

# Why Tell You What You Already Know

Every shopper in Jackson County knows that the Golden Rule Store can save you money on your purchases. They know, too, on our quick turn-over plan of merchandising they get the latest in style, new and fresh merchandise.

These conditions spell opportunity for the alert buyer and while you already know this, we beg to remind you and to call your attention to the specially attractive prices on

## LADIES' READY-TO-WEAR, DRY GOODS, SHOES, MEN'S AND BOYS' CLOTHING, MEN'S AND WOMEN'S FURNISHINGS.

You should not overlook the excellent values we are now offering. We invite you to visit our store or to let us know your needs by mail.

**95**  
Busy Stores

Buying and  
Selling for  
Cash Means  
Saving for You

**95**  
Busy Stores  
The Reason  
We Sell for  
Less

### New Shipment of English Broadcloth and Rayon

36-in. Fast color Herinbone Stripe Rayon.....	89¢
36-in. Fast color English Broadcloth.....	65¢
36-in. Fast color Domestic Broadcloth.....	55¢
36-in. Linfast Suiting, solid color.....	48¢
40-in. Derby Voile, solid color.....	45¢
36-40 in. Normandy Voiles, fancy patterns.....	50¢
36-in. Dotted Voiles, fancy patterns.....	35¢
36-in. Pereaes.....	18¢
36-in. Pereaes.....	25¢
32-in. Kalburnie Gingham.....	23¢
32-in. LaSalle Gingham.....	17¢
36-in. Solid and Fancy Silkolene.....	25¢
36-in. Cretonnes, new patterns.....	35¢

Japanese parasols, three sizes, small, medium and large, this week only..... 85¢

### In Our Hosiery Dept.

Phoenix Hose in all Colors, Full Lengths and Bobs.

Bob silk Hose, black and colors, pair..... \$1.50

Silk Hose, black, cordovan and colors, price \$1.00, \$1.50, \$1.85 to \$4.00.

Children's Half and Three-quarter Hose, lisle and fiber, prices 25¢, 50¢ to 60¢.

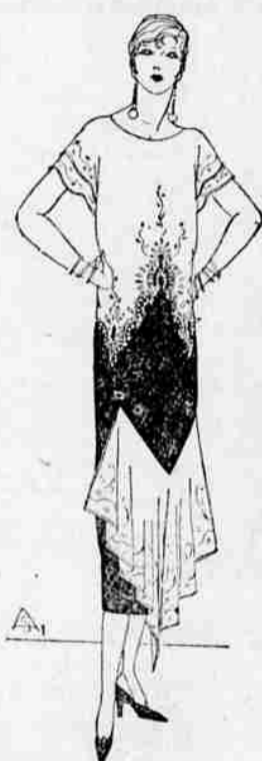


### Furnishings for Men and Boys

Boys' Athletic Union Suits.....	55¢
Boys' Mesh Knit Union Suits.....	48¢
Men's Athletic Nainsook Union Suits.....	50¢ to \$1.10
Munsingwear fine Golf Union Suits.....	\$1.55
Men's heavy Cotton Sox.....	15¢
Men's Dress Cotton Sox.....	15¢ to 25¢
Men's Silk Dress Sox.....	75¢ to \$1.00
Men's Work Shirts, extra good quality, blue, gray, khaki.....	89¢
Boys' Work Shirts.....	59¢ to 75¢
Lumbermen's extra heavy Mitts.....	92¢
Men's leather Work Gloves.....	45¢, 60¢ to \$1.95

### Ready-to-Wear

Compare These Prices With All Sale Prices:



Special one lot Ladies' sweaters at.....	\$1.89
Special one lot Ladies' Dresses at.....	\$10.00
Special one lot Ladies' Dresses at.....	\$16.45
English Broadcloth Dresses at.....	\$4.15
Other Silk Dresses at.....	\$25 to \$29.75
Summer Coats.....	\$14.85 to \$25.00
Ladies' Suits priced.....	\$16.45 to \$50
Special Ladies' Blouses, values to \$12.00, at.....	\$7.95
Ladies' Tweed Knickers at.....	\$2.80
Special Bungalow Aprons at.....	50¢ to 98¢
House Dresses.....	\$1.95 to \$3.75
New summer Skirts.....	\$7.00 and up
New Fancy Silk Scarfs at.....	\$2.80
Wonderful line of the new summer night gowns, all colors, at.....	\$1.60
Special in Ladies' Corsets at.....	\$2.50
Special in Ladies' Corsets at.....	\$1.00
Other Corsets.....	\$2.50 to \$6.75
Brassieres, priced.....	30¢ to \$1.50
See our special in Ladies' Crepe Bloomers at.....	50¢

Big line of Khaki Outing Togs, Shirts, Lace Leg Trousers, Knickers, Coats and Hats at very reasonable prices.

