Golden Rule Store

DO you ever stop to think why the Golden Rule Store is the busiest store in town? Do you ever hear us cry to the public "Too many goods," "Forced to raise money," "Hard times" of any kind? A square deal is what the public wants today, and that you have received at the Golden Rule Store. Never have we juggled the prices up and down, or resorted to deception, that we caused anyone to question our methods. Our trade shows a steady increase from month to month, and co-operation of 48 busy stores buy direct from the factory, enabling us to sell goods cheaper than any one merchant can buy them. You may visit a sale and when you compare our regular price with so-called sale prices you will still find we are giving better values for less money. Why? Because we own our goods cheaper. **We court comparison,** we want the people to be their own judge. **People are never disappointed here.** They always find things as advertised. The magnet that draws is quality and low prices. You know we will stick to one price business. We haven't anything to give away; no old goods to work off; no inducements to offer but **Better Goods for Less Money.**

COLGATES and WILLIAMS **4¢** A CAKE SHAVING SOAP.

BOSTON GARTERS **15¢**

PRESIDENT SUSPENDERS **35¢**

PARIS GARTERS **19¢**

B. V. D. SHIRTS **39¢** EACH

BLUE LABEL OVERALLS **39¢**

Jno. B. Stetson No. 1 Quality HATS **$3.45** All shapes & sizes.

BOSS O' ROAD OVERALLS **69¢** Your size, too.

B. V. D. UNION SUITS **89¢**

POROSKNIT UNION SUITS **89¢**

LEATHER FACED CANVAS GLOVES **19¢** PAIR

CHEVIOT WORK SHIRTS **25¢** EACH

DRESS SOCKS **5¢** PAIR

MEN'S CALFSKIN GAUNTLET GLOVES **49¢**

BOYS' UNION SUITS **25¢**

CLOTHING

Complete stock of Up-to-the-minute Styles from renown makers—Schloss Bros., of Baltimore.

Youths' Long Pant Suit	$4.98
Youths' Long Pant Suit	$6.90
Youths' Long Pant Suit	$7.90
Men's Suit, extra value	$4.98
Men's Suit, extra value	$7.90
Men's Suit, extra value	$8.90
Men's Suit, $15 value	$9.90
Men's Suit, $18 value	$12.50
Men's Suit, $20 value	$14.75
Men's Suit, $22.50 value	$16.50
Men's Suit $25 value	$18.50
Men's Suit, $27.50 value	$20.00
Men's Suit, $30 value	$22.50

Blue Serges in above prices.

Boys Knickerbocker Suits

Latest Colors and Weaves.

Extra values **98¢, $1.49, $1.98**
Boys' Double Breasted Sack, mannish suits **$2.98, $3.98, $4.98**
Boys' Norfolk Suit, 2 pair trousers **$2.98, $3.98**
Boys' Norfolk Suits, 1 pair trousers **$2.98, $3.98, $4.98**
Boys' Blue Serges, double breasted and Norfolk styles **$3.98, $4.98**
Boys' and Men's Caps **10¢, 15¢, 25¢, 49¢.**
Boys' separate wool pants, knickerbocker style, **49¢, 69¢, 79¢, 89¢, 98¢** and **$1.23.**
Boys' Corduroy pants **98¢**
Boys' Khaki pants **49¢**
Men's Dress Hats, new shapes **98¢, $1.49, $1.98, $2.49.**

Summer Und'rwear

Mesh Union Suits, long sleeve and leg or short sleeve, knee length at **49¢**
Mesh Unions, short sleeves **69¢**
Balbriggan Union suits **89¢**
Cooper ribbed Unions, long or short sleeves **98¢**
Mesh Unions, long sleeves **98¢**
Silk mixed Union **$1.49**
Balbriggan Shirts and drawers, each **39¢**
Fine Ribbed shirts and drawers, extra sizes included, each **45¢**
Elastic seam drawers **45¢**
Light weight summer wool shirts and drawers, each **98¢**
Boys' mesh shirts and drawers, each **25¢**

Hosiery

Children's Hose **5¢**, 3for **25¢**, 2 for **25¢** and **25¢.**
Boys' Heavy Hose, 2 for **25¢, 18¢, 25¢.**
Ladies' Burson Hose **19¢, 25¢**, 3 for **$1.00.**
Ladies' Hose 2 for **25¢, 15¢** and **25¢.**
Ladies' Black, White, Tan, Gray and Blue Geneva **25¢**
Ladies' Black Silk Hose **25¢**
Ladies' Black, White, Tan, Geneva Silk Hose **49¢**
Ladies' all Pure Silk Hose, black, white and tan, pair **98¢**

