

# The Golden Rule's Second Great Sale of Peerless Underwear and White Goods

You have no doubt seen and used these goods before, and know something of the fame of the "Peerless" brand of fine Muslinwear. Sufficient to say that no better muslin was ever manufactured, no prettier styles ever produced, no finer values ever offered than you will find at this sale. You will enjoy looking over this line—and we will be pleased to show you. Sale commences Friday, January 12, and ends Saturday, January 20. See our window displays.

## "PEERLESS" CORSET COVERS

- A fine, plain muslin, tucked; just the thing for everyday wear; special **18c**
- Several styles in tucked nainsook, embroidery trimmings and others of plain nainsook with lace trimming; Sale Price **25c**
- Three splendid styles of fine nainsook, linen Torchon lace, Val. lace and embroidery trimmings; Splendid Bargains **35c**
- A fine corset cover of sheerest, softest nainsook, with Torchon lace and insertion; others with Val. lace and insertion; Special **45c**
- Beautiful Corset Covers of fine nainsook with fine Swiss embroidery; others trimmed with Val. lace; Very Special **50c**
- Corset Covers made of dainty cross-bar muslin, lace trimmed, also of nainsook with lace and embroidery trimmings; Sale Price **60c**
- A beautiful Corset Cover of very fine cambric, some with embroidery trimmings, others lace trimmed; Special at 65c and **75c**
- A very dainty Corset Cover made of finest nainsook with front of all-over embroidery; Very Special at **85c**
- Very beautiful Corset Covers, made entirely of all-over embroidery; specially priced at **\$1.25**



## "PEERLESS" COMBINATIONS

- Combination suit of corset cover and drawers, made of nainsook, Torchon lace trimmed, very serviceable; very special **\$1.15**
- A fine suit made of sheer nainsook, trimmed with Torchon lace and hemstitched ruffles; special **\$1.25**
- Beautiful suit made of fine cambric, trimmed with fine embroidery; regular price **\$1.25**; now **\$1.15**
- Corset Cover and drawers, combination of cross-bar muslin, beautifully trimmed with embroidery and lace; sale price **\$1.35**
- A fine suit made of sheerest, softest nainsook, trimmed with lace insertion medallions; special **\$1.45**
- Suit of fine cross-bar muslin trimmed with fine embroidery beading and edges; special **\$1.95**
- A fine garment of sheer nainsook, plain, with embroidery edge; splendid **\$2.25** value at **\$2.45**
- Suit made of finest nainsook, beautifully trimmed with embroidery insertion and beading; sale price **\$2.45**



## "PEERLESS" DRAWERS

Fine plain muslin drawers with tucked ruffles, both in open and closed styles; extra special at **33c**  
Finer ones with tucked ruffles and lace trimmed; sale price **50c**

- Drawers made of fine nainsook, embroidery trimmed, open and closed; special **53c**
- Nainsook drawers with hemstitched ruffles, others with embroidery ruffles, others lace trimmed; splendid values **63c**
- Circular drawers of cambric with embroidery trimmings, others of fine soft nainsook, lace trimmed; sale price **78c**
- Drawers of sheer fine nainsook with embroidery flounce **85c**
- New circular style drawers made of nainsook, trimmed with lace and embroidery; sale price **98c**
- Fine nainsook drawers, with Swiss flounce, trimmed in Val. insertion; a beautiful garment; special at **\$1.25**

## FINE NEW EMBROIDERIES

### AT WHITE SALE PRICES

Hundreds and hundreds of yards of most beautiful embroideries are on display. Every yard is in advance of the usual New Year's styles. Highest quality of material in every piece. Prices extremely low.

- Narrow embroideries with insertions to match, at **8 1-3, 10 and 12 1/2**
- Wide corset cover embroideries, worth 35c; now, per yard **25c**
- Wide corset cover embroideries, worth \$1.00; now, per yard **75c**
- 20-inch flouncing, fine embroidered, special **25c**
- 12-inch flouncing, fine Swiss embroidered; special **35c to 50c**
- All-over embroideries, beautiful patterns; special **75c to 98c**
- Full skirt length embroidery patterns; special, per yard **\$1.45 to \$1.65**

## "PEERLESS" WHITE SKIRTS

- Ladies' knee skirts made of fine muslin with tucks; special **50c**
- Full length muslin skirts with embroidery trimmings; special **83c**
- A finer skirt with embroidery trimmings; splendid bargain **98c**
- Fine muslin skirts with hemstitched flounce; special **\$1.18**
- Muslin skirts trimmed with tucks and embroidery **\$1.35**
- Finest muslin skirts, trimmed with beautiful embroidery **\$1.65**
- Beautiful Cambric skirts trimmed with tucks and embroidery; special **\$2.25**
- The finest cambric skirts, with wide flounces, trimmed with fine embroidery beading; special **\$3.40**



