

LADIES' UNIONS 25¢	LADIES' HOSE, 10¢	CHILDREN'S HOSE, 10¢	TURKISH TOWELS, 5¢	9-4 PEPPERELL BLEACHED, 25¢	8-4 BROWN SHEETING, 19¢	LONSDALE MUSLIN, 8 1/2¢	HOPE MUSLIN, 7 1/2¢	7 1/2-2 BLEACHED MUSLIN, 5¢	GOOD LL MUSLIN, 5¢	GOOD HOUSE LINING, 4¢	BEST AMERICAN PRINTS 5¢	APRON CHECK GINGHAM, 5¢	UNDERHILL BIBB OVERALLS, 83¢	HEAVY BIBB OVERALLS, 40¢	OSHKOSH BIBB OVERALLS, 83¢	KNIT WRIST CANVAS GLOVES, 5¢	GAUNTLET CANVAS GLOVES, 3 PR. 25¢	LEATHER FACED GLOVES, 15¢
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# EVERY DAY MERCHANDISE VALUES YOU CAN'T DUPLICATE ELSEWHERE

## New Spring Silks and Dress Goods!

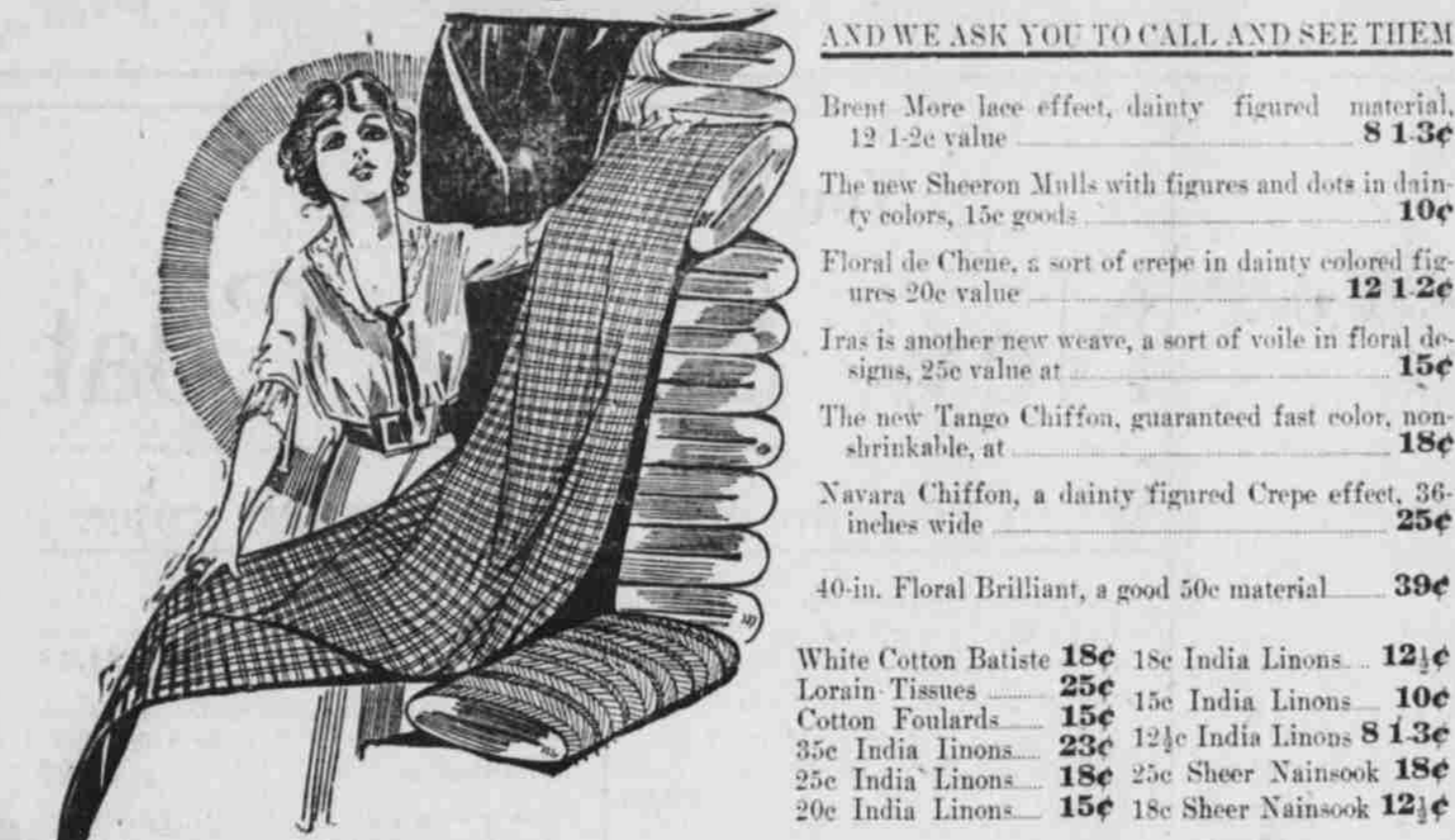
YOU KNOW WE BUY THEM FOR LESS, COMBINED WITH OUR MODERN BUSINESS METHODS WE SAVE YOU ABOUT 33 PER CENT ON EVERY PURCHASE. READ EVERY ITEM.

