

# Better Prepared Than Ever to Supply Your Spring and Summer Needs

Whether You Want Dry Goods, Ladies Ready Made Garments, Mens or Young Men's Suits, Shoes, or Men's and Women's Furnishings, We Have Large Assortments, Selected From the Very Best Makes of Merchandise. All Priced at Golden Rule Prices, Which Means the Very Lowest Prices to Be for the Quality of Merchandise Offered by This Store. We Are Always Glad to Show You What We Have in Each Department and Give You Our Prices.

## COATS FOR ALL OCCASIONS

at surprisingly low prices.

Coats for sport, street and dress wear in the most desirable materials, including Polo Cloth, Tricotine Romania, Duvet, De Laine and Serge. Prices range from **\$9.00 to \$65.00**

New Fancy Scarfs, priced at **\$4.50, \$5.65**

Fancy new Jersey Capes at **\$23.75**

Jersey Sport Coats—Black, Brown, Blue, Tan. Priced at **\$7.50, \$8.25, \$9.00, \$10.00** and **\$16.00**



## LADIES' DRESSES

In Georgette Crepe, Crepe de Chenes, Taffetas, Satins and the new Canton Crepe; assorted colors and styles, priced at **\$10.50, \$19.75, \$25, \$27.50, \$35.00** and **\$46.50**

We also have a good line of Organdy Dresses in misses' and ladies' sizes; assorted colors and styles; priced from **\$5.65 to \$9.75**

Wool Dresses from **\$10.50 to \$25.00**

## GINGHAM DRESSES

From sizes 24 to 46, for both street and house wear. We have a wonderful line to choose from.

Ladies' Dresses priced from **\$1.75 to \$7.50**

Misses' Dresses priced from **\$1.75 to \$7.50**

Children's Dresses priced from **70¢ to \$6.75**



## NEW SPRING SUITS

Not only is this a wonderful showing from the standpoint of quality, but the values are exceptional and the styles uncommonly smart. Whether your taste runs to the plain tailored models to the novelty styles there is a suit here that will please you in every particular. Tricotine, Serge, Wool, Jersey and other desirable fabrics, in all the new season's wanted colors. Suits for sport wear, for street wear, for dress occasions. Sizes 16 to 53. Prices range from **\$16.50 to \$77.00**



## JERSEY SUITS

Some very smart models, colors Brown, Navy and Copen, with white skirts. Priced at **\$37.50**

A good line of Misses' Serge Suits. Priced at **\$16.50**

## MUSLIN SHEETINGS

- Hope Muslin at, yard **17¢**
- 36 inch Muslin at, yard **14¢**
- 36 inch Bleached Indian Head Muslin at, yard **25¢**
- No. 60 Berkeley Cambrie at, yard **25¢**
- No. 100 Berkeley Cambrie, yard **33¢**
- 7-4 Bleached Sheeting, yard **43¢ to 56¢**
- 8-4 Bleached Sheeting, yard **48¢**
- 9-4 Bleached Sheeting, yard **52¢**
- 10-4 Bleached Sheeting, yard **57¢**
- 40 inch Pillow Tubing, yard **35¢**
- 36 inch Pillow Tubing, yard **33¢**
- 42 inch Pillow Tubing, yard **38¢**
- A. C. A. Feather Ticking, yard **29¢**
- Burlap, plain colors, yard **28¢**
- Burlap, fancy pattern, yard **52½¢**
- Heavy Outing Flannel, yard **20¢**
- 30 inch Khaki Cloth, yard **28¢ to 49¢**
- 8-4 Unbleached Sheeting at, yard **43¢**
- 9-4 Unbleached Sheeting at, yard **48¢**
- 10-4 Unbleached Sheeting, per yard **53¢**
- 36 inch House Lining, priced at **9¢**

## FANCY PLAIN AND WHITE VOILES

- White Voiles at **35¢, 45¢, 50¢, 75¢ to \$1.40**
- Plain Color Voiles at, yard **53¢**
- Fancy Figured Voiles at, yard **35¢ to \$1.75**
- Figured Flaxon at, yard **39¢**
- Figured Batiste at, yard **35¢**