## "PEERLESS" NIGHT GOWNS

- A very nice gown with tucked yoke; special **55c**
- A very neat, practical gown, with neck ruffle trimmed; special **65c**
- Fine muslin gowns, with embroidery yoke, out sizes; special **79c**
- Nainsook gowns, slip-on style, short sleeves; sale price **\$1.15**
- Nainsook gowns, square neck, trimmed with embroidery insertion; regular price \$1.65; at **\$1.25**
- Gowns of fine long cloth, short sleeves, trimmed with embroidery edge and insertion; special **\$1.35**
- A very handsome gown of fine nainsook, trimmed with The new crepe cloth, slip-on style, trimmed in Torchon lace; special **\$1.95**
- fine embroidery edge and insertions; special **\$2.25**
- A beautiful gown of long cloth, heavily trimmed in embroidery; splendid bargain at **\$2.45**
- A very dainty gown of fine nainsook, handsomely trimmed with embroidery insertions and edges; special **\$3.45**

## "PEERLESS" SKIRTS AND DRAWERS

- Misses' drawers in plain muslin, tucked, at **33c**
- Misses' drawers in fine muslin, lace trimmed, at **45c**
- Misses' drawers in fine muslin, embroidery trimmed, at **58c**
- Misses' skirts of fine cambric, hemstitched ruffle, at **48c**
- Misses' gowns of fine muslin, with tucked yokes, at **48c**
- Misses' gowns of fine muslin, trimmed with Torchon lace **68c**
- Children's drawers of fine muslin, tucked, at **20c**
- Children's drawers of fine muslin, lace trimmed, at **33c**

## WHITE SALE PRICES ON FLA ONS, BATISTES, ETC.

- Lingerie Batiste, 44 inches wide, just the thing for a summer gown; regular price 30c; now, per yard **25c**
- Regular 50c grade Batistes, very fine; now, per yard **43c**
- Excelsa, made especially for fine underwear, 30 inches wide; regular price 35c; now, per yard **27c**
- Flaxons in cross-bars and stripes, special, per yard **25c**
- Plain Flaxons; special, per yard **22 1/2c, 25c to 45c**
- Also a line of figured Flaxons at 22 1/2c grade, now, per yard **17c**
- 25c grade, now, per yard **19c**
- 45c grade, now, per yard **38c**

## WHITE SALE PRICES ON LINGERIE WAISTS

- Lingerie Waists in fine lawn lace trimmed, with embroidery insertion, high neck and long sleeves.
- Fine lawn waists, lace and embroidery trimmed, with square neck and 3-4 sleeves.
- Shirt waists of fine white shirting.
- Shirt waists with pleated fronts.
- Shirt waists with embroidered fronts.
- Also a fine line of colored waists, regular prices from **\$1.50 to \$2**, all go at **98c**
- See our west windows.



## SPECIAL PRICES ON TOWELS

- Barber towels, good size, special **8c**
- A good cotton huck towel; regular price 20c **16c**
- A fine linen huck towel; regular price 45c **35c**
- An all-pure heavy linen towel; regular price 50c **43c**
- A fine large heavy bath towel; regular price 60c **45c**

## SHEETS AT WHITE SALE PRICES

- 50c—72x90 sheets; sale price, each **39c**
- 75c—72x90 one-piece sheets at, each **65c**
- 85c—81x90 one-piece sheets at, each **68c**

## PILLOW CASES SPECIALLY PRICED

- 15c—42x36 cases; sale price, each **11c**
- 18c—42x36 cases; sale price, each **14c**
- 20c—45x36 cases; sale price, each **16c**

## FINE TABLE LINENS

- 65c Pansy damask, Fleur de Lis pattern, now, yd. **48c**
- 88c all pure linen damask; sale price, yard **73c**
- \$1.75 all pure linen, 72-inch, beautiful pattern; per yard **\$1.45**
- Napkins to match most all linens.

## "PEERLESS" PRINCESS SLIPS

- Princess slips, made of fine nainsook, lace insertion and edges, only **\$1.65**
- Princess slips, made of long cloth, handsomely trimmed; with embroidery and German Val. lace; special **\$1.75**
- A fine garment made of sheer nainsook, trimmed in medallions, only **\$1.95**
- Another very handsome one in nainsook, trimmed with Val. lace and embroideries; very special **\$2.25**
- Best quality nainsook, trimmed with beautiful embroidery beading lace insertions and edges; sale price **\$3.45**

## LARGE ASSORTMENT OF LACES AT WHITE SALE PRICES

- French Val. laces and insertions; special, per yard **5c to 16 2-3c**
- German Val. laces and insertions; special, per yard **12 1/2c to 16 2-3c**
- Linen Torchon laces, extra value, yard **5c, 7 1/2 and 10c**
- Fancy linen Torchon laces; special, per yard **10c**

**AKINS, BENTON & CO.**  
ST. MARKS BLOCK

## "PEERLESS" BUST RUFFLES

- Bust ruffle in fine Swiss, lace trimmed; special **35c**
- Bust ruffle in fine dotted Swiss, lace trimmed; special **50c**
- Small white aprons of cross-bar muslin, lace trimmed **25c**
- Aprons of fine India linen with embroidery ruffle **50c**
- Serving aprons, very pretty, of cross-bar muslin, at **65c**
- Very dainty aprons, embroidery trimmed; special **75c**
- We also have a fine line of gingham aprons, made with and without sleeves.