

Opening of the New Golden Rule Store

Opening Date
Saturday, March 14th

Surely

Such Outstanding Brands
 Certainly Merit Confidence

FOR MEN AND BOYS

- Lee Work Clothing
- Fragner Hats Elder Shirts
- Inter-Woven Sox
- Tom Sawyer Washwear
- Star Brand Shoes
- Nunn-Busch Shoes
- Freeman Shoes
- Stetson Hats
- Liberty Undergarments
- Phoenix Neckwear
- Russell Gloves
- Paris Accessories
- Society Brand Clothes
- Saranac Work Gloves
- Square Deal Caps

Why

The Golden Rule?

Some of our friends have asked us, "Is the Golden Rule store a chain organization?" "The Golden Rule Store" is not a copyrighted name, and while there are over 5,000 Golden Rule Stores in the United States, they are not necessarily connected; they are individually owned and operated, yet by association in a buying capacity are able to go on the open markets and to legitimate manufacturers and obtain valuable price concessions. We have felt that in order to meet chain store and mail order competition on certain classes of merchandise, it would be a decided advantage to align ourselves with this buying connection. This association does not compel us to buy any merchandise from any particular manufacturer. We can buy when and where we can obtain the best merchandise best suited for our local communities.

DEAR FRIENDS:

We have leased the store building formerly occupied by D. Abdouch, first door west of the First National Bank, which has been completely remodelled, and will be open for business and to all our friends on

Saturday, March 14

Jack has just returned from the eastern markets, where he has selected personally the type of merchandise that we believe is best suited and most wanted by Holt County people. We have made every effort to assemble a line of **Standard Brand, National-ly advertised Merchandise** that will be a credit to O'Neill and Holt County and we believe that your acceptance will be most enthusiastic. We have never believed that quality should be sacrificed to have a low price and it is our purpose to buy and sell only Quality Merchandise that we can guarantee to you to be entirely satisfactory in every way and we will expect you to **Help Us Make This Store Just the Kind of a Store You Want**, with the kind of merchandise **You Want**, at the **Prices You Want to Pay**. We have great faith in Holt County, we like the people here; we are going to do everything we can to make this store your store—to make your shopping easier and more pleasant. We believe you will like the quality of our merchandise and the service we are going to try to give you. Drop in and see us. We will all be mighty glad to see you again.

Mabel Gatz

Bee Rentschler

Jim Harty

Dale Tressler

Jack Allinger

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Such Outstanding Brands
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FOR LADIES AND GIRLS

- Kayser Hose
- Bijou Hose
- Becks Hose
- Gossard Corsets
- Miller Foundation Garments
- Sunbeam Wash Frocks
- Miss Spokane Frocks
- Spic & Span Wash Frocks
- Peacock Shoes
- Ivanhoe Underwear
- Gage Millinery

Lee Overalls, Jackets

Low or shield back, handy 4-in-1 bib pocket, snap fastened at top, exclusive on Lee. All pockets, side-openings and strain points thread riveted, triple stitched throughout.

Men's sizes 30 to 50

\$1.49

Boy's sizes

1 to 16

98c

Boys' Overalls

2 to 16

69c

A real honest to goodness Overall

Elder Dress Shirts

For those who want the best. New effects in designs

98c 1.50 1.95

Pequot Sheets

81x90

1.29

A. B. C. Fabrics

Guaranteed sun and boil fast.

Most beautiful patterns.

36 inches wide

23c

Fragner Hats

Truly quality Headwear. Newest styles and colors.

\$2.98 \$3.95 \$5.00

Ladies' Shoes

New Straps, Pumps and Ties in the newest styles and shades for Spring. A full assortment of Mat Kids, Patent and Light Spring Tans in various height heels in complete size ranges.

2.95 to 6.45

We will also stock the well-known

PEACOCK SHOES

for Ladies

In an assortment of styles and Colors

Printed Broadcloth

Guaranteed fast colors, 36 in.

Beautiful pattern work

23c yd

Pure Silk Hose

Full fashioned Chiffon or Service. French heel, Picot top

98c

Hope Muslin

You know the quality

10c yd

Ladies Celenese Hose

All new colors

39c

Rayon Bloomers

VANITA

Run resist quality

39c 49c 98c

Ladies Coats, Dresses

In this department you will find a full selection of the season's latest in styles and colors for your approval. Many of the new Printed Dresses as well as the solid colors. Also the Knitted Suits that are so much in favor.

We will stock half sizes and Junior sizes for the Miss.

The Spring Coats are very new and becoming.

Coats and Dresses in price range from

\$4.85 to \$25.

Wash Frocks

MISS SPOKANE

You will like these unique styles

Also in half sizes

1.98

Wash Frocks

SPIC & SPAN

Guaranteed fast color.

14 to 50

79c