Furnishings

Dress Shirts **49¢, 75¢, 98¢, $1.49**
Dress Shirts, French cuffs; collars to match **49¢, 98¢, $1.49**
Negligee Dress Shirts, plain and military collar attached **49¢, 98¢, $1.49.**
Arrow Collars, all styles, 2 for **25¢**
Tan, gray, black or navy, 25c grade cotton socks 2 for **25¢**
Above colors in lisle socks **19¢**
Above colors in silk socks **25¢**
50c grade suspenders **25¢**
Extra fine web dress susp'rs **45¢**
Boys' suspenders **10¢**
Youths' suspenders **15¢**
Fire and Police suspenders **25¢**
Men's white linen handk'fs **5¢**
Men's white linen handk'fs 3 for **25¢**
Men's white linen handk'fs 2 for **25¢**
Men's white linen handkerchiefs, each **25¢**
Men's 50c silk Ties **25¢**
Men's extra heavy silk Ties **45¢**
Men's and Boys' Belts, lined and unlined, all colors **10¢, 19¢, 25¢, 49¢.**
Men's Dress Straws, newest shapes in Sailors and Milans **98¢, $1.25, $1.69.**
Panamas, $5 value **$3.50**

Underhill bib overalls and jumpers **83¢**
Oshkosh bib overalls and jumpers **83¢**
Sampson bib overalls **69¢**
Utility bib overalls **49¢**
Underhill waist overalls **75¢**
Never-Wear-Out waist overalls **58¢**
Khaki Pants **98¢, $1.23** and **$1.69.**
Whipcord pants **$1.23, $1.49** and **$1.69.**
Khaki coats, Norfolk style **$1.69**
Khaki suits, Norfolk style **$4.98**
Work Gloves, mule skin **19¢, 25¢**
Work Gloves, calf skin, **49¢, 69¢, 85¢.**
Work Gloves, pig skin **98¢**
Select stock of reindeer and corduroy buck skin gloves **$1.45**
Gauntlet work gloves, mule **25¢**
Gauntlet work gloves, calf skin **69¢, 98¢.**
Gauntlet work gloves, horsehide **98¢**
Gauntlet work gloves, pigskin **$1.45**
Gauntlet work gloves, corduroy buck and buckskin **$1.45**
Canvas gloves, pair **5¢**
Heavy canvas gloves 3 for **25¢**

Silks

36-in. Silk Shantung, yd. **49¢**
27-in. Pen Yang Silk, yd. **25¢**
27-in. Messaline, all colors, yd. **79¢**
36-in. Taffeta, yd. **98¢**
36-in. Black Peau De Soie, yard **$1.39**
36-in. Messaline, yd. **98¢**

Wash Goods

24-in. Bonibel Lawn, yd. **3¢**
27-in. No. 1600 Batiste, yd. **5¢**
27-in. Marigold Lawn, yd. **6 1-4¢**
30-in. Primrose, yd. **10¢**
27-in. Mercerized Foulard, yd. **15¢**
30-in. Figured Dimity, yd. **15¢**
30-in. Serpentine Crepe, yd. **15¢**
36-in. Silkoline, yd. **10¢**
30-in. English Galatea, yd. **18¢**
40-in. Mercerized Voile, all colors, yard **25¢**
30-in. White Crepe Plisse, yd. **18¢**
27-in. Soisette for yd. **12 1-2¢**
28-in. Poplin, all colors, yd. **25¢**
36-in. Linen, natural, white and colors, yd. **49¢**

Ginghams

Rival Apron Gingham, yd. **5¢**
Amoskeag Gingham, yd. **6 1-4¢**
28-in. quality Dress Ginghams, yard **8 1-3¢**
30-in. Dress Gingham, yd. **10¢**
Red Seal Dress Gingham, yd. **10¢**
Toil De Nord Gingham, yd. **10¢**
30-in. Worth Cheviot, yd. **10¢**

Trunks, Etc.

TRUNKS—All sizes and styles in best of makes **$1.98** to **$16.50**
Hand Bags, all styles **$1.25** to **$9.90.**
Telescopes, all sizes **29¢** to **98¢**
Suit Cases, all styles and sizes in fiber matting and leather, **98¢** to **$9.90.**

Sheeting

9-4 Foxcroft Bleached, yd. **19¢**
9-4 Pepperell Bleached, yd. **23¢**
9-4 Pequot Bleached, yd. **27¢**

SHOES

The immense volume of business we do in this department would be a surprise to you as well as to all others who know, but there is a REASon. When you stop to think, 48 stores joined together as one, and all buying the same shoes, at the same factories, at the same time, for spot cash, you can readily see how it is that we can sell shoes cheaper than other merchants pay for theirs. In many instances our discouts make our profit, and we can sell wholesale prices direct to the consumer. This is not new to us, this is not an experiment and did not happen in one day, but has caused us hard work to bring about this condition. We cordially invite you to visit this department and be convinced that these are facts.

