

WE SUCCESSFULLY COMPETE WITH THE MAIL ORDER HOUSES

# THE SUPREME MONEY SAVING OPPORTUNITY

Get the benefit of our

**125**

Stores' buying power by trading at the Golden Rule. Once a Golden Rule customer means always a customer.

IS presented to you at the Golden Rule, where all merchandise is marked way below any **SO-CALLED SPECIAL SALE PRICES**, and where the prices always remain lowest every day in the year. At the moment our merchandise is received we mark it at the lowest possible price that we can consistently sell for, making it impossible to later deviate from our one price policy. No firm need tell you that they can, under the name of special sale or any other name, cut, slash or split their prices and if they do, then there is implied evidence that they are either in business for charity only, or their prices were too high in proportion to the percentage of reduction.

A single trial will convince you that we offer you the greatest possible saving every day in the year.

No need of sending your money away to Mail Order Houses. We can supply you just as cheap as they can. Our buying power is just as great and our selling prices just as low. Try us first.

This Store Solicits Your Business on the Principle of Merit and Not on Pretension  
**EVENТУALLY THE GOLDEN RULE--WHY NOT NOW?**

## Our Ladies Ready-to-Wear Department



Offers convincing evidence of our buying power. We carry only the latest styles, supplied by weekly shipments.

**Ladies New Winter Suits**  
Charming styles at from  
**\$9.90 to \$12.50**

**Ladies New Winter Coats**  
You will be sure to like them. They are beauties at  
**\$4.98 to \$25**

**Ladies Dress Skirts**  
You will find a pleasing variety of styles in this department. We have them in all the most popular weaves and most perfect workmanship.  
**2.98, 3.98, 4.98**

### Ladies' Fine Dresses

Artistic and charming New York styles, various colors and materials, such as silk, poplin, taffeta, messaline and lace; \$4.50 to **12.50**

**OUR LADIES' WAIST DEPARTMENT.**  
Offers you the most remarkable values in high grade  
**CREPE DE CHINE GEORGETTE CREPE**  
and Lawn Waists at prices from 49c. **4.98**  
98c to

**HOUSE DRESSES.**  
Gingham Dresses..... **98c**  
**AFRONS.**  
Scout Percale, 49c and..... **69c**

## SHOES! SHOES!

We carry a complete line for the entire family. Our shoes combine style and quality. Try a Golden Rule Shoe for service.



### Men's Dress Shoes

A most splendid and up-to-date line, you will be surprised at our values.

G. M. Lace, per pair ..... **\$1.98**  
G. M. Lace and button ..... **\$2.49**  
Button and Lace, \$3.50 values for **\$2.98**  
**\$4.90** values, black and tan, button and blucher ..... **\$3.50**  
Kangaroo Button and blucher; \$5.00 values for ..... **\$3.98**

### Men's Work Shoes

Our line cannot be beat, regardless of price. We have them in black and tan. Prices **\$1.98, \$2.49, \$2.98, \$3.50, \$4.50.**

### Ladies' Fine Shoes

We carry the most classy in ladies' kid boots in various shapes. Prices on shoes and boots range from

**1.98 to 5.50**

### Boy's Shoes

G. M. Bluchers, 2-12 ..... **\$1.25**  
G. M. Bluchers, 12 1/2-2 ..... **\$1.49**  
G. M. Bluchers, 2 1/2-6 ..... **\$1.69**  
G. M. Button, 8-12 ..... **\$1.25**  
G. M. Button, 12 1/2-2 ..... **\$1.49**  
G. M. Button, 2 1/2-6 ..... **\$1.69**

### Misses' Girls' and Children's Shoes

We carry a very large line at all prices.

### Overshoes

Men's from ..... **98c to \$2.49**  
Ladies' from ..... **75c to \$1.98**  
Children's from ..... **58c up**

## Men's Dress Suits

Our Suit Dept. is filled to the limit with the newest of the season  
We carry Blue Serges and Fancy Mixtures

Men's \$15.00 Value..... **9.90**  
Men's \$18.00 Value..... **12.50**  
Men's \$20.00 Value..... **14.75**  
Men's \$25.00 Value..... **18.50**

Young Men's Suits  
**6.90 7.90 8.90 9.90**

### Boys' Suits

Little boys' suits, \$2.50 values ..... **2.98**  
Little boys' suits, \$5.00 values ..... **3.98**  
Little boys' suits, \$7.00 values ..... **4.98**

### Boys' Pants

**49c 69c 89c \$1.25**

### Men's Dress Pants

**\$1.98 \$2.98 \$3.98**



## Flake White Soap 7 Bars 25c

## Lenox Laundry Soap 8 Bars 25c

We Carry a Full Line of Dry Goods, Staples and Notions. Space Does not Permit Many Quotations. Come and Investigate.

