

10c Ladies' Hose	65c and 75c Table Damask	25c Windsor Crepes	18c Serpentine Crepes	15c Mercerized Saten	10c Shirtings	12 1-2c Outings	75c Dress Goods	75c Silk Values
5c	25c	15c	12 1/2c	10c	5c	7 1/2c	49c	49c

10c Ladies' Vests	Wonderful Values in New Merchandise							
5c	Our buyers with the other buyers from all the busy Golden Rule Stores were on the ground when the eastern manufacturers offered for sale at a great sacrifice all their short lengths and season's ends of Dress Goods, Ginghams, Calicoes, Shirtings, Cheviots, Table Damask, Percale, Crepes, Outings and various lines of Hosiery, Underwear and other merchandise that had to be closed out. This big syndicate with their 70 busy stores were able to handle the entire lot, and bought it at about 50 cents on the dollar. We secured for this big busy store thousands of yards of this choice merchandise and will offer to the public beginning WEDNESDAY MORNING, JULY EIGHTH at unheard of prices as long as these short lengths last. These are not remodeling sale prices but just every day Golden Rule values. Better get in early for these choice values will not last long. Our every day prices are less than one store merchants have to pay for them.							
10c Misses' Hose								
5c								

10c Towel Values	\$3.00 Values in Ladies' Shoes	\$3.50 Values in Ladies' Shoes	Misses' Slippers and Oxfords	Small things at prices without competition	Read these items they are interesting	Men's Shirts and Drawers	Men's Straw Hats	Boys' Straw Hats		
5c	\$1.98	\$2.49	\$1.69	Good Pine at 1c Good Wire Hair Pins 1c Good Pearl Buttons 1c Good Lead Pencils 1c 12 inch Rulers 1c Hooks and Eyes 3c Linen Tape 3c Fine Pearl Buttons 3c 5c Safety Pins 3c Luster Crochet Cotton 4c Best Machine Thread 4c Dexter Tidy Cotton 4c 10c Laces at only 5c 6c Embroidery 4c Allover Embroideries 29c Corset Cover Embroideries 19c 18 inch Flouncing 10c Mennen's Talcum 12c Colgate's Talcum 12c Colgate Bath Soap, 6 for 25c Cashmere Bouquet Soap 19c Cuticura Soap 18c Best Sewing Needles 4c 75c Emb. Pillow Slips 49c \$1.50 val. Harvesters Blankets	Men's Odd Pants, \$1.50 Values 98c	Men's Blue Bib Overalls 49c	Men's Union Suits, 75c Values, 49c	Men's Shirts and Drawers 25c	Men's Straw Hats 19c	Boys' Straw Hats 19c
15c Towel Values	10 doz. Waists, \$2.00 value at 98c	\$3.50 Values in Silk Waists, \$1.98	\$4.50 Vals. in Crepe Meteor Waists \$2.98			Men's Sox 5c	Change Purses 15c	Boys' Felt Hats, 49c		
8 1/3c						Khaki Pants 98c	Colgate's Shaving Soap, 4c	Boys' Box Calf Shoes, \$1.49		
20c Towel Values	Men's Work Shoes, Chocolate Calf, \$2.98	Men's Suits, \$15.00 Values, \$9.90	Boys' Suits, \$5.00 Values, \$2.98			\$2.50 Values in Boy's Oxfords \$1.69	\$5.00 Men's Oxford Values \$3.50	\$2.00 Mule Skin Shoes, \$1.25		
12 1/2c						\$1.00 Overall every day price, 83c	\$2 Values in Men's Hats, 98c	\$4.00 Men's Oxford values, \$2.98		

15c Gingham	10c	2 1/2c	You Can Do Better At	The Golden Rule -J.C. Penney & Co. Inc.- TO BUSY STORES	We Lead Others Follow	15c CHEVIOTS	7 1/2c	15c Sun Hats	10c
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JULY.

Now cheepeth in the young July

In manner shy;

Time's step grows languid, and

The mien

Of nature is serene

As though she meant a while to

cease

Her onward march and rest in

peace;

To spend her hours

In fragrant bowers,

And dreaming dreams

By cooling streams.

