

### LIGHT CROP OF FRUIT ESTIMATED BY POMOLOGISTS

Ben Sheldon writes as follows from San Francisco regarding experts opinions on apple crop:

"I have an interesting report from the convention of the American Pomological society which closed its sessions at Berkeley yesterday, which I hand on to you for what it is worth to our fruit men.

At yesterday's session the president of the society, Mr. Goodman of Kansas City, called on the representatives from the several apple growing states to report on the conditions of this year's crop in their states. The reports were substantially as follows:

New York (the largest producer) not to exceed 40 per cent crop in any part of the state and in some parts less than that. Weather conditions have been particularly bad and what they have in the way of a crop is not of high quality.

Missouri: About 25 per cent of normal crop. (This is more pessimistic than the report I got a few days ago from the Missouri commissioner here.)

Kansas: About a 40 per cent crop. California: Prof. Howard of Berkeley, who responded for California, stated that he expected about a 50 per cent crop, the highest percentage predicted by any state.

Illinois: About a 35 per cent crop. Virginia: An outside estimate puts their crop at 50 per cent of normal.

Washington: Mr. Dumas speaking for that state, says they do not expect more than 40 per cent of a crop. Nearly every unfavorable influence was more or less present and contributed to their poor showing.

Idaho: A generally bad year has been topped off by terrific damage by a blight run. The Payette district is thought to be in danger of being wiped out. The state's normal output will be reduced by 75 per cent, about a 25 per cent crop.

(In a subsequent talk with Prof. Reimer, he tells me that the statement made at the convention that the pathologist in charge of work in the Payette district has been telling the growers that this year's run of blight was due to weather conditions and that next year would probably see the conditions righted naturally, and is not advising a "clean up" campaign. Perhaps we may soon see Idaho eliminated from our list of competitors.)

### BENEDICT SENT NO LETTER OF PEACE

ROME, Sept. 6.—The Giornale D'Italia says:

"Having obtained authoritative information, we are able to state that the pope sent to President Wilson no autograph letter, no message concerning peace, and not even the original copy of the pontifical letter to the heads of the belligerent peoples.

This newspaper says further that Washington reports that Cardinal Gibbons presented to President Wilson a letter from the pope are open to doubt, especially in view of the fact that the Osservatore Romano, the organ of the vatican, suppressed that portion of Washington dispatches with detail to the message Cardinal Gibbons is said to have presented to the president.

### JOHNSON FLAYS TAFT FOR GIBES CALIFORNIA LAW

LOS ANGELES, Sept. 6.—Governor Hiram W. Johnson in a Labor Day address here today referred to the recent statements made by former President William H. Taft on California legislation. Governor Johnson said:

"Of course there will always be those who sneer and gibe and jeer at every step of progress, with their faces passionately set against every movement whose direct object is the elevation of the race.

"Recently ex-President Taft has been in constant volcanic verbal eruption in the northern part of the state. At the Commercial clubs, Bar associations, small gatherings and large, and even at the University of California itself, he has expressed his disapproval of reforms and religions and particularly at what has transpired in the state of California. In his gibes and his sneers he joins us all together and without distinction as to the particular things that you have favored and that our state has endeavored to accomplish, he insists that all alike are fleeing and evanescent and that the mere nostrums of the day, presumably originated by the labor people and the worse politicians.

"Mr. Taft beams and smiles and thrusts and thrusts and leaves no room to doubt his disapproval of the measures that have been adopted in California of recent years, and of his disesteem of those who have adopted them."

### NORTHWEST CLUBS DEFY PRESIDENT

SEATTLE, Wash., Sept. 6.—The Spokane, Tacoma and Vancouver clubs of the Northwestern Baseball league, in spite of the protest of President Robert Blewitt of the league and President Dugdale of the Seattle club, a few days ago tore the revised schedule of the league to pieces and placed the Spokane club at home for the closing twelve games of the season. The Spokane and Seattle clubs were to have played here today. Instead, Spokane and Tacoma will play at Spokane, and Vancouver will come here. The Spokanes are scheduled for four games here, September 16-19, but Mr. Dugdale says he has no idea that they will return. President Blewitt has forbidden Empire Fray to officiate at Spokane, so today's game there will be played without an official umpire. Attendance at Spokane is better than at Tacoma.

### AMERICAN EXCHANGE BUSINESS WOBBLY

LONDON, Sept. 6.—American exchange continues to fluctuate feverishly and in the opinion of financiers here the outlook is still very uncertain. Cable transfers opened lower at 4.67 1/2 to 4.68 1/2. The rate fell to 4.66 1/2 to 4.67, with few buying orders and later held around 4.67 in a very uncertain market.

A Big Job (From Chicago Tribune) WANTED—Floor covering salesman, to cover northern Missouri.



# FAIR WEEK

To finish the fall of 1915 in a triumphant blaze of glorious achievement the stage is set, and everything is in complete readiness. For the great value giving climax the various forces of our Fifty-two Golden Rule Stores have been on the alert in the centers of trade and production and the strong arm of our

## GIANT BUYING POWER

has been gathering in prize lots of Desirable Fall Goods, at the substantial discounts which we earn by reason of our vast distributing power.