**CHAMO, PERCALE, GINGHAM.**  
American print calico, per yard 5c  
Apron gingham, per yard 6c and 7c  
Dress gingham ..... **10c**  
33 inch percales ..... **1-3c**  
36 inch percales ..... **10c**  
36 inch silkaloon ..... **15c**  
Outing flannel ..... **1-3c-10c**  
**COTTON BATS.**  
12 oz. Daisy bat ..... **10c**  
14 oz. Lily bat ..... **20c**  
3 pound Lily bat ..... **60c**  
Quilt calicoes ..... **3/4c and 1-3c**

**TANNED OIL CLOTH.**  
Any pattern ..... **18c**  
Gilt Edge Shoe polish ..... **18c**  
Santol crepe toilet paper, 1 for ..... **10c**  
Send Us Your Mail Orders.  
**HIGH GRADE SWEATERS.**  
We carry a large line of high grade sweaters for men and boys, ladies and children.  
All Prices from **49c and up to \$4.98**

**A FEW OF OUR NOTIONS.**  
Shinola, per box ..... **8c**  
Hooks and Eyes ..... **4c**  
Embroidery Hooks ..... **8c**  
Good pencils ..... **1c and 2 for 5c**  
Dressing combs ..... **10c, 15c, 20c**  
J. & F. Coats Thread ..... **4c**  
100 yards silk thread ..... **5c**  
Children's hose supporters ..... **10c**  
Talcum powder ..... **5c, 10c, 15c**  
Pearl buttons, per card, 1c, 2c, 3c, 5c  
Safety pins ..... **1c, 2c, 3c, 5c**  
Send Us Your Mail Orders.

## Men's Working Apparel

10c wrist canvas glove ..... **5c**  
15c canvas gauntlet ..... **10c**  
25c value leather face gauntlet ..... **19c**  
10c work socks ..... **5c**  
10c red handkerchiefs ..... **5c**  
Work shirt ..... **35 & 45c**

Boys' overalls ..... **49c**  
Boys' overalls ..... **49c**  
Boys' overalls ..... **69c**  
Kahki pants ..... **98c**  
Work pants ..... **1.25 to 1.49**

## Men's Fancy Dress Shirts

Fancy striped and blue band collar..... **50 & 69c**  
White pleated and plain..... **98c**

Silk stripe separate collar ..... **1.49**  
Fancy stripe silk shirt ..... **1.98**

## Men's and Boys' Hats and Caps

We Carry a Large Line of Hats. Plenty to Pick From.

Men's Hats for ..... **98 to 2.98**  
Men's Fall and Winter Caps ..... **45 & 95c**  
Boys' new Fall Hats ..... **45 & 98c**  
Boys' Fall and Winter Caps ..... **25 & 45c**

## Ladies' Underwear

All kinds at from..... **40c to \$1.98 a suit**

We have a full line of children's underwear at all prices.

### Blankets and Comforters

Cotton blankets..... **69c, 98c, \$1.25, \$1.49**  
Wool and cotton mixed... **\$1.98, \$2.25, \$2.98**  
Heavy all wool ..... **\$4.98**

### Fine Comforters

**98c 1.49 1.98 2.98 3.98**

We Are the Originators of Low Prices and of the One Price System. Our Contributing Territory Covers Eighteen States

*The Golden Rule*  
**J.C. Penney Co. Inc.**  
**125 BUSY STORES**

420 DeMers Avenue

Grand Forks, N. D.

## Men's Underwear

We are headquarters for high grade underwear for men and boys.

**MEN'S Winter Suits 90c to \$2.98 a Suit**      **BOYS' Winter Suits 49c to 98c a Suit**

### Mackinaw Coats

Whether you need a Mackinaw for yourself or your boy, it will pay you to see ours before buying elsewhere. Prices range from **Boys' \$2.98 to \$4.98. Men's \$4.98 to \$7.50**