While happy birds the whole

day long

Pour forth their song

To woo her unto rest, and keep

Their vigil while she lies asleep.

So doth fair Nature in July,

And by the token so will I

And so it be

Chance comes to me.

I am willing to get anything for an

American that money can buy except

have a conscience. He objects to the Americanism that talks freedom but practices oppression. He puts his ideal into action by favoring the constitutionalists in Mexico and by proposing to right the outrage we perpetrated against Colombia. His excuse is that he is right. And it is sufficient.

In the president's words at Philadelphia every legal American will feel a thrill of pride. That speech means that with all our faults and abuses the nation has not wholly forgotten the ideals that governed when the nation was young. We are now one hundred millions strong but still our greatest strength is in the principles we uphold. We are not strong when we become the bully over smaller nations or when we fail to practice the principles that we teach.

There was something clear and refreshing about the president's fourth of July speech and the sentiments expressed will find favor in the hearts of the people. It will help them keep their vision and "without a vision the people perish."

Malcolm McDowell, who used to conduct a coffee wagon for jobless men in Chicago be-

Future of "White collar" men. "White collar" men should be taken to provide for the future of "white collar" men by forcing them a change to get "back to the land." By "white collar" men he means clerks, bookkeepers, cashiers and office workers in general. His views on the subject were recently propounded at a meeting of the ways and means committee of the Chicago Association of Commerce.

"You will find," said Mr. McDowell, "that the very poor, the very sick, the down and out, and the hoboes have got a lot of people looking out for them; you will find that the very rich will take care of themselves; you will find the organizations, the trade unions, handling themselves very nicely, as you know. But who is looking out for those millions of men who post your books, who know your business, who are looking to you all the time in your office, in your stores?"

"You can't get away from them. You are paying them practically the salaries today they got ten or fifteen years ago, and you have raised the price of food, the rent and everything else on them. How those men have been living these last few years and keeping up their appearance, God only knows. If you go back to their little flats they would tell you the trials

as they have told them to me; you could not keep your eyes dry. I tell you there is tragedy there.

"I don't know how some of those men have existed. They do. And they are pounding along, wearing out their lives, between the two red columns of debit and credit, and those two columns go straight ahead, straight ahead; they see no stop to it; they see no chance to escape it."

He then quoted a letter which he had once received from a bookkeeper who at the end of fifteen years of faithful service had saved \$2,200 and who hoped at the end of fifteen years more, when he would be 60 years old, to have saved \$7,500. At 5 per cent. Mr. McDowell remarked, \$7,500 would yield \$375. "What are you going to do with the men when you get them up to that?" he asked. Then he went on:

"When I got this letter I said to myself: 'Of course, a city man can't live on a farm.' He goes out there and doesn't know what is rye and what is wheat; doesn't know whether potatoes grow on trees. I simply wrote to the man: 'You have got me guessing.' And that was so until five months ago.

"Down in Florida we ran across city men who had left Chicago or Pittsburgh or New York and had taken down with them, not \$2,200, but less than \$1,900, had stuck it out for years, had gone to the pine lands down south, put up their little bungalows and raised their children and soon they were able to stand on their feet and raise their heads to high heaven and say: 'Thank God, I am a burden to no man.'

"I had a fight on my hands when I put up the proposition that the city man, the man of family, who didn't know anything about agriculture, could go out and make a home for himself. I am satisfied he can do it, because I got the actual stories myself from life in Florida, in North Carolina and Virginia. You have got around here an immense amount of land. It is not the cheap land of down south. It is high priced land. But it is God's soil. It has got in it the potentialities of a man's emancipation, and I am going to simply put it up to you, you employers, rubbing shoulders with these men in your own office, the fact that you are to put into the heart of every one of your men the word 'hope.' And don't think that when you put hope in the heart of a man you are simply patting him on the back with a little academic

palaver. If there is anything that has efficiency in it, it is hope. If you take hope out of the heart of your bookkeeper he is going to be a faithful servant perhaps for a while, but he is not going to be the efficient man, the red blooded coworkers you have been using now, with the idea that when about 50 years old he is going to be a dependent."

