

# Complete Showing of New Spring and Summer Merchandise At The GOLDEN RULE STORE

For less than you can buy the same grade of goods elsewhere. In calling your attention to the complete assortment of the newest Spring and Summer merchandise for men, women and children, the world's best markets afford, we want to impress upon you the advantage of supplying your every need at The Golden Rule Store with facts "you can't get away from," and which will be profitable as well as a pleasure to you.

**Our Marvelous Growth has Made Our Great Buying Power Unequaled.**

Thirteen years ago we had one busy store. Today we are operating 83 busy stores. What does this mean? Simply this, that the buying public has confidence in our modern merchandising methods, that we are doing business absolutely on the square, selling high grade merchandise, in many instances for less than the merchant who is compelled to buy in a small way through the jobber has to pay for his goods.

How do we do this? When our buyers go into the Eastern markets direct to the manufacturers who are ever anxious to submit their samples at the lowest possible price, knowing that if they secure the order it's not for one but 83 busy stores, (think of the immense quantity of each article it takes to supply 83 stores). This one order means hundreds of thousands of dollars worth of merchandise in one lump which is paid for in cash on the spot.

**Our Modern Selling Methods Saves You Dollars**

We have no charge accounts, consequently no bookkeepers salaries, everybody pays cash. We employ no delivery system. We have no collectors, altering department or tailors, we have no expensive fixtures and the ever occurring losses from bad accounts with "charge" systems. We give no premiums or trading stamps, we have cut out the jobbers profits—in buying direct—and other unnecessary overhead expense. All of this extra expense we have deducted from the price of merchandise you buy at this big busy store.

Now Mr. Buyer, let us reason together. Who pays for these bad accounts, the jobber's profits, the extra expense of trading stamps to the merchant and profits to the trading stamp companies, premiums, bookkeeper's salaries, these delivery systems,—and Mr. Man outside the city you pay for deliveries you don't get. Don't think for a minute that any sane merchant is going to dig down into his own pocket and pay these added expenses. You, Mr. Buyer, pay for all of these. Unless you trade at the Golden Rule Store who has cut out all these extra expenses and gives it all to you in high grade, clean, new merchandise.

INVESTIGATE OUR METHODS, COMPARE OUR GOODS, COMPARE OUR PRICES, IS ALL WE ASK. SAVE THIS SHEET FOR FURTHER REFERENCE. OUR PRICES ARE ALWAYS THE SAME.

## Wonderful Values in Women's Ready-to-Wear



WE CAN TRUTHFULLY SAY THE VALUES WERE NEVER SO GREAT AS THIS SEASON. WE BOUGHT IN GREATER QUANTITIES AND SECURED GREATER PRICE CONCESSIONS.

Serge Dresses of all wool material, come in blue and are worth \$8.50, but our price is only **\$4.98**

Silk Dresses; think of it, buying a silk dress ready to put on that would sell anywhere else at \$10; they are messaline or silk poplin, priced at **\$5.90**

Another line of dresses come in Serges or Silk Poplins and the new colors that would be good values at double the price of **\$6.90, \$7.90**

We acknowledge we never have seen such values as this line affords, they are simply beautiful, of silk poplin, crepe de chine or messaline. You will be surprised they are not market \$20, only **\$9.90**

If you want something real swell don't fail to see that dainty crepe de chine combined with handsomely figured chiffon over net, a \$25 dress, priced every day at **\$12.50**

Tailored suits in fancy weaves or plain blue serges, and you will agree with us that they are really good \$15.00 values, but priced at **\$9.90**

The new jaunty jackets are very clever with the new wide skirt, and come in blue, putty and sand colors of serges or poplin, worth double the price **\$12.50**

We want to call your attention to one of our strongest numbers in tailored suits that come in the new colorings, others would call it a leader at \$27.50, but priced the Golden Rule way at **\$14.75**

Silk petticoats cut some wider and come in all the new colors priced at **\$1.98, \$2.98, \$3.49**

Tailored suits in some very handsome models of very fine materials, every garment man tailored and priced at half their real value **\$16.50, \$18.50**

Beautiful blue silk poplin suit. You could not duplicate it under \$40, but we bought them for 83 busy stores and price them to you direct from the manufactures **\$22.50**

### Bloomers and Rompers

Children's sateen bloomers **25¢, 49¢** | Children's 75c rompers of gingham or ripples, plain or fancy **49¢**

**MOTHERS, WHY BOTH-ER MAKING CHILDREN'S DRESSES; BETTER LOOK THESE OVER.**

Children's Bungalo Aprons **39¢**

Children's dresses of good quality percale, 75c values **49¢**

\$1.00 and \$1.50 gingham dresses, our every day price **69¢, 98¢**

You can't duplicate our gingham dresses at double the price at **\$1.49, \$1.98.**



## Shirt WAISTS

at about Half our competitors are compelled to ask

Dainty waists of dotted mull, embroidered swiss or fancy voiles; look around, you can't duplicate them for less than \$1.50, priced at **98¢**

Silk crepe de chine waists, you don't have to pay \$3, you can get them here every day at **\$1.98**

Silk Waists, we believe we sell more than all our competitors because we sell them at **\$2.98, \$3.98.**



## You Will WANT A New Spring Coat

When you can buy these at such prices.

