

50 GOLDEN RULE STORE 50

Busy Stores

This is the Reason We Sell for Less

May the most beautiful month of the year, with its coat of green covering the earth, with its sun-warmed days, with its music from all the trees and bushes, with its beautiful buds and blossoms, reminding us anew of the laws of nature. These May days also remind us of the beautiful Summer Dresses, Suits, Coats, Shoes, Hosiery and all other summer wearing apparel. We have a very complete line in every department at prices that are in reach of everyone. We can't describe everything in this space. We welcome you to come.

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Skirts

Beautiful line of plain and fancy stripes and check Silk Skirts in all the new styles and trimmings. Priced at **\$6.50 to \$7.50**

Wool Skirts in nice range of patterns and styles at **\$3.50, \$4.25, \$4.50, \$5.50 to \$7.50.**

New White Skirts

In gaberdine and Devonshire middy cloth priced at **\$1, \$1.50, \$2.00 and \$3.00.**



LADIES' OVERALLS.

Our Ladies' Overalls are here. Come in and see them. They are very popular for house work and camping trips. Overalls priced at **\$2.00.** Overalls and Coat to match, **\$3.00.**

HOUSE DRESSES.

Nice line of House Dresses in large range of styles and sizes priced at **\$1.19.** Bungalow Aprons at **50¢ and 60¢.**

Waists and Middies

Nice line of Wash Silk Waists in white, flesh, pink, apricot, gold and mustard.

Priced at **\$2.50 to \$5.50**

White Lingerie Waists, the famous Fern brand, too; new styles each week; price **\$1.00.**

Fern More Waists, **\$2.00.**

JACK TAR MIDDY

We have a large and complete stock of the famous Jack Tar Middy and Sport Blouses. Don't fail to see this assortment.

Priced from **\$1.00 to \$2.25.**



Hosiery

Ladies', Misses', Children's and Infants' large and complete line for spring and summer.

Ladies' Phoenix Silk Hose **89¢** and **\$1.05.**

Ladies' Fibre Silk Hose at **50¢** and **55¢.**

Ladies' White Lisle at **25¢** and **35¢**

Ladies' Black Lisle at **25¢** and **35¢**

Children's Black or White Hose **15¢**

Children's Black or White Hose at **25¢** and **30¢.**

Boys' School Hose at **15¢, 25¢** and **30¢.**

Infants' Hose, black or white **15¢**

Infants' Hose, black or white **25¢**



- 6 spools of J. & P. Coats Sewing Thread **25¢**
- 2 spools Darning Cotton ta **5¢**
- Peroxide, per bottle **12¢**
- Dress Snaps at, a card **9¢**
- Sewing Machine Oil, per bottle **6¢**
- Pound paper at **25¢**
- Nice Envelopes at, package **5¢**
- School Pencils at **2 for 5¢**
- Paragon Hair Pins, **5 packages for 5¢**

TABLE LINEN.

72-inch Pure Linen at **\$1.00, \$1.25, \$1.50, \$2.00,** and Napkins to match at **\$3.00, \$3.50, \$4.00** and **\$4.50** per dozen.

OIL CLOTH.

Best Grade Oil Cloth, 47-inch, at **22¢** in dark colors; **23¢** in whites and marbles.

Kabo Corsets \$1 to \$5

- Children's Underwaists at **15¢** and **25¢**
- Children's Union Suits at **50¢**
- Ladies' Union Suits at **50¢, 53¢** and **\$1**
- Ladies' Summer Vests at **15¢** and **25¢**

Dry Goods

This department is filled to overflowing with all the New Spring Silks and Wash Fabrics for spring and summer wear, and now is the time to buy, as this assortment is selling at a much lower price than it can be replaced and sold for, so don't wait until it is gone.

- 32-inch Ginghams at **14¢**
- 36-inch Percales at **14¢**
- 30-inch Shirtings at **14¢**
- 32-inch Devonshire at **22¢**
- 30-inch Batiste and Flaxon at **15¢**
- 36-inch Fancy Stripe Crash Suiting **25¢**
- Large range of Fancy Batiste and Voiles, 36 and 40-inch, in stripe and large and small figures, at **25¢**
- 36 fancy stripe and figured Voiles at **35¢**
- Beautiful line of 40-inch large plaid Voiles in black and white, blue and white and gold and white, at **50¢**
- Fancy Voiles in stripes and plaids, 40-inch, at **75¢ to \$1.00**
- Wool Beach Suiting, in fancy stripes, 36-inch, at **65¢**

Silks

- Georgette Crepe in all the new shades, at **\$1.75** and **\$2.00**
- Crepe de Chine in all new shades, 40-inch, at **\$1.60**
- 32-inch Tub Silks, in all new patterns and shades, at **\$1.00**
- Silk Shirting, 32-inch, in fancy stripes, at **48¢** and **80¢**
- Plain 36-inch Taffeta, in all new shades, at **\$1.50**
- Fancy stripes and plaid Taffeta, 36-inch, at **\$1.75**
- Spring Coat Material, in all new patterns and shades, at **\$1.48, \$2.50** and **\$3.15.**

Our Shoe Department



Ladies' Dress Boots in all the new styles in two-toned and plain colors. If in need of a dress boot, come in and we will gladly show you the latest styles. Priced **\$6.00, \$7.50, \$9.75** and **\$10.00**

Large assortment of Ladies' Dress Shoes at **\$3.15, \$3.60, \$4.00, \$4.25, \$4.75** and **\$5.00.**

Misses' Dress Shoes, 2 1/2 to 6, at **\$3.60, \$3.75, \$4.75** and **\$5.00.**

Ladies' Dress Slippers and Pumps in kid and patent leather, priced at **\$2.45, \$3.00, \$3.50** and **\$3.60.**