The man who will try to rob a train is not smart and this theory seems to be born out by the behavior of the two boys that were implicated in the Kamela robbery along with the dead man, Manning. Instead of being bold and crafty bandits as many people were supposing the boys were sick of their job and anxious to get caught.

Joseph Chamberlain scorned a title; it would have belittled him.

The identification of "Hugh Whitney" was psychological.

It was our sheriff who got the confession.

BY THE SCISSORS

FRIENDS.

Friends are the ones who stick together.

When skies are clear and the sun is gold,

And closer grow in the bitter weather

When life is dear and the world is cold?

When hope is bright in your adolescence,

Oh, when in the depth, your plans

are—

Are—"Friends" do you call them?

"Friends," my eye!

They are your friends when the fingers agile,

You find your pocket and then produce,

But friendship is made of a substance fragile—

And when you are broke, you're of little use.

They are your friends, when you amuse them

You're a great fellow, they'll certify,

And turn in a trice if you once refuse them.

Ah! "Friends" do you call them?

"Friends," my eye!

—Selected.

ONE LUCKY MAN.

"It's cost me three times as much to live as it did five years ago. I tell you it isn't right. Our whole eco-

nomie system is wrong, said one man to another.

"Perhaps you may have more expensive tastes than you had five years ago."

"Not at all. We are being robbed, that's the long and short of it. Prices keep going up right along, and they try to make us believe that it is nothing but our own extravagance that makes it so hard for us to get ahead. Take your own case. Don't you find that it is costing you a lot more to live than it did five years ago?"

"No, it isn't costing me as much."

"For heaven's sake explain yourself. Tell me how you manage it."

"It's very simple. One of the women to whom I was paying alimony got married again about three years ago."—Chicago Record-Herald.

IN A MIRTHFUL VEIN

GETTING IN LINE.

A Scotchman came upon an automobile overturned at a railway crossing. Beside it lay a man all smashed up.

"Get a doctor," he moaned.

"Did the train hit you?" asked the Scotchman.

"Yes, yes; get a doctor."

"Has the claim agent been here yet?"

"No, no; please get a doctor."

SAGE AND SULPHUR

DARKENS GRAY HAIR

IT'S GRANDMOTHER'S RECIPE

TO RESTORE COLOR, GLOSS AND THICKNESS.

Hair that loses its color and lustre, or when it fades, turns gray, dull and lifeless, is caused by a lack of sulphur in the hair.

Our grandmothers made up a mixture of Sage Tea and Sulphur to keep her locks dark and beautiful, and thousands of women and men who value that even color, that beautiful dark shade of hair which is so attractive, use only this old-time recipe.

Nowadays we get this famous mixture by asking at any drug store for a 50 cent bottle of "Wyeth's Sage and Sulphur Hair Remedy," which darkens the hair so naturally, so evenly, that nobody can possibly tell it has been applied. Besides, it takes off dandruff, stops scalp itching and falling hair. You just dampen a sponge or soft brush with it and draw thisthrough your hair, taking one small strand at a time. By morning the gray hair disappears; but what delights the ladies with Wyeth's Sage and Sulphur is that, besides beautifully darkening the hair after a few applications, it also brings back the gloss and lustre and gives it an appearance of abundance.

"Move over, you," said the Scot, "till I lie down beside you."

IT WAS A GOOD TIP.

A benevolent old lady looked out of her parlor window one day and saw a man walking up and down the sidewalk, apparently in great dejection. There was something pathetic and appealing in his manner; so she took a dollar, put it in an envelope, and wrote on the envelope, "Never say die."

She slipped out of the house in the most casual manner she could assume and handed the envelope to the man as she passed him.

Next day the same melancholy man called at her house and presented her with a five dollar bill.

"It's funny," he said; "you're the only one that backed that horse called 'Never Say Die.'"

U. S. Meat Supply Dwindling.

ST. PAUL, Minn., July 6.—"The greatest meat eating country in the world is facing a serious problem because farmers do not raise enough cattle, sheep and hogs," said W. A. Burnett of Louisville before the national live stock exchange convention. "If the high cost of living is to be reduced," continued Mr. Burnett, "farmers must raise more live stock. The supply is growing less yearly. The decrease is alarming."

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