## WASH GOODS

- Hope Muslin at, yard **17¢**
- 36 inch Belfast Cambrie at yard **20¢**
- 36 inch Percales at, yard **25¢**
- Fancy Plaid Gingham at, yard **19¢**

## SILKS

- Crepe de Chene at **\$1.65 to \$1.80**
- Georgette Crepe at **\$1.45**
- Canton Crepe at, yard **\$4.65**
- Jersette, colors Old Rose, Navy, Black, Brown, at yd. **\$3.90**
- Pussywillow Silk, plain colors at, yard **\$3.00**
- Black Satin at **\$1.50, \$1.75, \$2.00 to \$3.50**
- Black Taffeta and colors **\$1.50 to \$2.50**
- Changeable Silk Poppins, yard **98¢**
- Colored Pongee, heavy weight, at **\$1.90**
- Natural color Pongee at **95¢, \$1.30, \$1.54 to \$3.15**
- Tub Silks in Fancy Stripes at **\$1.85**
- Fancy Skirtings at, yard **\$2.60, \$3.85 and \$6.00**

## MEN'S UNDERWEAR

- B. V. D Union Suits at **\$1.25**
- Sealpax Union Suits at **\$1.25**
- Knit Union Suits at **98¢**
- Many other kinds and prices in Summer Underwear. All at Money Saving Prices.

## SHOES

- Big shipment Men's Dress Shoes. See these before buying. The lowest price for four years.
- In Dark Brown at **\$5.75** In Black at **\$5.35**
- Men's Dress Shoes, Barry make. Shoes priced at **\$8.50, \$9.00 to \$10.00**

## MEN'S OXFORDS

- Barry Oxfords. Priced at **\$8.45 to \$9.25**
- Other Oxfords at **\$6.45 to \$9.45**
- Men's Work Shoes priced at **\$3.35, \$4.85 to \$6.50**
- Men's Mule Skin Shoes at **\$2.55 to \$3.25**
- Best Grade Elk Skin Shoes at **\$3.00, \$3.90 to \$4.75**

## LADIES' SHOES AND OXFORDS

- High Shoes. Priced at **\$6.00 to \$9.50**
- White Canvas High Shoes at **\$4.50**
- Comfort One-strap Slippers at **\$2.00 to \$3.50**

## LADIES' OXFORDS

Priced at **\$5.00, \$6.25, \$7.50** and **\$8.75**



- White Kid Oxfords at **\$9.00**
- White Kid Strap Pumps at **\$9.00**
- White Canvas Oxfords at **\$4.15**

Other Shoes, Oxfords, Pumps, too numerous to mention in this ad. Large stock Children's Shoes and Low Shoes.

Big line of Tennis Shoes and Oxfords just arrived. The prices on these shoes are the lowest.

## MEN'S SUITS

- Grey Serge at **\$30.00**
- Blue Serge at **\$35.00 to \$39.50**
- Blue Serge, extra size **\$26 to \$39**
- Two-piece Wool Khaki Suits at **\$28.00 to \$33.00**
- Good Wool Suits in brown and blue at **\$19.00**
- Other Suits at **\$30.00 to \$45.00**

## YOUNG MEN'S SUITS

- A good Suit with two pairs of pants, for small High School Boys at **\$23.10**
- One lot nice Brown Suits **\$26.20**
- One lot Grey Suits at **\$24.50**
- Other Suits at **\$25.00 to \$40.00**

## BOYS' SUITS

- One lot Suits, ages 16 to 18, just in, in different shades of green **\$10.00 to \$12.00**
- Other Suits, ages 9 to 16, at **\$10.00 to \$16.20**
- Ages 6 to 8 **\$5.25 to \$10.00**

## BOYS' PANTS

- Boys' Corduroy Knee Pants at **\$1.00 to \$2.85**
- Other Knee Pants at **75¢ to \$3.00**
- Men's Work Suits. A good Khaki. Priced at **\$7.35**
- A good Moleskin Suit with lace leg pant. Priced **\$11.50**

