

50
Busy
Stores



THE GOLDEN RULE



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This should answer the question why we always sell the same quality of merchandise cheaper than it can be bought elsewhere. Fifty stores buying directly from the mills in large quantities and paying the cash gives us an advantage that the single store cannot get, and in return cannot give to the customer at as low a price on the same quality as this store. We never have a sale for the reason we sell at all times at the lowest possible price that merchandise of quality can be sold. Our prices are the same to every one at all times. This store is loaded in each department with a large assortment of the new Spring merchandise, bought the Golden Rule way and to be sold at Golden Rule prices. It will pay you to visit this store and supply your needs in Dry Goods, Ladies' Ready-to-Wear, Shoes, Men's and Boys' Clothing, and Men's and Boys' Furnishings of all kinds

Men's Spring Suits

\$13.50, \$15.00, to \$25.00



When you buy your new suit here you can rest assured that quality has not been sacrificed in order to lower the price. Good clothes are the only kind we sell. Come in and look over our new spring stock; you will like the fabrics, the distinctive patterns and, above all, you will find our prices very moderate. Don't fail to see our \$15.00 line of suits.

Boys' Two-Pant Suits \$5.25. The new spring line of Boys' Knickerbocker Suits are here. Smart Norfolk models with three-piece belt, patch pockets. Pants are cut in full standard sizes and have double-taped seams. Ages 6 to 18 years. Prices from **\$3.50 to \$7.35**

Men's Furnishings

New Spring Shirts \$1.00.

Most men are particular about the patterns of their shirts. We have a stock here that will please the most critical, both as to fabric and patterns.

- The famous E and W Shirt **\$1.00**
- Dress Shirts, French collar **\$1.00**
- Dress Shirts, French collar **65c**
- Sport Shirts, dress **65c and \$1.00**
- Men's Dress Ties **13c, 25c, 35c and 50c**
- Men's Dress Hose **15c, 25c, 35c and 55c**
- Men's Dress Gloves **65c, \$1.50 and \$1.75**
- Men's Handkerchiefs **5c, 10c, and 15c**
- Men's Belts **35 and 50c**
- Men's Best Quality Work Shirt **55c**
- Men's American dyed Bib Overalls **95c**
- Men's German dyed best quality Bib Overalls **\$1.15**
- Men's Work Pants **\$1.75, \$2.25**
- Men's Dress Pants **\$2.25, \$2.50, \$3.50, \$3.75**
- Men's Khaki Pants **\$1.35**
- Men's Corduroy Pants **\$2.50 and \$3.50**
- Boy's Khaki Pants **\$1.20**
- Men's Canvas Gloves **10c and 15c**
- Men's Work Socks **10c**
- Boy's Shirts **50c**
- Kaynee Blouses for boys **55c**
- Men's Ribbed Union Suits **59c**
- Men's B. V. D. Union Suits **95c**
- Men's Underwear, two-piece garments, each **50c**

Hats and Caps

NEIL HATS ARE STILL \$2.50.

Why pay \$3.50 for your new hat when you can buy the celebrated Neil Hat for \$2.50? Soft styles in leading colors, wide, medium and narrow brims.

- Wear a Neil \$2.50 Hat of Quality.
- Other Hats at **98c, \$1.39, \$1.65, \$1.95, \$2.00 and \$3.00**
- Boy's Hats at **75c and \$1.00**

The New Spring Caps

The newest things in men's, boy's and children's spring and summer caps, hats and wash hats are here

- Men's Caps **25c, 50c, 65c, 85c and 95c**
- Boy's Caps **25c and 50c**

Suit Cases and Trunks

- Suit Cases at **\$1.00, \$1.45, \$1.69 to \$6.50**
- Trunks at **\$5.00, \$6.50, \$8.50 to \$10.00**

Ladies' Sport Hats

- White Canvas Hats at **45c**
- Ladies' Sport Hats in navy and green stripes at **50c**
- Ladies' Sport Hats in crushers, in all the new stripes **50c**
- Ladies Auto Caps at All Prices.