### Suits for Men and Young Men

Men's heavy blue serge Suits..... \$35.00

Men's light weight blue serge suits \$22.50 to \$33

Men's stout Suits, mostly dark colors, sizes 40 to 46..... \$34.50

Men's Suits, all sizes and shades, \$16.85, \$22.85 to \$38.75.

Young Men's Suits in the latest shades and styles, \$32.25 to \$38.25.

A new shipment of youth's Suits in dark colors, age 16 to 20 years..... \$20.75

150 Boys' Two Pant Suits, \$6.50, \$9.75 to \$15.00

Men's Dress Caps, \$1.25, \$1.95 to \$2.25.

Men's Dress Hats \$2.75 to \$4.50.

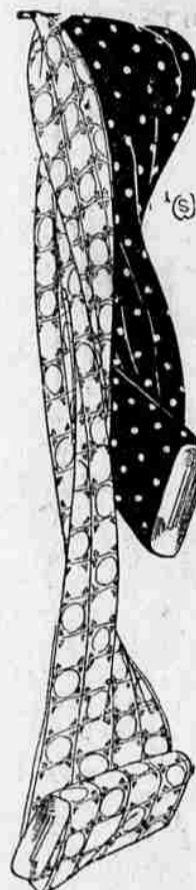
Men's Dress Straw and Panama Hats at very low prices.



A big line of Men's Straw Work Hats at 10¢, 15¢, 25¢, 35¢ to 50¢.

### Silks and Crepes

New shipment all silk Printed Crepe, 39 inches, at.....	\$2.45
36-inch Printed Crepe at.....	\$2.25
36-39 in. Crepe de Chine at.....	\$1.75
40-inch Georgette Crepe, all colors.....	\$1.50 to \$1.80
39-inch Satin Back Crepe, yard.....	\$2.80
36-inch Odette, solid colors.....	\$1.25
36-inch Faille Silk, yard.....	\$2.80
36-inch Printed Kimona Silk.....	\$1.50
38-inch Silk Vesting, all colors, yard.....	98¢



### Ladies' Underwear

Underwear to fit the stout and the lean, And they surely do fit keen.

All styles, regular 65¢ values, Friday special, a suit.....	48¢
Bodice top, shell knee, open.....	85¢
Round neck, loose knee, open.....	50¢ to 80¢
Round neck, loose knee, closed.....	80¢
Bodice top, loose knee, closed.....	50¢ to 80¢
Round neck, tight knee, open.....	50¢ to 65¢
Bodice top, tight knee, open.....	50¢
Vests, all sizes, special.....	25¢
Vests, all sizes.....	50¢ to 85¢
Ladies' knit bloomers in all sizes.....	50¢

### Shoes for All

Ladies' black kid Pumps.....	\$6.95 to \$7.50
Ladies' Patent Pumps.....	\$4.98, \$6.25 to \$6.75
Ladies' new tan Pumps.....	\$6.45, \$6.95 to \$7.95
One-strap and two-strap kid House Slippers.....	\$1.98
High heel Patent Pumps.....	\$6.95
High heel Satin Pumps at.....	\$7.35
See our bargain counter of Ladies' Slippers, specials at.....	\$3.98 to \$4.98
Girls' low heel tan and patent Pumps at.....	\$4.98
Men's Dress Shoes.....	\$3.85 to \$9.25
Men's Dress Oxfords.....	\$4.98 to \$8.45
Men's Work Shoes, muleskin, at.....	\$1.89
Men's elk Work Shoes at.....	\$1.98
Other Work Shoes at.....	\$3.95 to \$4.95

Big line of Boys' and Girls' Dress Shoes and low shoes at very low prices, also big line of Tennis Shoes.

If You Are Not in the Habit of Buying Your Shoes Here, Start Now!

Store Closed All Days Saturday—  
Open Friday Evening Till 9 o'Clock



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