and at the prices we are going to sell it for you should avail yourself of this opportunity.

- 72 inch sheeting, anniversary special **23c**
- 81 inch sheeting, anniversary special **25c**
- Sheet and pillow cases at correspondingly low prices.
- 60 dozen Huck towels. They are cheap at \$1.50 per dozen. For this anniversary sale the price will be, per dozen **\$1.00**

**ANNIVERSARY SPECIALS IN TABLE LINENS.**

- 68 yards bleached table damask, our regular 33c and 38c quality. Special anniversary sale price per yard **28c**
- 68c AND 75c TABLE LINEN 50c.
- 58 yards bleached, absolutely all pure linen table damask, 64 inches wide. Anniversary sale price per yard **53c**

**Ending Saturday April 13th**

**SHIRT WAISTS.**

Exceptional Values in Ladies' Shirt Waists.

ESPECIALLY PRICED FOR THIS ANNIVERSARY SALE—126 of these waists, handsomely trimmed in both lace and embroidery, either high neck or Dutch collar, open back or front. All sizes, 32 to 44, one of the greatest values we ever offered you. Would not make them if the material was given you for the price we are going to sell them for in this anniversary sale. Each.



63c, 98c and \$1.18

**PRETTY NEW WASH FABRICS MODERATELY PRICED.**

The very wash fabrics that most every woman wants for spring and summer wear are here in full assortments. Primrose batiste, Flaxons, Scotch Zephyrs Madras, Dimities, Mercerized Foulards, Marquissettes and many others, all marked Special for this Anniversary Sale.

**SUPPLY YOUR SUMMER NEEDS DURING THIS GREAT SALE.**

**SAMPLE CURTAIN ENDS**—200 of them come in white, cream and ecru. These are the Traveling men's Samples. Just what you may want for sash curtains, they are cut 38 inches long. Some of these samples are worth up to 15c, none less than 35c. SPECIAL **15c**

**NEW WASH GOODS**—Offered now at special anniversary sale prices. Each year for the past 7 years we have called your attention to this splendid wash fabric.

**PRIMROSE BATTISTE**—35 full pieces, about 1700 yards in a beautiful range of patterns. We have sold hundreds of yards at 25c. This season we offer them at a less price than ever before. Anniversary sale price, per yard **15c**

**LINAIRE**—This is the new wash fabric you have been reading so much about in the magazines, brought out by the manufacturer to sell at 25c per yard. Ask to see it. Anniversary sale price per yard **19c**

**MARQUISSETTES**—One of the very newest fabrics of the season; if you are looking for a nice evening gown don't pass up Marquissettes this season for they are going to be 17c. Moderately priced at per yard **33c, 38c, 48c, 58c.**

**STAPLE DRY GOODS**—I full case of 1500 yards of staple apron checkingham. You will be surprised at the quality for the price. Worth 8c. Anniversary sale price per yard **5c**

**PRIMROSE BATTISTE**—One of the best wash fabrics comes in a wide range of colors both plain and fancy, 32 inches wide, absolutely fast colors, a regular 25c cloth. Anniversary price per yard **15c**

**BARNESLY BLEACH CRASH**—10 bolts, about 600 yards all pure lines toweling; fast color borders 16 inches wide; one of the best bargain we ever offered, per yard **10c**

All the very best American calicoes; none better made at any price. Per yard **5c**

**HOSIERY SPECIALS.**

Most every store now shows you a silk hose at 50c, but you will find that our special 50c hose for this anniversary sale is equal to any hose you have bought at 75c. In all the leading colors, black, white, tan Hello. Pair **50c**

20 dozen regular, 2 pair for 25c, ladies' hose, special while this lot lasts, pair **5c**

**SUPERIOR QUALITY SKIRTS.**

2 big lots of skirts are offered during this anniversary sale at a great saving. Fancy wool mixtures and voiles. The voiles in this sale are handsomely braided and worth \$7.50, this lot of 58 skirts will be sold at the one price **\$2.98 and \$3.98.**



**The Golden Rule**