- 36 inch Pean de Soie Silks, a \$2.00 value, Golden Rule price **\$1.49**
- \$2.00 Charmeuse, 40 in. wide, so soft and dainty **\$1.49**
- 40-in. Silk Crepe de Chine, sold everywhere at \$1.50, for **98¢**
- 40-in. Silk Poplin, you can't buy it elsewhere at **98¢**
- 36-in. Messaline, \$1.25 value **89¢**
- 27-in. Fancy Silks, a real \$1.35 value **98¢**
- 26-in. Messaline, black or colors; why pay \$1.00 when this Big, Busy Store's price is **69¢**
- Pongee Silks **49¢, 79¢**
- Jap Silks **25¢, 49¢, 69¢, 98¢**

## What a Lot a Things a Little Money Will Buy

- Good Darning Cotton 1¢
- Good Pins, 200 count 1¢
- Good Thimbles 1¢
- Good Pencils 1¢
- Good 12-in. Rulers 1¢
- Good Pen Holders 1¢
- Good Erasers 1¢
- Good Buttons 1¢
- Good Handkerchiefs 1¢
- Good wire hair pins 1¢
- Fancy Plaids, Checks and Brocades, absolutely new this season and only **98¢**
- 38-in. Worsted Brocades, or plain Cashmere, a splendid \$1.00 value at **69¢**
- All Wool Serges or Fancy Checks and Plaids, 65c value be a fair price, at **49¢**
- Other Wool Goods at **12 1/2¢, 15¢, 25¢**

## The New Spring Dress Goods are Beautiful



AND WE ASK YOU TO CALL AND SEE THEM

- Brent More lace effect, dainty figured material, 12 1/2-c value **8 1/2¢**
- The new Sheerons Mulls with figures and dots in dainty colors, 10c goods **10¢**
- Floral de Chine, a sort of crepe in dainty colored figures, 20c value **12 1/2¢**
- Iras is another new weave, a sort of voile in floral designs, 25c value at **15¢**
- The new Tango Chiffon, guaranteed fast color, non-shrinkable, at **18¢**
- Navara Chiffon, a dainty figured Crepe effect, 26-inches wide **25¢**
- 40-in. Floral Brilliant, a good 50c material **39¢**

## When we buy Underwear we don't buy for one store but 83 Big Busy ones, think of it! What a saving it means to you.

- Ladies' Unions, low neck, no sleeves, tight or lace knee, 50c, 75c, \$1.00, \$1.50 values, but bought for 83 stores, so we can sell them at **25¢, 49¢, 69¢, 98¢**
- Ladies' Summer Vests; you can pay more but you can't get more, **5¢, 8 1/2¢, 10¢, 12 1/2¢, 19¢**
- Nazareth Waists, 25c values **18¢**

## Laces for Less!

- Splendid lace edging at **3¢**
- Real 8c Val. lace edging **5¢**
- Lace edging worth 10c at **6 1/4¢**
- Dainty Val. laces for handkerchiefs at **5¢**
- Beautiful lace edges at **3¢**
- You can't duplicate these Val. laces at 15c to 20c, our price is **10¢, 12 1/2¢**
- Lace insertions, better see these at **6 1/4¢, 8 1/2¢, 10¢**