## MEN'S PANTS

- Men's Dress Pants at **\$3.50, \$4.20 to \$4.75**
- Men's Corduroy Pants at **\$5.60 to \$6.30**
- Men's Khaki Pants at **\$1.50 to \$2.70**

## MEN'S WORK CLOTHES

- Men's Work Shirts, heavy weight, big made, at **89¢**
- Best Grade Bib Overalls at **\$1.75**
- Heavy Waist Overalls at **\$1.60**
- Boy's Overalls at **\$1.20 to \$1.35**
- Good Work Pants at **\$3.15 to \$4.75**

## BOY'S PLAY SUITS

- From 2 to 9 years. Priced from **\$1.40 to \$2.80**

## ARMY BLANKETS

- Just received another big shipment Army Blankets to sell for **\$4.85**
- Just the Blanket to use on Camping trips.



Jackson Co.  
Corset  
priced at  
**\$1.50 to \$7.00**

# Golden Rule Mercantile Co.

North Central Avenue—The Busy Street

American  
Lady Corset  
at  
**\$2.00 to \$7.00**

## SEPARATE SKIRTS

- Blue and Black Serges, priced from **\$5.65 to \$12.75**
- One line Silk Poppins priced at **\$4.00**
- Plaid Skirts, a good assortment of colors, styles and sizes. Prices range from **\$10.00 to \$18.75**

## LADIES' PETTICOATS

Priced from **\$1.00 to \$7.50**. Big selection awaits you.

## BLOUSES

- In Crepe de Chene and Georgette in the new colors and styles. Priced from **\$5.65 to \$14.50**

## LADIES' UNDERWEAR

- Knit Vests priced at **15¢, 25¢, 35¢ to 50¢**
- Knit Union Suits at **50¢, 80¢, 90¢ to \$1.00**

## CHILDREN'S UNION SUITS

- Age 4 to 14 years. Priced at **45¢, 65¢ to 68¢**
- Pearl-Union Suits **68¢**
- Bear-Brand Union Suits **50¢**

## LADIES' AND CHILDREN'S HOSIERY

- Ladies' Cotton Hose at **35¢, 40¢**
- Good Lisle Hose, white, black, brown and grey at **50¢**
- Ladies' Silk Hose at **\$1.00, \$1.15, \$2.00**
- Ladies' Fancy Silk Hose at **\$2.30, \$2.88 to \$4.45**
- Children's Hose, Buster Brown make, in white, brown and black. Sizes 5 to 7. Priced at **30¢**
- Sizes 7½ to 8½. Price **35¢**
- Sizes 9 to 10. Price **40¢**
- Line Children's School Hose at **23¢ to 25¢**
- Just received large shipment Children's Socks. Priced at **25¢ to 35¢**

## HATS

- Yes, we've got 'em galore. Felt Hats in black, blue, green, brown and grey at **\$2.25 to \$4.50**
- Men's Outing Hats at **50¢ to \$1.00**
- Children's Hats at **50¢ to \$2.00**
- Men's and Boys' Caps at **50¢ to \$1.00, \$1.10, \$1.40, \$1.45, \$1.65, \$1.80 and \$2.00**

## THE BABY'S DEPARTMENT

- Is complete and you will find everything very reasonably priced. Coats, Dresses, Petticoats, Kimonas, Sacques, Caps and Jackets. Everything for the baby.
- Baby Blankets **70¢ and \$1.15**

## CURTAIN SCRIMS

- Large assortment to choose from in White, Cream and Ecru, priced at **23¢, 33¢, 35¢ to 80¢**
- Fancy Scrims at **50¢ to \$2.00**

## NOTIONS

- J. & P. Coats Sewing Thread, spool, at **6¢**
- Silk Sewing Thread at, spool **13¢**
- Pearl Buttons at, card **5¢**
- Dress Snaps, three dozen for **10¢**
- Palmolive Soap at, cake **8¢**
- Colgate's Talcum at, can **16¢**
- Pound Can Talcum, at **13¢**
- All Notions reasonably priced.