

50
Busy
Stores

This Is the Reason We Sell for Less

GOLDEN RULE STORE

Oh! You June, and then July with all those hot days! Are you prepared for them? If not, now is the time and this is the place. With every department filled with a large and complete assortment in all the latest styles and patterns. We carry a complete line for each member of the family. We can save you time, money and bother, as our prices are the lowest on the best grades of merchandise

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Skirts

Large assortment of Skirts in silk, wool and everything in the plain white and sport materials. Priced at **\$1.00, \$1.50, \$2.00, \$3.50**. Silks at **\$6.50** and **\$7.50**.

LADIES' OVERALLS

Our Ladies' Overall are here. Come in and see them. They are very popular for house work, camping trips and orchard work. Overall 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, **80¢** 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¢**



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.



Notions

6 spools of J. & P. Coats Sewing Thread **25¢**
2 spools Darning Cotton at **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¢**

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.

Flowered Lawn at **5¢**
Large assortment Flowered Lawns, 27-inch **8 1/2¢**
Flowered Lawn, nice range of patterns, at **12 1/2¢**
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-in. Fancy Stripe Crash Suiting **25¢**
Large range of Fancy Batiste and Voiles 36 and 34-inch, in stripe and

large and small figures, at **25¢**
36 fancy stripe and figured Voile **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¢**

MUSLIN

Hope Muslin **12 1/2¢**
Indian Head Muslin, 36-inch, at **20¢**

Silks

Georgette Crepe in all the new shades, at **\$1.75** and **\$2.00**
Crepe de Chine in all the 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**.

SHOE DEPARTMENT

Ladies' Dress Boots in all the new styles and colors **\$6.75**
Ladies' Dress Boots in all the new styles and colors.
Ladies' White Kid Lace Boots at **\$6.75**
Ladies' Cream Kid Lace Boots, grey kid vamps, at **\$9.75**
Ladies' Spotted Kid Top Tan Vamp Lace Boot **\$10.00**
Large assortment of Ladies' Dress Shoes at **\$2.50, \$2.59, \$3.15, \$3.60, \$4.00, \$4.50, \$5.00, \$5.75** and **\$6.00**.
Ladies' White Canvas Lace Boot Welt at **\$3.59**
Don't fail to see this line of Dress Boots.
Misses' Dress Shoes, 2 1/2 to 6, at **\$3.60, \$3.75, \$4.75** and **\$5**
Ladies' Dress Slippers and Pumps in kid and patent leathers, 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 Shoes and the Peters Shoes.

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 **\$2.70**
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 G\$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 **\$4.35**.
Come where you can get a fit in the kind of a shoe you want and at a moderate price.

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, \$15.00, \$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, \$4.00, \$4.75, \$5.25** and **\$6.00**.

Boys' Odd Pants at **75¢, \$1.00, \$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 **\$1.50**
Men's Caps **25¢, 50¢, 65¢** and **95¢**
Boys' Caps **25¢** and **50¢**
Boys' 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**
Boy's Summer Union Suits **29¢**, 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**



Kabo
Corsets
\$1 to \$5

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

Children's Underwaists at **15¢** and **25¢**
Children's Union Suits at **50¢**
Ladies' Union Suits at **50¢, 53¢** and **\$1.00**



Ladies' Underwear

Ladies' Summer Vests **10¢, 15¢** and **25¢**
Ladies' Muslin Corset Covers **35¢** to **\$1.00**
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

American
Lady
Corsets
\$1 to \$3.50