## A Tip to the Economical Housekeeper!

- Good pillow slips **8 1/2¢**
- 15c Pillow slips **10¢**
- 20c Pillow slips **12 1/2¢**
- 25c Pillow slips **17 1/2¢**
- Scalloped slips **17 1/2¢**
- Good large sheets **39¢**
- 75c sheet values **49¢**
- \$1.00 seamless sheets **69¢**
- \$1.00 sheet values **73¢**
- \$1.25 Emb. sheets **79¢**
- Extra heavy sheets **83¢**
- \$1.25 Extra large sheets **98¢**
- \$1.00 Couch covers **98¢**
- \$2.00 Couch covers **\$1.49**
- \$2.50 Portier values **\$1.49**
- \$3.00 Portier values **\$1.98**
- The better portiers are priced at about half their real value, at **\$2.98, \$3.98**
- Good feather pillows **49¢**
- \$1.00 Pillow values **79¢**
- \$1.50 Pillow values **98¢**
- Better pillows **\$1.49, \$1.98**
- 75c Lace curtains **49¢**
- \$1.00 Lace curtains **69¢**
- \$1.50 Lace curtains **98¢**
- \$1.75 Lace curtains **\$1.25**
- \$2.00 Lace curtains **\$1.49**
- \$2.00 Lace curtains **\$1.49**

## RIBBONS

- Fancy Ribbons to 5 1/2 inches wide, and good 35c values **19¢**
- 50c Fancy Ribbon values, Golden Rule price yard **25¢**
- Fancy Ribbons to 6 1/2 inches wide, only **29¢**
- No. 200 plain Messaline Ribbons, the yard **35¢**
- No. 100 plain Messaline Ribbons, all colors **29¢**
- No. 150 Taffeta Ribbons, all colors at **25¢**
- No. 2 and 3 Messaline Ribbons, all colors, 5c value, 3 yards for **10¢**

## Children's Spring and Summer Hats

- Buy the little ones a new hat, they come in plain or fancy straw, horse hair braids or silk broadened, with fancy straw trimmings, very chic little affairs at **25¢, 49¢, 69¢, 98¢, \$1.49**

## Blankets

- 39x68 Blankets **49¢**
- 45x72 Blankets **69¢**
- 60x72 Blankets in grey, tan or white **98¢**
- 72x80 Cotton Blankets, white and colors, a \$2 val. **\$1.49**
- Extra large cotton Blankets, real heavy \$3.00 value for **\$1.98**
- 72x50 Woolnap Blankets at only **\$1.98**
- 72x50 Wool Blankets in plain or fancy plaids at **\$2.98, \$3.98**

## Comforters

- Large size best cotton filled and sateen covered comforters, \$5.00 val. **\$3.98**
- Another splendid full size comforter we want to call your attention to we sell at **\$2.98**
- Harvester Comforters, a good \$1.50 value at only **98¢**
- Large 3 lb. Comforter Batts, 72x54 **69¢**
- Good Cotton Batts for comforters **8 1/2¢, 10¢, 20¢**

## EMBROIDERIES

- Embroideries to 3-in. wide **3¢**
- Embroidery Edges, 7c values **4¢**
- 20c Embroidery Flounc'g **12 1/2¢**
- Embroidery Edges to 8-in. **5¢**
- Embroidery, dainty Swiss or Comb. **6 1/4¢**
- Other Edges and Insertions at **7 1/2¢, 8 1/2¢, 10¢, and 12 1/2¢**
- Embroidery Flounc'g **10¢**
- 20c Embroidery Flounc'g **12 1/2¢**
- Embroidery Flounc'gs at **15¢, 19¢, 25¢, 49¢**
- Corset Cover Embroideries in muslin, cambric or dainty Swiss **25¢, 39¢, 49¢**
- Baby Flouncings **25¢, 49¢, 69¢**

## Aprons

- shoulders priced at **25¢**
- Gingham aprons with plain waist band **25¢**
- 50c White aprons **25¢**
- 75c White aprons **49¢**
- Bungalow aprons, a 75c value at **49¢**
- 50c Aprons, trimmed in ric-rac with straps over **25¢**

## Hand Bags

- Genuine grain seal leather hand bags, \$5.00 value for **\$2.98**
- \$4.00 Hand bag values at **\$2.49**
- \$3.00 Hand bag values at **\$1.98**
- \$2.50 Hand bag values at **\$1.49**
- \$2.00 Hand bag val. **98¢**
- \$1.25 Hand bag val. **69¢**
- \$1.00 Hand bag val. **49¢**

