

# ESTABLISHING A NEW PRICE BASIS

**T**HE Reconstruction Period is on---every article in our store bears its proper reduction. You can shop here with confidence that prices are right. What does a 20 per cent or a 50 per cent reduction mean to you if the merchandise was marked that much too high at the start. Do not confuse this with the usual mark up and mark down special sale commonly held by other merchants. The Golden Rule never has nor does it believe in special sales. We stake our reputation that you will not be disappointed.

## PRICES NOW PREVAILING IN THE MEN'S DEPARTMENT

MEN'S CLOTHING		MEN'S WORK CLOTHING	
All men's suits marked at the new market price.			
Young men's \$19.50, \$25.00, \$32.50 and \$35.00.			
Men's suits \$25.00, \$32.50 and \$42.75			
Men's all wool blue serge, \$25.00 to \$35.00.			
Men's odd wool pants \$3.85 to \$8.50			
SWEATERS		NIGHT SHIRTS AND PAJAMAS	
Sleeveless all wool sweaters \$2.85		Good weight outing \$1.95	
All wool slip on style \$6.85		Heavy weight outing \$2.25	
Part wool slip on style \$3.65		Muslin night shirts \$1.65	
Men's Thermo coat sweaters \$5.85		Men's best quality outing pajamas \$3.35	
MEN'S HOISERY		Men's one piece pajamas \$2.00	
Cotton dress sox 15c pair		BOYS' SHOES	
Men's lisle dress sox 25c and 35c pair		Heavy unlined Peters shoes, 2 1/2 to 5 1/2 \$4.00	
Phoenix silk hose 80c		Boy's dress shoes, all styles, 2 1/2 to 5 1/2 \$3.48	
Gold Cross silk hose 69c		Boy's school shoes, 2 1/2 to 5 1/2 \$2.58	
Light weight wool hose 25c, 45c, 50c		Youth's unlined Peters shoes, 12 1/2 to 2 \$3.50	
Heavy wool hose 35c, 50c, 65c		Youth's dress shoes all styles, 12 1/2 to 2 \$2.98	
MEN'S UNDERWEAR		Youth's school shoes, 12 1/2 to 2 \$2.65	
Heavy cotton fleeced lined, union suits \$1.45			
Heavy ribbed, union suits \$1.85			
Munsing union suits, winter weight \$2.50			
Wool union suits \$3.75, \$4.85, \$5.85			
Heavy fleeced shirts and drawers, 75c garment			
MEN'S SHOES			
BROWN ENGLISH, ALL LEATHER \$5.00, \$5.85, \$6.50, \$7.25, \$8.00, \$8.85			
BLACK ALL LEATHER DRESS SHOES, \$4.85, \$5.35, \$5.85, \$6.50, \$6.85 TO \$8.85.			
MEN'S ALL LEATHER WORK SHOES, \$3.95, \$4.95, \$5.50, \$5.95, \$6.60 AND \$7.00.			
MEN'S BEST QUALITY HIGH TOPS, \$7.75, \$8.85, \$9.35 AND \$10.50			
SEE THESE SHOES IN OUR SOUTH WINDOW.			
LADIES' SHOES			
PETERS ALL LEATHER, BROWN CALF, MILITARY OR ENGLISH HEELS, NOW \$5.85.			
BLACK KID, MILITARY HEELS, \$5.00, \$6.45 AND \$8.35.			
LADIES FINE BROWN KID, LOUIS HEELS, ALL SIZES, \$7.35.			
LADIES BLACK OXFORDS, MILITARY HEELS, \$3.95 TO \$6.95.			
LADIES PUMPS, HIGH OR MILITARY HEELS, \$3.50 TO \$8.00.			
ALL CHILDREN'S SHOES AT THE NEW PRICES. WE CARRY PETERS AND BUSTER BROWNS.			
LET US SHOW YOU HOW YOU WILL BE ABLE TO REDUCE YOUR SHOE BILL.			

## SPRING PRICES PREVAIL IN OUR Ladies' Ready to Wear Department

Ladies coats \$12.50, \$14.85, \$19.50 and \$25.00.	OUTING FLANNEL
Ladies suits \$16.50, \$20.00, \$25.00, \$27.50 to \$45.00.	27-inch outing flannel, colored, per yard 19c
Also very low prices on all ladies skirts including some new arrivals.	27-inch outing flannel, white, per yard 25c
	36-inch outing flannel, colored, per yard 29c
LADIES' AND CHILDREN'S UNDERWEAR	
One lot of ladies' winter union suits, 98c.	BLANKETS
One lot of ladies' winter union suits, heavy fleeced, \$1.50.	Cotton blankets \$2.65 to \$7.85
All Munsing wear at new low prices	Wool blankets \$6.75 to \$7.85
LADIES' OUTING GOWNS	
Priced at \$1.38, \$1.68, \$1.98, \$2.25 and \$2.45.	TOWELS
LADIES' AND CHILDREN'S HOSE	
Big reductions on both cotton, lisle and silk hose.	Turkish towels 15c to 50c
	Huck towels 18c to 25c
NEW PRICES ON WASH GOODS	
27-inch Amoskeag apron gingham, per yard 15c	SCRIM AND CURTAIN MATERIALS
27-inch good quality dress gingham, per yard 22c and 25c	We have a good assortment of scrim and curtain materials at 15c to \$1.00 per yard. Our cretonnes will interest any housekeeper.
27-inch Cheviot shirting, per yd. 25c	NOTIONS
32-inch Frolic cloth, per yard 29c	J & P Coats sewing thread, 150 yd. spools - - - 7c, 3 for 20
32-inch Devonshire cloth, per yd. 39c	Silk sewing thread 15c
36-inch Percal, light and dark colors, per yard 22c and 25c	J & P Coats mercerized crochet 15c
32-inch French gingham, per yd. 58c	Best steel pins 5c
34-inch Imported pongee, per yard 75c to \$1.35	Best brass pins 8c
NEW PRICES ON WOOL DRESS GOODS	
42-inch Storm serge, per yard \$1.68	THE NEW PRICES ON SHEETINGS
42-inch Botany French serge, per yard \$1.75	81-inch Pequot bleached sheeting, per yard 69c
42-inch Botany French serge, per yard \$2.25	81-inch bleached sheeting, per yd. 60c
50-inch Botany French serge, per yard \$2.85	81-inch unbleached sheeting, per yard 55c
50-inch Botany French Serge, per yard \$3.35	72-inch bleached sheeting, per yd. 55c
42-inch Botany Fram, per yard \$2.25	63-inch bleached sheeting, per yd. 48c
50-inch Botany Tricotine, per yard \$3.35	SHEETS AND PILLOW CASES
	72x90 sheets, each \$1.35
	72x90 sheets, each \$1.45
	81x90 sheets, each \$1.50
	42x36 pillow cases, each 35c, 3 for \$1
	42x36 pillow cases, each 38c
	42x36 pillow cases, each 43c
	MUSLINS
	36-inch Hope muslin, per yard 18c
	36-inch Our Beauty nainsook, per yard 20c
	33-inch Indian Head, per yard 25c
	36-inch Indian Head, per yard 29c
	44-inch Indian Head, per yard 38c
	36-inch Berkley cambrie, per yd. 25c

Every Article Will Remain as Priced Until Sold or Forced by Market Conditions to Change

Don't Buy Until You Get  
Our Prices  
Compare With All Others

## GOLDEN RULE STORE

Delineator Subscription Special for  
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