More than ever before the Golden Rule shoppers will realize opportunities of a truly extraordinary nature are here for the taking. Economics which will not be available again in a long time will richly reward buyers who come and share in these offerings. Look for the Golden Rule Store. It is the sign post that directs the way to savings of a most extraordinary nature.

## New Lots of Fresh Fall Merchandise

Are in every section which comes as a result of this progressive campaign of trade expansion and the benefits of which are delegated to the enthusiastic buyers who choose from the Golden Rule Store. Let nothing deter you from attending this Store. Your earnings will be measured by your needs.

### SWEATERS

This store has always shown a good line of Sweaters and this year it is better than ever and the prices are lower.

We consider ourselves very fortunate this year in securing a line of Sweaters, which are absolutely all wool. They are the best values we have ever shown and we want you to see them.

- Infants', scarlet ..... \$1.19
- Juvenile, gray and cardinal ..... \$1.19
- Boys' and girls', gray, navy and cardinal ..... \$1.79
- Young Men's, cardinal and gray ..... \$2.25
- V-neck, no collar for men or women, cardinal and gray at ..... \$2.50
- Ladies', navy and cardinal ..... \$3.50
- Men's, gray and maroon ..... \$3.25
- Togues, all colors ..... 25c to 89c

### COTTON GOODS

We bought a case of Devonshire Cloth, thereby securing the lowest possible price. This cloth is 32 inches wide and fast colors, and we have all colors, both plain and fancy. Our price for the season is..... 17c

- A special buy of Outing Flannel enables us to give our patrons an unusual value. Any store can sell outing flannel for 10c, but the quality is what counts. This is actually a 12 1/2c cloth and we will sell it for..... 10c
- 20c Serpentine Crepe ..... 15c
- Hope Bleached Muslin ..... 8c
- Fruit of the Loom Muslin ..... 9c
- 42-inch Pepperell Pillow Tubing ..... 18c
- 42-inch Indian Head Tubing ..... 20c
- 36-inch Indian Head Muslin ..... 15c
- 8-4 Bleached Sheeting ..... 21c
- 9-4 Bleached Sheeting ..... 24c
- 8-4 Unbleached Sheeting ..... 20c
- 9-4 Unbleached Sheeting ..... 22c
- Worth Cheviot ..... 10c
- 27-inch Kindergarten cloth ..... 12 1/2c
- Dundee Percale ..... 6 1/2c

### Money Saving Prices on

- J. & P. Coats' Thread ..... 4c
- 100 yards Silk Thread ..... 8c
- Box Assorted Hair Pins ..... 4c
- Large box Assorted Hair Pins ..... 8c
- Pearl Buttons, 2 doz. .... 5c
- Extra quality Pearl Buttons ..... 5c
- Wire Hair Pins, per pkg. .... 1c
- Good Tooth Brush ..... 10c
- Safety Pins, 3 for ..... 5c
- Rubber Dressing Comb ..... 15c
- Machine Oil ..... 5c
- Vaseline, Carbolated ..... 5c
- Ladies' Linen Handkerchief ..... 5c
- Colgate's Toilet Soap, large bar. .... 8c
- Colgate's Taleum ..... 12c
- Colgate's Cold Cream ..... 19c
- Air Float Taleum ..... 8c
- Pound Can Taleum ..... 10c
- Large bottle Peroxide ..... 12c

### AN ADVANCE SHOWING OF AUTUMN DRESSES

Early arrivals that accurately show the trend of fashions. Many fetching garments of silk or serge as well as silk and serge combinations that indulge the ideas of those who follow the fashions closely. Combinations of plaid silk and serge are also shown. The tendency is toward very full or medium skirts, and the trimmings are of braid and buttons, pockets and plaits. Our prices are \$5.00, \$7.50, \$10, \$12.50 and \$14.50.



### GREAT SHOWING OF WOMEN'S SUITS

In new fall styles for all occasions. The suits involve a wide range of authentic styles, there being but one of a kind, and such materials are included as serge, gaberdine, poplin and mixtures, shown in black, navy blue, brown and green. Some have collar and cuffs of fur and some of velvet, others are handsomely braid trimmed. The coats are shown in plain tailored, Norfolk and military styles, in lengths from 27 to 36 inches. Some are priced as low as \$10.50. Others up to \$25.00.

### WOMEN'S NEW FALL COATS

In our popular priced line of these coats of novelty materials many styles are shown. Three-quarter and seven-eighths lengths, made in loose, flaring styles belted at the waist line, with button to the neck style collars. They are priced \$7.50, \$10.50, \$12.75, \$14.50 to \$22.50.

### MILLINERY

New hats in shapes wanted now. They are ready to wear at prices within reach, all colors and shapes are now ready for your selection. They are priced from \$1.25 to \$5.00.



### Your Fall Hat Question is Solved the Moment You Enter Our Store

We have so many charming styles in such a large variety of materials that you can easily select your needs without any trouble.

Come in and see them—you are welcome, even if you do not purchase here.



### Miss Lounsbury, Millinery

M. M. Department Store

# THE GOLDEN RULE

MAKE THIS STORE YOUR HEADQUARTERS DURING THE FAIR