## Brasieres

- You don't have to pay 50c or a dollar for fancy Brasieres, come in front or back fastening and the Golden Rule price is **25¢, 49¢**

## Toilet Goods that are an everyday necessity at about 33% Saving

- Colgate Toilet Cream **12¢**
- Mennen's Toilet Cream **12¢**
- Mrs. Winslow's Tale. **10¢**
- Colgate large size dental cream **19¢**
- 8 oz. Bottle Peroxide **9¢**
- Palmolive Massage Cream **45¢**
- Cuticura Soap **18¢**
- Palmolive Soap, 3 for **25¢**
- Fine Combs **10¢**
- Steel Back Dressing Combs, 15c value **10¢**
- Colgate Face Cream **39¢**
- 15¢, 25¢.
- 20c and 25c Hair Brushes for **10¢, 15¢**
- 50c Hair Brushes **23¢**
- Shell Hair Pins **10¢**
- 1 doz. Shell Hair Pins **25¢**
- Large size cabinet assorted Hair Pins **10¢**
- Whisk Brooms **10¢, 15¢**
- Colgate Perfume **10¢, 23¢**
- Colgate Floating Bath Soap, 6 for **25¢**
- Turkish Bath Soap 6 for **25¢**
- Pine Tar Soap, 3 for **25¢**
- Glycerine Soap, 3 for **25¢**
- Oat Meal Soap, 2 for **25¢**
- Cashmere Boquet Soap, 25c value **10¢**
- Cuticura Soap **18¢**
- Palmolive Soap, 3 for **25¢**
- Fine Combs **10¢**
- Steel Back Dressing Combs, 15c value **10¢**
- Hard Rubber Combs **15¢, 23¢**
- Unbreakable Combs **49¢**
- American Alarm Clock **60¢**
- Good Dress Shield **10¢**
- Omo Dress Shield **23¢**
- Side Comb **10¢, 15¢, 25¢**
- Plain Bonnets **10¢**

## Why pay the price others ask you for Corsets? We buy them in large quantities, We buy 'em for less, we sell 'em for less.

- Crown front lace Corsets; why pay \$3.00 for no better, every day price **\$1.49**
- Calma front lace Corsets, splendid fitting garment; compare these with \$4.00 and \$5.00 Corsets elsewhere, **\$1.98, \$2.98**
- \$1.00 Crown Corsets at **69¢**
- \$1.50 Corset values at **98¢**
- \$2.50 and \$3.00 Corsets, our every day prices are **\$1.49, \$1.98**
- Rengo Belt Corsets for the rather stout figures; compare these with \$3.50 and \$5.00 values **\$1.98, \$2.98**
- Ferris Waists **49¢, 69¢, 98¢**

## Infants' soft sole shoes

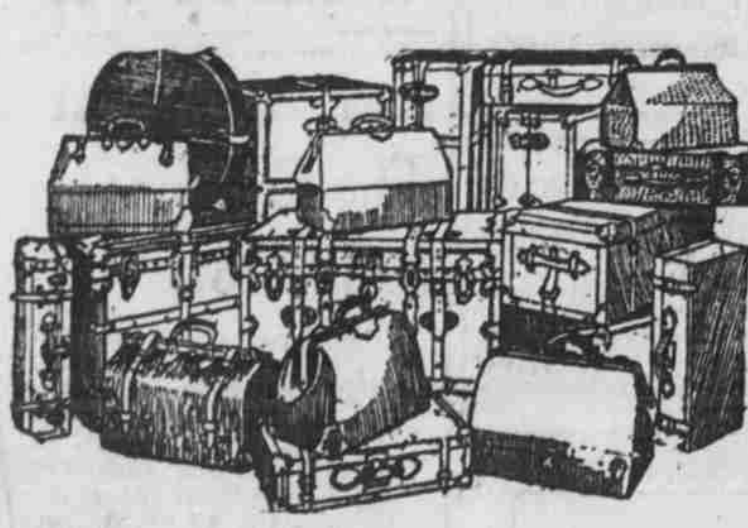
- Infants' soft sole shoes, 50c values **25¢**
- Infants' soft sole 75c shoe values **45¢**
- Children's kid button shoes **49¢**
- Children's \$1.00 shoe values at **69¢**
- Children's shoes in kid or patent, also gum metal **98¢**
- \$1.50 Shoe values **\$1.15**
- Misses' shoes **\$1.25**
- Misses' patent, vici or gum metal shoes **\$1.49, \$1.69, \$1.98**