Hosiery

- Ladies' Lisle Hose **25c and 35c**
- Ladies' Silk Hose **80c and \$1.05**
- Ladies' White Lisle **25c and 35c**
- Ladies' White Fiber Silk Hose **50c**

New Suits—New Dresses—New Coats —The Latest Arrivals from New York

There is a host of new apparel here for your inspection. Most of it has just been received and other shipments arriving daily. All represent the very newest and smartest in wearables to be found. We make but brief mention of a few garments—you must see them really to appreciate their beauty and worth.

Suits have never been shown in such profusion and smartness at this date. Smart, plain tailored suits in all the new spring styles, shades and trimmings, as will the lovely Jersey Suits. Priced from **\$12.50 to \$32.50**

Dresses are more popular than they have been for many a spring season and our assortments lovelier. Wool poplins, crepe de chine, and the most effective novelty silks have been made into clever frocks for street, afternoon and evening wear. All the new shades are here and the styles are too numerous to attempt to describe. Among the newest models are the sports and middy dress, giving the effect of a two-piece suit. Priced at **\$10.00, \$11.00, \$14.50, \$15, \$17.50**

Coats are naturally popular—following the lead of the dresses. Plain colors in all the light weight wool fabrics, plaids and checks of smooth and rough-surfaced material are here in all sizes and styles. Priced from **\$5.50 to \$22.50.**

Skirts in as many materials and shades as you could ask for are here in lovely designs. Gay colors—large stripes and plaids, novel pockets and buckles—make the new skirts far and away more attractive than any of their predecessors. Silk wool and serges skirts are priced **\$3.50 to \$7.00.**



Shoes—Shoes—Shoes

There is a reason for our large increased shoes business. We sell nothing but standard brands of shoes, shoes of quality and style. We carry a line of shoes for every member in the family at the very lowest prices.

LADIES AND CHILDREN'S SHOES.

- Large assortment of ladies fancy dress boots. Priced at **\$6.00, \$6.50 and \$7.50**
- Ladies Dress Shoe, Patent, Button **\$5.00**
- Ladies Dress Shoe, Patent, Lace **\$5.00**
- Ladies Dress Shoe, dull kid button **\$4.50**
- Ladies' Dress Shoe, dull kid lace **\$4.50**
- Ladies Kid Dress Shoe, button **\$3.75**
- Ladies Easy Walker, button or Lace **\$4.50**
- Ladies Cushion Sole, button or lace **\$3.00**
- One lot of Ladies Dress Shoes, but not complete run of sizes at **\$1.90, \$2.25, \$2.50, \$3.00 and \$3.50**
- School Girl's Shoes, sizes 2½ to 6 at **\$2.70, \$3, \$3.60, \$3.75, \$5**
- Children's school shoes and dress shoes at sizes 5 to 8 **\$1.70, and \$2.35, sizes 8½ to 11 at \$1.80 to \$2.90, sizes 11½ to 2 \$2.35 to \$3.00.**

- ### WHITE SHOES
- Ladies White Canvas Lace Boot at **\$2.75**
 - Ladies White Canvas Strap Oxfords at **\$1.90**
 - Low Heel White Canvas Mary Jane Pump at **\$1.50**
 - Ladies Emmy Lou Pump, sizes 2½ to 6 at **\$1.60**
 - Misses Emmy Lou Pump, sizes 11½ to 2 at **\$1.25**
 - Child's Emmy Lou Pump, sizes 8½ to 11 at **\$1.15**
 - Complete line of Canvas Oxfords for men, boys, girls and ladies at lowest prices.

MENS' DRESS SHOES.

- The Barry Shoe for men who care to dress well.
- Mens' Tan English, with white Neolin soles, at **\$5.00 and \$5.60**
- Mens' Tan English, leather sole, at **\$5.50**
- Mens' Black English, Neolin soles at **\$3.75**
- Mens' Black English, leather soles at **\$5.00**
- Mens' English Black Vamp, grey top at **\$5.50**
- Mens' Dress Shoes, button or lace at **\$3.15**
- Mens' Dress Shoes, button or lace at **\$3.50**
- Mens' Dress Shoes, button or lace **\$3.75**
- Mens' Dress Shoes, button or lace at **\$4.25**
- Mens' Dress Shoes, button or lace at **\$4.50**
- Mens' Dress Shoes, button or lace at **\$5.00**

MENS' WORK SHOES.