Children's Shoes and Oxfords **49¢** to **$1.98**
Ladies' Shoes and Oxfords **98¢** to **$3.98**
Men's Shoes and Oxfords **$1.98** to **$4.98**

Muslin

Hope Muslin, yd. **7 1-2¢**
Lonsdale Muslin, yd. **8 1-3¢**
Fruit of the Loom, yd. **10¢**
Berkley's Cornet Cambric, yd. **10¢**
Berkley's No. 60 Cambric, yard **12 1-2¢**
Lonsdale Nainsook, yd. **15¢**
House Lining, yd. **4¢, 5¢, 6 1-2¢**

Sheets

72x90 for **39¢**
72x90 for **49¢**
81x90 for **69¢**
81x90 for **83¢**
Mohawk Hemstitched 81x90 **83¢**

Pillow Cases

42x36, 3 for **25¢**
42x36 for **10¢**
42x36, 2 for **25¢**
45x36 for **15¢**
45x36, 3 for **25¢**
45x36 Hemstitched Mohawk **24¢**

Turkish Towels

14x26 for **10¢**
17x38 for **19¢**
22x42 for **25¢**
20x40 for **39¢**
23x45 for **49¢**

Huck Towels

Bordered, 13x24, doz. **49¢**
Huck, 18x38, each **10¢**
Huck, 20x40, 2 for **25¢**
Bath mats, each **69¢**

Notions

Paper Pins **1¢, 2¢, 4¢**
Paper Safety Pins **1¢, 2¢, 3¢, 4¢, 5¢.**
Hook and Eye, 2 for **5¢**; **4¢, 8¢**
Pearl Buttons, doz. **1¢, 2¢, 3¢, 5¢, 10¢.**
Sure Catch Mouse Trap, each **2¢**
Kid Curlers **3¢, 5¢, 7¢, 8¢**
Crewel Embroidery Needles **7¢**
Lead Pencils, nickle top, rubber **1¢**
O. N. T. Coats Crochet Cotton **4¢**
Binding Tape, 3 for **5¢**
Biaz fold Tape **5¢**
Wire Hair Pins, per package **1¢**

Muslin Underwear

Ladies' Combination **49¢, 69¢, 98¢, $1.49.**
Ladies' Drawers **19¢, 25¢, 49¢, 98¢.**
Muslin Gowns **49¢, 98¢, $1.25, $1.49.**
Crepe Gowns **98¢** and **$1.49**
Children's Muslin Pants **5¢, 10¢, 15¢, 25¢.**
Corset Covers **10¢, 15¢, 19¢, 25¢, 39¢** and **49¢.**
Ladies' Muslin Skirts **25¢, 49¢, 73¢, 98¢** to **$3.98.**

Knit Underwear

Ladies' gauze Unions **25¢, 49¢, 69¢, 98¢.**
Ladies' gauze Vests **5¢, 10¢**, 2 for **25¢, 15¢, 23¢.**
Misses' gauze Unions **25¢** and **49¢**
Children's Nazerith Waists **19¢**
Ladies Shirts and Pants **25¢, 49¢**

LADIES' AMOSKEAG GINGHAM HOUSE DRESSES **98¢**

BONIBEL LAWN **3¢** YARD

RIVAL APRON GINGHAM **5¢**

AMOSKEAG APRON GINGHAM **6 1-4¢** YD.

BURSON HOSE **19¢** PAIR

CHILDREN'S HOSE **5¢** PAIR

LADIES' GAUZE VEST **5¢**

AMERICAN BEST CALICO **5¢** YARD

MENNEN'S TALCUM POWDER **12¢**

PALM OLIVE SOAP 3 for **25¢**

JEROME VIOLET TALCOM POWDER **4¢**

FULL SIZE BED QUILT **98¢**

2 LBS. FEATHER PILLOWS **69¢**

MEN'S MESH and RIBBED UNDERWEAR **25¢** GARMENT

BOYS' POROSKNIT UNION SUITS **49¢**

MEN'S WORK SOCKS 3 FOR **10¢**

HOPE MUSLIN **7 1-2¢** YARD

GINGHAM UNDERSKIRT **25¢**

CUTICURA SOAP **18¢**

8-Oz. BOTTLE PEROXIDE **9¢**

NO. 150 TAFFETA RIBBON **15¢**

NO. 80 TAFFETA RIBBON **10¢**