

# What Are You Going to Do the 4th of July?

WHETHER YOU INTEND GOING ON AN OUTING TRIP, OR GO WITH THE CROWDS TO SPEND THE DAY IN CELEBRATION, WE CAN FURNISH THE COMPLETE WEARING OUTFIT FOR EITHER OCCASION AT VERY LOW PRICES. FOR ALL MEMBERS OF THE FAMILY.

## LADIES' READY-TO-WEAR

This department is filled with bargains in garments of style and quality at very low price. We ask you to visit this department, as we feel sure you will find the garments you are expecting to get for the summer.

### LADIES' SUITS

We have just received a new line of Ladies' Suits, in All Wool Tricotine. These are handsome suits. Some are embroidered, some beaded, and all are new up-to-date styles. These suits are priced at the amazingly low price of **\$32.50**

We have another line of Suits, assorted colors and styles, priced at **\$13.00, \$15.50, \$19.00, \$20.00, \$22.50, \$27.50, \$30.00** and up to **\$60.00**

### LADIES' WAISTS AND BLOUSES

White Voile Waists priced at **\$1.15**  
Pongee Waists **\$3.40**  
Crepe de Chene and Georgette Waists and Blouses priced from **\$4.90** to **\$15.00**

### LADIES' COATS

Sport Coats, assorted size and colors, priced at **\$7.00, \$7.25, \$10.00** and **\$14.50**  
Dress Coats, both short and long styles, Capes and Dolmans, good styles and colors, priced from **\$16.50** to **\$49.00**

### LADIES' PETTICOATS

In Sateen, plain and fancy, priced from **\$1.00** to **\$2.45**  
Silk Petticoats, priced from **\$3.00** to **\$10.50**



### LADIES' DRESSES

In the new Canton Crepes, Satins, Georgette, Crepe de Chene and Taffetas, from **\$17.00** to **\$36.00**

Ladies' Organdie Dresses, priced at **\$9.75**

The Perky Peggy Crepes are the newest thing of the season. We have them in assorted colors and styles. Priced from **\$7.50** to **\$15.00**

We have House Dresses in regular and out-sizes priced from **\$1.75** to **\$7.50**

### CHILDREN'S DRESSES

#### All Sizes

In Ginghams, priced from **70¢** to **\$3.50**  
Jack Tar Dresses, Middys and Skirts—Middies priced from **\$1.50** to **\$2.25**  
Plaited Skirts, from **\$1.50** to **\$2.00**  
Dresses priced from **\$2.25** to **\$6.00**

### LADIES' OUTING CLOTHES

Khaki Riding Breeches, priced at **\$3.40** and **\$3.75**  
Khaki Coats and Middys, priced at **\$1.95, \$2.80** and **\$5.25**  
Coveralls, priced at **\$3.85**  
Misses' Khaki Coveralls, priced at **\$2.35**

### LADIES' SKIRTS

In plaids and stripes, both pleated and plains. Priced from **\$10.00** to **\$18.00**  
Some Plain Skirts, priced at **\$4.00** to **\$7.50**

## MEN'S DEPARTMENT

Always our aim to give you the best at the very lowest prices. If you need a Suit for the 4th, come in and make your selection. Prices very reasonable.

### Men's Furnishings

Men's Lisle Hose in Black, Brown, Grey, at pair **25¢, 35¢**

Men's Dress Cotton Socks at 2 pair for **25¢**

Heavy Cotton Work Socks, **20¢** pair

Men's Dress Ties, priced at **50¢, 75¢** to **\$1.50**

Men's Wash Ties, priced at **25¢** to **50¢**

Men's Dress Shirts, without collars, French cuff, priced at **\$1.50** to **\$3.00**

Good Heavy, full cut Work Shirts, sizes 14 1/2 to 17, at **75¢** each

Good full cut, heavy weight Union Made, Bib Overalls, at **\$1.45**

Men's good, full cut Sport Shirts, priced at **\$1.00** to **\$1.45**

Boy's good quality Dress Shirts at **90¢, \$1.25, \$1.45, \$2.00**

Boy's Kaynee Blouses **\$1.00**

Boy's heavy weight Overalls, with double seat and knee at **\$1.15** to **\$1.25**

Levi Strauss Coveralls, age 1 to 8 at **\$1.00**

Levi Strauss Coveralls, Blue and Khaki, ages 9 to 14, at **\$1.35, \$1.55** and **\$1.75**

Men's heavy Khaki Coveralls, Union Made, at **\$3.85**

Men's Khaki Pants at **\$1.50** to **\$2.80**

Men's Whipcord Pants at **\$3.50**

Other good Work Pants at **\$2.80, \$3.15** and **\$4.20**



### MEN'S CLOTHING

Men's Heavy Blue Serge Suits, **\$35.00**

Other good Blue Serges at **\$33.00**  
Good Brown and Grey Serges at **\$30.00**

