

# Enlarging the Golden Rule Store <br> We find by using the Golden Rule in all our dealings <br> We are remodelling the rear part of our adjoining store 

that our store is too small, and we need more space. We find honest dealings and honest prices show the appreciation of the shoppers of this community.
Comparative prices are misleading and confuse the shopper.
building for additional floor space, also for an up-todate office.
Our friends will find the same courteous treatment accorded them during this alteration as before-and better service available as soon as we are finished
Come in and see our new addition

The Biggest Little
City in the West'


DFORD
ASHLAND BUTTE FALLS

This is the time of year when the shoppers of southern Oregon are turning to Winter Merchandise. Their thoughts turn naturally to the Golden Rule store for they know that our every-day prices are far lower than these so-called sales; as comparative prices are misleading and are confusing to the shopper.
Our every-day prices are always lower for the same merchandise and "one price to all.'

## Phoenix Vests and Bloomers

For the Particular Perso n in Wanted Colors
Knitting Wool
Dark Grey Knitting Yarn, suitable for socks, mittens, etc., at 50c the skein, or $\$ 2.00$ the pound.

## Flannel Shirts

Flannel Shirts-This is the weather for them at $\$ 2.45$.
Better ones $\$ 3.25$ to $\$ 5.60$.

## Wool Socks

Men's Heavy Wool Socks in all weights, wanted colors $-29 \mathrm{c}, 40 \mathrm{c}, 50 \mathrm{c}$, 70 c and 90 c pair.
Siicker Coat and Pants Slicker Coats and Pants for rainy, outside work, $\$ 2.95$ the garment.


Phoenix Underwear in Ladies' Silk Vests and Bloomers-This garment is
made specially of Rib Knit Silk from Japan Silk, twisted specially for long wear and stands laundering perfectly.

Ladies' "Fitrite" Combinations

## Vests and Bloomers-Peach, Orchid and black $\$ 1.85, \$ 2.25$ to $\$ 2.90$ eac

 Ladies' "Fitrite" Combination Suit in Pink. "The Underwear of Modesty. Priced \$1.45.
## Clifton Knitted Vests

Clifton Knitted Fabric Silk Vests. They are knitted for hard wear for par
ticular people. Priced $\$ 1.25$ the garment.

## Latest in Ladies' Sweaters---Blouses

New Shipment Ladies' Blouses full 64 inches long.. Made up in the latest style with wide band around bottom. Priced $\$ 8.50$ to $\$ 11.65$.

Ladies' Wool and Brushed Wool Sweaters in many beautiful styles and colors, $\$ 3.55$ to $\$ 6.00$.

## Mackinaws for Men

Oregon City Mackinaws for cold winter months. We have a complete tock of the "Best Made." Priced $\$ 10.50$ to $\$ 12.50$

Lower Priced Mackinaws
Other Mackinaws priced lower, All sizes. $\$ 6.50, \$ 7.00, \$ 7.75, \$ 9.80$.