## YOU Mr. Man With a Family!

YOU THAT ARE WILLING TO SAVE A DOLLAR WHENEVER YOU CAN. It's YOU We Want to Talk SHOES To

THEY WILL WEAR OUT, AND YOU CAN'T GET ALONG WITHOUT THEM. THEREFORE YOU WANT TO BUY THE VERY BEST SHOES AS CHEAPLY AS POSSIBLE. INVESTIGATE OUR WAY OF BUYING SHOES. NOT FOR ONE OR A DOZEN STORES, BUT 83 BIG BUSY STORES BUYING IN LARGE QUANTITIES AND SECURE PRICES THAT NO SMALL BUYER CAN EXPECT TO OBTAIN, AND SELLING ON A CLOSE MARGIN OF PROFITS FOR SPOT CASH ENABLES US TO SELL YOU HIGH CLASS FOOTWEAR FOR LESS THAN OUR COMPETITORS HAVE TO PAY FOR THEIRS. BETTER LOOK INTO OUR METHODS AND BUY YOUR SHOES WHERE YOU CAN SAVE DOLLARS.

- Men's Crockett shoes, you don't have to pay \$6 and \$7 as they are stamped by the manufacturer and sold by all one store merchants that way, Golden Rule price **\$4.98**
- Men's Crockett and R. J. & R. shoes, every pair on a snappy last and won't get better satisfaction at \$5.00. This big busy store price is **\$3.98**
- If you ever try a pair of our shoes and save a dollar you will never look elsewhere for their equal at **\$2.98, \$3.50**
- Other good dress shoes at **\$1.98, \$2.49**
- Men's work shoes, the kind for the hard working man at **\$2.98, \$3.50**
- We also want you to try our shoes of all solid leather we sell at **\$1.98, \$2.49**
- Men's Muleskin harvester shoes **\$1.49**
- Men's \$2.50 elk hide harvester shoes **\$1.98**
- Boys' shoes in button or lace, black or tan, if you want shoe satisfaction try a pair of ours for the boy, at **\$1.49, \$1.69, \$1.98, \$2.25, \$2.49, \$2.98**
- Boys' mule skin or elk skin outing shoes; why pay 25 per cent more, come to the Golden Rule store and get them at, pair **98¢, \$1.15, \$1.25, \$1.49**



## Then you'll need a Trunk, TRAVELING BAG OR SUIT CASE. COME TO THE GOLDEN RULE.

- Traveling Bags at about half you pay elsewhere, **95¢, \$1.49, \$1.98**, and up to **\$6.90**
- Full 24 inch fiber suit cases, \$1.50 value **98¢**
- Extra good suit case values at **\$1.49, \$1.98, \$2.49**
- Linen lined leather suit cases **\$2.98, \$3.98, \$4.98, \$5.90**
- Extra strong leather suit cases, some calf skin lined, steel frame, three hinges, straps, brass lock all complete at **\$6.90, \$7.90, \$9.90**
- Trunks—You can't afford to pass our trunks at the saving we offer at **\$2.50, \$3.50**

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

BANDANA HANDT'S 5¢	85c MERCERIZED SATEENS, 24¢	7c CAMBRIC LININGS, 5¢	\$1.00 SILK MESSALINE, 69¢	10c INDIA LINON, 6 1/4¢	25c COLGATE SHAVING STICK, 19¢	10c COLGATE SHAVING SOAP, 4¢	PINE TAR SOAP, 3 for 25¢	60c CHILDREN'S BUNGALO APRONS 39¢	75c CHILDREN'S Ready to Put On DRESSES 49¢	CUTICURA SOAP, 18¢	CASHMERE BOQUET SOAP, 2 FOR 25¢	\$2.00 HAT VALUES AT 98¢	J.N.O. STETSON NO. 1 QUL. HATS, \$3.45	MEN'S WORK SHIRTS, 25¢	JUMBO PENCIL TABLETS 5¢
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