Good Suits, well tailored at **\$32.25, \$33.00, \$33.75, \$37.50, \$38.00**

O. D. Serges, Norfolk style, **\$28.00**

### YOUNG MEN'S CLOTHING

Young Men's Suits at **\$22.25, \$23.10, \$25.00, \$33.00** and **\$35.00**

### BOYS' CLOTHING

Blue Serge Suits at **\$7.00, \$7.50, \$8.00** to **\$13.00**

Other good suits at **\$8.40, \$12.00** and **\$16.20**

A few Suits with two pairs Trousers at **\$7.50, \$8.50** and **\$9.50**

Suits for boys, 5, 6 and 7 years old, at **\$4.90, \$5.25** and **\$8.00**

### DRESS PANTS

Men's and Young Men's Pants at **\$3.50, \$4.90, \$6.30, \$7.75**

Good Hats at **\$2.25** to **\$4.50**

Excellent Caps at **50¢, \$1.00** to **\$2.10**

Men's and Boys' Khaki Hats at **50¢** to **80¢**

Straw Work Hats at **15¢, 20¢** and **25¢**

## DRY GOODS

Don't These Prices Look Good Now? Over 50 Per Cent Less Than Last Year!

### Silks

36 inch E. W. Costume Silk, all colors, yard, **75¢**  
36 inch Silk Mull, all colors, a yard **50¢**  
27 inch Jap Silk, all colors, yard **75¢**

36 inch Silk and Cotton Poplin, all colors, yard **95¢** to **\$1.25**  
35 inch Imported Jap Pongee, yard, **85¢, \$1.35, \$1.50**

36 in. Silk Striped Poplin, all colors, yd **\$2.00**  
36 in. Silk Shirting, all colors, yard **\$1.25**  
36 in. Silk Crepe Shirting, all colors, yd. **\$1.35**  
36 and 40 inch Georgette Crepe, all colors, yard **\$1.45**

36 and 40 inch Crepe de Chene, all colors, yard **\$1.65** to **\$1.85**

36 inch Baronette Satin, yard **\$2.55**  
40 inch Dew Kissed Satin, White Plum, Rose, yard **\$5.25**

36 inch Trico Silk, all colors, yard **\$2.25**

36 inch Fancy Stripe and Plaid Taffeta, yard **\$1.19, \$1.50** to **\$2.50**

40 inch Canton Crepe, all colors, yard **\$4.55**

36 inch Satin, in colors, yard **\$1.50** to **\$3.00**

36 inch Black Satin, yard **\$1.50** to **\$5.00**

36 inch Taffetas, black and colors, yard **\$1.40** to **\$3.00**

### Notions

National Hair Nets **15¢** each, or 2 for **25¢**  
Good Pearl Buttons, doz. **5¢, 10¢, 15¢, 20¢**  
Black Bone Buttons, doz. **15¢, 25¢, 35¢, 60¢**  
Lingerie Braid, bolt **10¢**  
Rierac Braid, bolt **10¢, 15¢**  
Stewart's Guardian Safety Pins **6¢** to **10¢**  
Bone Hair Pins, box **5¢, 10¢, 15¢**  
Wire Hair Pins **8¢** and **10¢**  
Large Cakes of Toilet Soap **10¢**  
Palm Olive Soap **8¢**  
Colgate's Cashmere Soap **10¢**  
Colgate's Pine Tar Soap **17¢**  
Colgate's, Honey, Almond, Turtle Oil, Palm and Elder Flower Soap **15¢**

### Wool Goods

54 inch All Wool Fancy Plaid Skirting, yard **\$2.60, \$3.15, \$4.50** to **\$6.40**

