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BUSY STORES
THE REASON
WE SELL
FOR LESS

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A sale all the time at the Golden Rule. Never a special sale, as we mark our goods as low as they can be sold when they first arrive. Make your Summer selections now. Make this Store Your Store, and Save on all you purchase.

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|--|--|---|---|---|--|--|---|--|---|
| For quality the prices on our Shirts can't be beat | Men's Khaki Shirts at \$1.35 | Boys' Dress Shirts, without Collars, at \$1.00 to \$2.25 | Boy's Shirts with Collars at 90c, \$1.25 to \$1.45 | Boy's Blouses at 75c to \$1.00 each | Silk Shirts at \$5.86 to \$7.50 | Dress Shirts in stripes Soft Collars at \$1.00 each | Other French Cuff Dress Shirts in fancy stripes at \$2, \$2.25 and \$3 | French Cuff Dress Shirts Without Collars at \$1.50 | Men's Heavy full cut Work Shirts at 75c |
| B. V. D. Union Suits at \$1.25 | Sealpax Union Suits at \$1.25 | Other Athletic Union Suits Priced at 80c | Knit Union Suits for Men Priced at 98c and \$1.00 | Cooper's Union Suits for Men. Priced at \$1.70 to \$1.75 | Men's Porosknit Union Suits at \$1.35 | Boy's Knit Union Suits at 50c to 75c | Cooper's Union Suits for Boys at 90c, \$1.05 to \$1.25 | Two-piece Summer Underwear. Best grade Priced at \$1.50 suit | One lot of Laundry Cuff Shirts in sizes 14, 16½ and 17 to close out at \$1.50 |
| Look at these prices on Men's Hosiery | Cotton Work Socks 2 pair for 25c | Cotton Dress Hose at 2 pair for 25c | Heavy Cotton Work Socks at 20c pair | Cotton Dress Hose at 2 pair for 35c | Buster Brown Lisle Hose for Men at 25c to 35c | Fancy Cilk Hose for Men at 50c | Pure thread Silk Hose for Men at 85c to \$1.00 pair | Men's Dress Shoes in round toes, both brown and black, Black priced at \$5.35 | Barry Dress Shoes for men who care to dress well Priced at \$8.50, \$9.00, \$9.50 to \$10 |
| Tennis Shoes and Slippers for girls, boys, men and women Prices the lowest | Big line Children's one-strap pump in patent and dull Leather and white Canvas Reasonably priced | Get our prices on Canvas High Shoes for Ladies Priced to Close out | Ladies' White Canvas Pumps, Babe Louis Heels. Priced at \$4.50 | Ladies' White Canvas Oxfords, welt soles, military heel Priced at \$4.15 | Ladies' low heel dark brown Brogun Oxfords Priced at \$5 | Ladies' Black Suede one-strap Pump, Babe Louie Heel, Priced at \$8.90 | Ladies' brown Suede one-strap Pumps, French heels Priced at \$8.90 | Brown priced at \$5.75 | Ladies' White Canvas Sport Oxfords, black Leather trimmed at \$5.60 |
| Hope Muslin at 17c yard | 36-inch Muslin at 14c yard | 36-inch House Lining at 9c yard | Fancy Gingham Big assortment Patterns Priced at 19c and 23c | 36-inch Percales at 25c | New shipment solid color Organdies Priced at 35c to \$1.00 | Pongee New Shipment Pongee. Priced at 95c \$1.00, \$1.30 to \$1.65 | New Shades in Satin striped Pop-line. Priced at \$2.10 | Ladies' White Nubuck, Brown Leather Sport Oxfords, Priced at \$6.15 | Separate skirts, priced at \$4.00, \$5.65 \$7.50, \$8.75 \$10.00, \$12.50 to \$18.75 |
