

BUY AT THE GOLDEN RULE AND SAVE MONEY

LAST YEAR WAS THE BIGGEST IN OUR HISTORY. THIS WAS MADE POSSIBLE BY—

FIRST: THE IMMENSE BUYING POWER OF 85 BUSY STORES.

SECOND: CARRYING ONLY GOOD, DEPENDABLE MERCHANDISE AT POPULAR PRICES.

THIRD: THE PATRONAGE OF AN APPRECIATIVE PUBLIC.

We want to make 1924 a better year for our Store and our many loyal patrons than 1923 was. We believe we can do this, because—

First: Our buying power will be greater, as new stores are being added to the Association.

Second: Our buyers, who are already in the Eastern markets, will put forth every effort to buy first-class Merchandise that can be sold at a PRICE.

Third: We will at all times endeavor to give efficient, courteous service, ever remembering the Golden Rule: "Do unto others as you would that others do unto you."

We have taken an inventory and found many broken lots and sizes. We are going to close these out to make room for the new goods which will soon arrive. These prices will last until the goods on our bargain tables are gone. But you had better hurry and get "yours" while the "getting is good."

HERE ARE JUST A FEW OF THE MANY BARGAINS

No. 1
ONE LOT MEN'S SUITS
at \$14.98

No. 2
ONE LOT MEN'S SUITS
at \$16.48

No. 3
ONE LOT MEN'S SUITS
at \$22.48

No. 4
ONE LOT MEN'S SUITS
at \$24.98

No. 5
YOUNG MEN'S SUITS
at \$12.48

No. 6
YOUNG MEN'S SUITS
at \$14.98

No. 7
YOUNG MEN'S SUITS
at \$17.48

No. 8
YOUNG MEN'S SUITS
at \$24.98

OVERCOATS

One lot Boys' Overcoats
at \$3.48

One lot Men's Rain Coats
at \$7.98

One lot Men's Overcoats
at \$16.48

One lot Men's Overcoats
at \$17.48

One lot Men's Overcoats
at \$24.98

Men's Reversible Corduroy Coats
at \$6.48

One lot Men's Slicker Lined Duck Coats
at \$5.18

Men's Duck Coats
at \$4.98

Men's Moleskin Leather Lined Vests
at \$6.69

Men's Corduroy Leather Lined Vests
at \$10.48

Men's Sheet Lined Vests
at \$9.98

Oregon City Mackinaws
at \$10.50

Men's Odd Coats
at \$4.25

A Few Boys' All Wool Suits
at \$4.90

Heavy Leather Faced Canvas Gloves
35c to 50c pair

Men's Handkerchiefs
5c and 10c

Suspenders
30c to 50c pair

Men's Cotton Winter Weight Union Suits
at 98c

Men's Extra Good Cotton Union Suits
\$1.40, \$1.65, \$1.75

Men's Paris Garters
at 25c

New "Slim Jim" Ties
only 50c

SHOES

One Lot Men's Dress Shoes
at \$5.00

One lot Children's Shoes
at \$2.29

One Lot Ladies' High Heel Shoes
at 98c pair

Men's Bib Overalls, 220 weight
at \$1.19

One lot Wool Shirts
\$2.98 each

One lot Leather Gloves
55c pair

One lot Leather Gloves
\$1.00 pair

Lumbermen's Mittens
\$1.00 pair

Rigger's Gloves, extra good
at \$2.50

Water Repellant Pants, double front
at \$3.98

Water Repellant Stag Shirts
at \$5.25

All Wool Coat Sweaters
\$2.95, \$3.85, \$4.90, \$5.60

Nearly All Wool Heavy Knit Sweaters
\$3.50, \$3.85

Canvas Gloves
15c pair

Army Jersey Gloves
15c pair

Heavy Cotton Work Sox
2 pairs, 25c

Dress Sox
10c pair

Dress Sox
2 pairs 25c

Dress Caps
60c to \$1.50

Dress Hats
\$2.25 to \$3.85

CORSETS

Special lot of P. N. back-lace Corsets
at \$1.00

Special lot of American Lady and P. N. back-lace
models, at \$1.85

Very special. Your choice, Remnants
15c, 25c and 50c

Special lot of Drapery Materials
25c per yards

Assortment of Kid Gloves
Special 98c

Comforter Challie
6 yards for \$1.00

Huck Towels, 25c pair

Turkish Towels, 42c pair

Ladies' Purses, black silk, metal tops
Special \$1.98

Daisy Cloth, white
27-inch, 22c; 36-inch, 28c

42x36 Pillow Slips
at 30c

Hope Muslin
at 18c yard

One Lot Ladies' Union Suits
at 95c

One Lot of Ladies' Coats and Suits
priced at \$5.00

One Lot of Ladies' Suits
\$15.00, \$17.50 and \$20.00

One Lot of Children's Coats
at \$4.98

One Lot of Children's Jack Tar Dresses
at \$1.98

One Lot of Children's Gingham Dresses
at 69c

Children's Outing Petticoats
at 35c

Good assortment of Middies; most all sizes
at \$1.50

One Lot Children's Hose
2 pair for 25c

We thank everyone, who in any way, contributed to our wonderful success in 1923, but mortal man is never satisfied. WE WANT to do better and WE WANT YOU to do better in 1924. Our aim will be to sell more goods for less money, rather than fewer goods for more money. Come trade with the Golden Rule, where your \$\$\$ will have the power of \$\$\$.

85 BUSY STORES
REASON WE SELL FOR LESS

85
Golden Rule Mer. Co., Inc.
North Central Phone 245

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REASON WE SELL FOR LESS