42 inch Wool Serges, all colors, yard, **\$1.00** to **\$3.50**

29 inch Oregon Flannel, Grey and Khaki, yard **\$1.00**

54 in. Scotch Tweeds, yd. **\$3.75**

54 inch Wool Coatings, all colors, yard **\$3.75** to **\$5.00**

### Muslins

36 inch Berkeley Cambrie, No. 60, yard **25¢**

36 inch Berkeley Cambrie, No. 100, yard **35¢**

36 inch Lonsdale Nainsook, yard **29¢**

36 inch Thorougbred Muslin, yard **14¢**

36 inch Indian Head Muslin, yard **30¢**

54 inch Indian Head Muslin, yard **40¢**

8-4 Unbleached Sheeting, yard **43¢**

9-4 Unbleached Sheeting, yard **45¢**

10-4 Unbleached Sheeting, yard **50¢**

7-4 Bleached Sheeting, yard **43¢**

8-4 Bleached Sheeting, yard **46¢**

9-4 Bleached Sheeting, yard **50¢**

10-4 Bleached Sheeting, yard **55¢**

### Wash Goods

36 inch Figured American Beauty Batiste, yard **35¢**

36 inch Figured Voil, yard **35¢** to **\$1.50**

36 inch Stripe and Plaid Voiles, yard **35¢, 50¢, 75¢** and **\$3.00**

36 inch Organdies in plain colors, yard **38¢, 85¢**

40 inch Organdies in plain colors, yard **\$1.00**

36 inch Voils, plain colors, yard **50¢**

27 inch Mercerized Poplin, all colors, yard **45¢**

36 and 40 inch White Voil, yard **35¢, 50¢** to **\$1.50**

36 inch Caroline Suitings, all colors, yard **50¢**

30 inch Imported Jap Crepe, solid colors, yard **37¢**

30 in. Imported Jap Crepe, in stripes, yd. **32¢**

30 inch Windsor Crepe, figured, yard **37¢**

36 inch Pereale, light colors, yard **16¢**

36 inch Cambrie, in light and dark, yard **20¢**

36 inch Anderson Gingham, yard **58¢**

27 inch Dress Ginghams, yard **19¢**

27 inch Dress Ginghams, yard **23¢**

32 inch Devonshire, yard **32¢**

30 inch Figured Serpentine Crepe, yard **39¢**

## OUR SHOE DEPARTMENT

### Shoes for Men

Just a few of our prices listed here. New Fall Shoes for Men—The famous Barry Make, the New Saddle Strap, dark brown shoe. Very classy style, priced at **\$8.35**

The Dark Brown Borgue last at **\$8.25**

The new style Dark Brown English, at **\$7.85**

The classy English last, Dark Brown Cordivan Leather, at **\$9.85**

Barry Oxfords, priced at **\$8.45, \$9.25**

Other Oxfords, priced at **\$6.45** to **\$9.45**

Other Men's Dress Shoes priced at **\$4.35** to **\$5.75**

The famous Army Shoes, priced at **\$5.00** to **\$5.20**

Boy's Army Shoes at **\$3.80** to **\$4.20**

### Children's Shoes

Big Line Children's Shoes and Slippers. All very reasonably priced. See our line before buying.



### Ladies' Summer Shoes

White Canvas Oxfords, priced at **\$4.00** to **\$4.25**

White Canvas Strap Pumps at **\$4.25**

White Kid High Shoes, Military Heels, at **\$8.50**

White Canvas Shoes, Military Heels at **\$4.50**

White Kid Oxfords, Military Heel, at **\$9.00**

White Kid Pumps, at **\$7.25, \$9.00** to **\$9.75**

Black Satin One-Strap Pumps, at **\$7.75**

Mouse Color, One-Strap Pumps, at **\$9.75**

Grey Suede One-Strap Pumps, at **\$9.75**

Other Pumps, priced at **\$6.65, \$8.35** to **\$9.50**

### Men's Work Shoes

One Lot Work Shoes, priced at **\$3.00** to **\$3.35**

Elk Skin Work Shoes, priced at **\$3.00** to **\$3.90**

Heavy Work Shoes, two full soles, the best wearing shoes made, at **\$4.85**

## HOSIERY

Children's Half Sox, in solid colors, black, white and brown. Priced pair **15¢, 25¢**

Children's Half Sox, white with fancy tops, pair **25¢** to **35¢**

Children's and Misses Lisle Thread Three-quarter Hose, assorted colors, fancy tops, at, pair **40¢, 45¢, 50¢**

Children's and Misses' Lisle and Silk Three-quarter length Hose, brown, heather, grey and black, at pair, **65¢, \$1.00, \$1.50**

### Children's Hose

Newport Hose, black, all sizes **25¢**

Buster Brown Hose, black, brown and white, priced, pair **30¢** to **50¢**



### Ladies' Silk Hose

Black, Silver and Smoke, priced, pair **\$1.00**

Ladies' Phoenix Hose, Black, Brown. Priced, pair **\$1.00** and **\$2.00**

Topsy Silk Hose, Black, Brown, White. Priced at **\$1.50, \$1.75** to **\$4.20**

Ladies' Buster Brown Lisle Thread Hose, full fashioned, Black, Brown, White. Priced **50¢**

Ladies' Ribbed Hose, extra size, Black only. Priced **35¢**

Ladies' Lisle... Thread Hose, Black, Brown, White and Grey. Priced, pair **25¢**

Trunks and Suit Cases Priced Right

# Golden Rule Mercantile Co.

NORTH CENTRAL—THE BUSY STREET

Army Blankets Priced at **\$4.85**