| Blouses Priced at \$5.65, \$8.25 \$9.50, \$10.50, \$12 to \$14.50 | Number 100 Berkeley cambric at 25c | Ladies' Wool Dresses, priced at \$10 to \$25.00 | Fancy Striped Japanese Crepe at 32c yard | Heavy weight Outing Flannel at 20c yard | Ladies' Sealpax Underwear in Muslin and Silk. Priced from \$1.70, \$2 \$2.25 to \$4.00 | Silk dresses Priced at \$10.50, \$19.75 \$25.00, \$27.50 \$35 to \$46.50 | Ladies' Sport Coats Priced at \$7.50, \$8.75 \$9.00, \$10.00 \$16 to \$25 | Ladies' White Capes Priced at \$23.75 to \$37.50 | Ladies' and Misses' Organdy Dresses, priced from \$5.65 to \$9.75 |
| New Bed Spreads at \$2.90 | White Voiles. Priced at 45c, 75c to \$1 | Curtain Scrims in white, ecru and cream. Priced at 23c, 33c, 35c to 80c | Ladies Silk Hose, black, brown, white, grey— Priced at \$1.00, \$1.15, \$2.00, \$2.30, \$2.50, and up to \$4.85 | Baby's Dept. Coats, Dresses, Petticoats, Kimonas, Sacques, Caps and Jackets. Very reasonably priced | Ladies' Muslin Underskirts, priced from \$1.19 to \$3.50 | Men's Work Clothing—Best grade Bib Overalls at \$1.75 | Children's Cotton and Lisle Hose, priced from 23c to 55c | Ladies' Night-gowns in Wash Satin and Crepe de Chene. Priced from \$5.60, \$8.75 and \$10 | Gingham Dresses priced from \$1.75, \$3.40, \$5.25 to \$7.50 |
| Good Cotton Blankets, \$2.10 | Fancy Voiles at 35c to \$1.75 | Ladies' Knit Underwear, both loose and tight knee. Priced at 50c, 80c, 90c and \$1.00. Sizes from 34 to 48. | Children's Underwear, sizes from 4 to 15 years Priced at 45c, 50c, 65c and 68c | Blankets 70c, \$1.15 and \$2.80 | Printzess Slips, priced from \$1.55 to \$2.25 | Work Pants at \$3.15 to \$4.15 | In Muslins, both long and short sleeve. Priced from 95c to \$5.65 | Ladies' Ninght-gowns in Wash Satin and Crepe de Chene. Priced from \$5.60, \$8.75 and \$10 | Children's and Misses' Middy Blouses, priced at \$1.50 to \$1.90 |
| Good Comforts at \$2.25 | Figured Flaxon at 39c yard | Young Men's Suits, small sizes, two pairs pants at \$23.00 | Children's Underwaists, priced at 25c, 40c and 50c | Ladies' Cotton and Lisle Hose, black, white, brown, grey and tan, priced at 35c, 50c and 75c | Corset Covers, priced \$1.19 to \$2.00 | Waist Overalls at \$1.60 | Men's Oxfords. Priced at \$6.45, \$7.50, \$9.25 to \$9.45 | Ladies' Sport Coats Priced at \$7.50, \$8.75 \$9.00, \$10.00 \$16 to \$25 | White Pleated Middy Skirts, priced at \$2.00 |
| Don't fail to get an All Wool Army Blankets, \$4.85 | Ladies Knit Vests, priced at 15c, 5c, 35c and 50c. Sizes from 34 to 50. | Other Suits \$25 to \$40.00 See our Fine Suits. | Boys' Knee Pant Suits, age 6 to 8 years. Priced at \$4.25 to \$10 | Men's Hats—Felt Hats in black, blue, green and brown, priced at \$2.25 to \$4.50 | New Silks, Satin finish Taffeta in all new shades. Priced at \$2.25 | ic Khaki Pant sat \$1.50 and up | Misses' black and white 3-4 Silk Sox \$1.50 | Ladies' Petticoats Priced from \$1 to \$7.50 | |
| Men's Grey Serge Suits at \$30.00 | Mens' two-piece Khaki color Wool Serge Suits at \$28 to \$33 | | Age 9 to 16, priced at \$10, \$12 and up. | Outing Hats at 50c to \$2.00 | | | | | |
| Brown Serge Suits at \$30.00 | A few of the All Wool Suits left at \$19.00 | | | | | | | | |
| Best Grade Blue Serge Suits at \$37.50 | | | | | | | | | |
| Boys Play Suits, priced from \$1.00 to \$2.80 | | | | | | | | | |

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Colgate's Talcum Powder at, can 16c
Air Float Talcum Powder at, can 9c
Peroxide at, bottle 20c
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Colgate's Mechanics' Soap Paste at, can 15c
Colgate's Soap at 10c and 15c