If you are looking for a coat come to the Golden Rule, you will save at least half on the same garment; buy this coat, ask the price afterwards **\$8.90**

New Spring coats that sell everywhere at \$20 you will find at this big busy store for **\$9.90**

Another real coat value you should see comes in wool poplin or serge, a pure wool garment, some messaline lined throughout, and priced at **\$12.50**

Children's Coats, we never forget the little ones and are showing some clever styles at only **\$2.98**

Think of a new Spring coat that should sell at \$8.50, priced the Golden Rule way at **\$4.98**

Coats that are really good values at \$10.00, come in blue, fancy checks or Scotch mixed, priced at **\$5.90**

These tailored coats we are showing come in a wide range of models and are good \$12.50 values, at **\$6.90**

New Spring coats that would sell readily at \$15, bought in immense quantities and priced for quick selling at **\$7.90**

Black Sateen Petticoats at only **49¢, 69¢, 98¢, \$1.49.**



### HOUSE DRESSES

Why bother making one when you can get a \$1.50 value for **98¢**

The better dresses you would pay \$1.75 for, our every day price is **\$1.23**

### DRESSING SACQUES

75c Sacques at **49¢**  
\$1.00 Sacques at **69¢**  
\$1.50 Sacques at **98¢**

### CHILDREN'S WHITE DRESSES

Think of buying a white dress for that little girl at **25¢, 49¢**

Dainty embroidered dresses, others of sheer lawn trimmed in embroidery or lace at **69¢, 98¢, \$1.49.**

The daintiest little dresses you ever saw, they are beautiful and only **\$1.98, \$2.98.**

### FANCY COLLARS AND CUFFS

Dainty lawn collars, also collar and cuff sets **25¢**  
Embroidered mull collars or collars and cuffs at only **49¢**

## Nothing Prettier Than Snow White Undermuslins

75c and \$1.00 combinations priced at only **49¢, 69¢.**

Combinations of dainty cambrie, long cloth or nainsook, trimmed in lace, embroidery or Amifrench, every day price **79¢, 98¢, \$1.49, \$1.98.**

Dainty Amifrench combinations, \$1.50 values at only **98¢**

Princess slips and chemise daintily trimmed and priced at **98¢**

White petticoats daintily trimmed at **49¢, 69¢, 98¢, \$1.49.**

65c Muslin gowns **39¢**  
75c Cambrie gowns **49¢**

\$1.00 and \$1.25 night gowns of sheer long cloth embroidery trimmed **69¢, 79¢**

Crepe or nainsook gowns.

handsomely trimmed, a good \$1.50 value, every day at **98¢**

Dainty Amifrench embroidered gowns **98¢, \$1.49.**

Corset covers at a 33 per cent saving, priced at only **19¢, 29¢, 39¢, 49¢, 69¢.**

Brassieres, a very comfortable garment at **25¢, 49¢.**

### Kimonas

Serpentine crepe kimonas, \$1.50 value at **98¢**

\$2.00 Kimonas **\$1.49**

\$3.00 Kimonas **\$2.98**

\$5.00 Kimonas **\$3.98**

\$10.00 Kimonas **\$5.90**

Fancy silk Kimonas that are good \$2.50 values at **\$7.90**

## There is only one place to buy Tailored Skirts

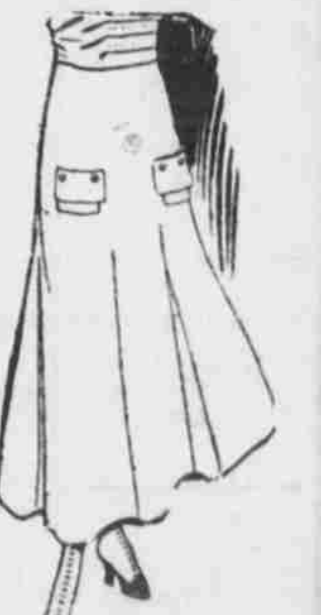
and that's at The Golden Rule Store

All wool skirts in serges or covers, also shepherd checks, \$5 and \$6 skirts sold every day at **\$2.98, \$3.98**

Tailored Skirts you would expect to pay \$6.50 and \$8.00 for, priced at **\$4.98, \$5.90**

Match these if you can at \$10 and \$12.50; it can't be done. Our every day price **\$6.90, \$7.90.**

Khaki riding skirts at **\$1.98, \$2.98.**



You can do better at

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

We Lead Others follow