- Don't buy your heavy work shoe or your summer work shoe before seeing our line and get our prices.
- Mens' Work Shoes at **\$2.15, \$2.79, \$3.00, \$3.15, \$3.75, \$4.00, \$4.50, \$4.75 \$5.00 and \$5.25.**
- Mens' Elk Shoes **\$2.50, \$2.59, \$2.75, \$3.00 and \$3.25.**
- Mens' Elk Shoes with Neolin sole **\$3.45**
- Boys' Dress Shoes and Work Shoes, the famous J. P. S. Shoe, bull dog wear in every pair, sizes 9 to 13½ at **\$1.69, \$1.89, \$1.95, \$2.00 and \$2.45. Sizes 1 to 2 at \$1.89, \$2.25, \$2.30, \$2.70. Sizes 2½ to 6, at \$2.25, \$2.45, \$2.50, \$2.55, \$2.90, \$3**

Dry Goods

Complete assortment of all the new spring and summer wash goods, silks, wool goods in the newest plaids and stripes. Although there has been great advances in all the wool and cotton fabrics you will find but slight advances in this department.

- Silks at 48c** Tub Silk, 27-inch width. Beautiful assortment of patterns.
- At 80c** Beautiful line of Tub Silks in stripes and plaids, width 27 inches.
- At \$1.00** Nice assortment Tub Silks. Width, 32 inches.
- At \$1.50 and \$1.75** Chiffon Taffeta, 36-inch, in all the new spring fancy stripes, plaids and checks.
- At \$1.75** Georgette Crepe, 40-inch, in all the newest shades.
- At \$1.75** Gros-De-London Silk, 36-inch, large, assortment of solid colors.
- At 65c** Beautiful line of Wool Mohair, 36-inch, in gold, navy, lavender and blue stripes.
- At \$1.75** All the new novelty plaids in wool dress goods, 48-inch.
- From \$1.50 to \$3.15** Large assortment of the new spring coat material, 48 to 56-inch, in velours, Scotch tweeds, plaids, and stripes in all the new shades.
- At 15c, 25c, 40c, 50c, 75c and \$1** All the new patterns in voiles, flaxons, silk, Voil-Bayardie, cotton, crepe de chine, in large plaids, stripes and flowered designs, also plain colors, 36 and 40-inch.

- At 14c, 18c and 20c** Large assortment of the new spring gingham, 32-inch, in plaids and stripes.
- At 20c** Devonshires. All new patterns.

Ladies' Waists

Very beautiful line of silk and crepe de chine waists, priced from **\$2.50 to \$5.50**

THE FERN WAIST—Don't fail to see this line of waists. New arrivals each week in two new styles. Priced **\$1.00**

FERN MORE WAISTS—100 new styles each week. Don't fail to see this line. The best **\$2.00** waist made.

Any Well Gowned Woman Can Tell You the Style of Your Costume

depends largely upon the corset you wear. The French woman is not always beautiful, but she has CHIC. She has made her charm famous because of her style, and above all, she has pride in her figure—her corset is her prime asset.

AMERICAN LADY CORSETS

are in the minutest detail—designing, fabrics, daintiness of laces—the essence of style. An American Lady will would your figure into lines of grace and beauty that French women may well envy, for the American woman has the most beautiful figure in the world if she will only care for it. Priced at **\$1.00, \$1.25, \$1.50, \$2.00, \$2.50 and \$3.50**

Notions

- This is the store to buy your notions, as we always sell them for less.
- J & P Coats Thread, six for **25c**
- Pearl Buttons, two cards **5c**
- Safety Pins, two cards **5c**
- Pound paper **25c**
- Regular 10c envelopes **5c**
- Darning Cotton—2 spools for **5c**
- Pound can Talcum Powder for **12c**
- Peroxide **12c**
- Shaving Soap **4c**
- Dress Snaps **9c**
- Machine Oil **6c**
- Hook and Eyes **5c**
- Face Powder **10c**

COMPARE THESE PRICES WITH ALL OTHERS