- Misses' Mary Jane Slippers in patent or gunmetal, at **\$2.15**
- Children's Slippers, sizes 5 to 8, at **\$1.10, \$1.25** and **\$1.30**
- Children's Slippers, sizes 8 1/2 to 11, at **\$1.35** to **\$1.45**
- Children's Slippers, sizes 11 1/2 to 2, at **\$1.55, \$1.60** and **\$1.70**
- Children's Sandals, sizes 5 to 8, at **95¢**
- Children's Sandals, sizes 8 1/2 to 11, at **\$1.15**
- Children's Sandals, sizes 11 1/2 to 2, at **\$1.35**

Men's Dress Shoes

Our Men's Shoe business is growing larger all the time for the reason we sell nothing but standard brands of shoes that give good wear, the best of style at the lowest prices. In Men's Dress Shoes we carry the Barry Shoe and the Peters Shoe.

THE BARRY SHOE FOR MEN WHO CARE TO DRESS WELL

- Barry, priced at **\$4.75, \$5.00, \$5.50, \$5.60** and **\$6.00**
- Peters, priced at **\$4.50, \$5.00** and **\$6.00**
- We have other Men's Dress Shoes priced at **\$3.15, \$3.50, \$3.75** and **\$4.00**
- Boys' Dress Shoes, sizes 9 to 13 1/2, priced at **\$1.95, \$2.00,** and **\$2.45**
- Boys' Dress Shoes, sizes 1 to 2, priced at **\$2.25, \$2.30** and **\$2.70**
- Boys' Dress Shoes, sizes 2 1/2 to 6, priced at **\$2.45, \$2.55** and **\$3.00**

REDUCTIONS ON ALL MEN'S OXFORDS

Having a large stock of Men's Oxfords, we are going to sell all Men's \$5.00 Oxfords at **\$3.98.** All \$4.50 and \$4.00 Oxfords at **\$2.98** Come while your size is here.

MEN'S WORK AND OUTING SHOES

- Men's Heavy Work Shoes at **\$3.00, \$3.15, \$3.60, \$3.75, \$4.25, \$4.50, \$4.75** and **\$5.00.**
 - Men's Outing Shoes at **\$2.25, \$2.50, \$2.59, \$2.75, \$3.25** and **\$3.45.**
- Come where you can get a fit in the kind of a shoe you want and at a moderate price.

Ladies' Underwear

We have a large assortment and a very beautiful line of Ladies' and Children's Underwear, both in the knit and muslin underwear.

- Ladies' Muslin Corset Covers **35¢ to \$1**
- Ladies' Combination Corset Cover and Skirt, priced at **50¢, 65¢, \$1.00, \$1.25** and **\$1.50**

- Ladies' Muslin Gowns at **79¢ to \$1.50**
- Ladies' Crepe Gowns at **\$1.00, \$1.25** and up.

Men's and Boys' \$15--Suits--\$15

Don't fail to see our line of \$15 Suits in a good range of the new spring patterns, and all wool fabrics.

Heaviest weight all wool blue serge, **\$16.50**

Complete line of Suits at **\$13.50, 15, 16.50** and **\$18.50.**

Come in and get your Suit now as they will be higher in a few weeks when our fall line comes in.

BOYS' SUITS

Boys' Suits at **\$3.00, 3.50, 4.25, 4.75, 5.25** and **6.00.**

Boys' Odd Pants at **75¢, \$1, 1.25, 1.35** and **1.50.**

Men's Dress Hats at **98¢, \$1.39, 1.65, 2.00, 2.25** and **\$2.50.**

The famous NEIL HAT is still **\$2.50**

- Men's Caps **25¢, 50¢, 65¢** and **95¢**
- Boys' Caps **25¢** and **50¢**
- Bays' Rah, Rah, Hats at **25¢** and **50¢**
- Men's Straw Hats **13¢, 25¢** and **50¢**



Men's and Boys' Furnishings

We have the largest and most complete line of Men's Furnishings ever shown by this store, altho the market is out of sight our prices are only slightly advanced.



- Men's laundry cuff Dress Shirts **\$1.00**
- Men's French cuff Dress Shirts **\$1.00**
- Men's French and flat collar Shirts **\$1.00**
- Men's Dress Shirts, French collar **65¢**
- Men's Dress Sport Shirts, **65¢** and **\$1.00**
- Men's Work Shirts, best grade **55¢**
- Boys' Kaynee Blouses, all colors **55¢**

- Men's B. V. D. Union Suits **95¢**
- Men's Chalmers Porosknit Union Suits **95¢**
- Men's Balbriggan Union Suits **\$1.00**
- Men's Summer Union Suits **59¢**
- Men's Two-Piece Underwear, a suit **\$1.00**
- Boys' Summer Union Suits **25¢** and **50¢**
- Men's Dress Hose, lisle **15¢** and **25¢**
- Men's Silk Hose at **35¢** and **55¢**
- Men's Dress Ties **13¢, 25¢, 35¢** and **50¢**
- Men's Dress Belts **35¢** and **50¢**
- Men's Canvas Gloves **10¢** and **15¢**
- Men's Work Socks **10¢** and **15¢**
- Men's best grade Bib Overalls, German dyed **\$1.15**
- Men's Bib Overalls, American dye **95¢**
- Men's Khaki Pants at **\$1.35**
- Boys' Khaki Pants at **\$1.20**
- Men's Work and Dress Pants at **\$1.75, 2.25, 2.50, 3.25** and **\$3.50**

American Lady Corsets \$1 to \$3.50