

Now Located on
Fifth Avenue

THE GOLDEN RULE STORE

Next Door to U. S.
Land Office.

EIGHTEEN years have come and gone (three of which have been in Lewistown) since first we launched our little boat upon the billowy mercantile sea. In these years we have encountered all kinds of weather (panic and prosperity) we have heard the muttering thunder of competition, we have seen the flashy lightening of well written "ads," we have been in the real "typhoon" of criticism freely given by competitors, but our little boat is still sailing. Experience and cash, linked with the liberal patronage given us since we opened in Lewistown has kept it afloat, for which we are thankful. The morning sun of a bright day for Lewistown shoppers has arisen. We have an immense quantity of Merchandise to be disposed of in a short time. If you are not a patron of this store we invite your inspection of our entire stock with this assurance on our part that as long as our doors swing open to the trading public we will sell the best goods for the least money of any concern in Fergus county. See what you pay for some of the following articles:

Clothing

In this line we defy all competition. We buy this line of goods in large quantities direct from manufacturers.

Look at Prices Inspect Quality.

Men's black Worsted suits, worth \$7.50, at **\$5.50**

Men's medium light color Worsted suits, the kind you pay \$10 for, at **\$7.50**

Men's all wool black Cheviot suits, sold by many eastern concerns at \$10, our price **\$7.50**

Men's all wool fancy Worsted suits, good weight, swell made, at **\$10.00**

Men's high grade, all wool fancy Worsted suits, Ventian lining, hair cloth front, padded shoulders, worth \$18.00, our price **\$15.00**

Men's union made Corduroy pants, the \$5.00 kind at **\$3.75**

We also carry the high class Roberts-Wicks clothing; nothing better made; suits \$18 to \$25.

A complete line of Boys' and Youth's Clothing.



500 Samples—Suits made to measure. Fit Guaranteed. We save you 20 per cent on these goods.

Hanson's Gloves

Union made, best fitting, best quality. Not so high priced as many inferior brands. Our \$1.20 horse hide glove continues to be a leader. Try a pair. If not good we give a pair free.

Blankets

Fifty pairs government blankets, worth \$8.00 pair, while they last at **\$5.00**

Dry Goods

Light shirting prints, per yard...5c

Dark standard dress prints, per yard...5c

Dark standard dress prints, Percale finish, per yard...6 1/2c

Amoskeag apron check Gingham, per yard...7 1/2c

Good yard-wide L. L. Muslin, per yard...6 1/2c

Bleached Muslin 3/4 width, per yard...5 to 6 1/2c

Yard wide Bleached Muslin, per yard...7 1/2c

Best yard wide Bleached Muslin, per yard...8 1-3 to 10c

Best 64 x 64 Cambric, all colors, per yard...5c

36-inch Silkoline, all colors, per yard...12 1/2c

36-inch Near Silk Lining, per yard...12 1/2, 15 and 18c

1 Case Import India Linens 20 per cent cheaper than you can buy them elsewhere.

Prices 7 1/2c, 8 1-3c, 10c, 12 1/2c, 15c, 20c and 25c.

Laces and Embroideries

Our line of laces and embroideries are complete.

Valencenes laces per yard...4c, 5c, 6 1/2c, 7 1/2c

Also a fine line of French Valencenes and Meclan laces; Insertions to match.

See our line of 12 1/2c embroideries.

Dress Goods

We are showing the greatest line of dress goods we have ever had. Voiles, Etamines, Cecillians, Plain and Metallic Mohairs, Heavy Wool suitings, Cotton and Linen suitings, all Linon Waisting. New patterns in Damask waistings, French Gingham, White Organdies, Silk Dots, etc., etc.

We Can Interest You in

Dress Goods.

Notions

One bottle screw top vasaline...5c

Best safety pins...5c

Good hump back hook and eye, 4 dozen...5c

One dozen good rubber tipped lead pencils...10c

Six spools Coats' thread...25c

Best knitting cotton, per ball...5c

One package of 25 good envelopes...5c

Best needles and pins, per paper...5c

Ladies' Shirt Waists



Our factory line, "High Art Shirt Waist," have no equal in style, fit and finish.

Ladies fine lawn waists...\$1.00

Ladies elegantly trimmed white lawn waists \$1.25, \$1.35, \$1.65 and upwards.

Beautiful white all Linen waists...\$3.25

China silk waists in white and colors...\$3.00

Big Line Ladies' Collars and Fancy Neckwear.

Table Linens Napkins and Towels

We have tried hard to make this line meet the approval of the most exacting purchaser. Prices and quality considered, we can sell you your Linens.

60-inch white table Damask...25c

64-inch white half linen Damask...38c

64-inch white all linen Damask...60c

72-inch white all linen Damask...90c

72-inch white all linen, extra quality...\$1.25

All Linen napkins 75c dozen and upward.

Millinery

We have one of the best selected stocks ever shown in Lewistown. Our sales in this line is proof to us that styles, quality and prices are correct. Every lady invited to call and inspect our hats.

Children and Infants' Dresses



We have added a complete line of children's colored and white ready to wear dresses.

Infants slips 50c, 65c, 75c, \$1.00 and upwards.

Children's colored dresses 35c, 50c, 65c and upward.

Infants long and short skirts.

Corsets



We still carry the best corset on earth for the money—F. C's. Every pair guaranteed. Prices 25c, 50c, 65c, 75c, \$1.00 and \$1.20.

F.C. CORSETS

Hats

We have over 1,000 men's and boys' hats. All new, fresh goods, up to the hour in styles. Hats with a pedigree, hats with a guarantee. This is our

Thoroughbred hat at...\$3.00

Stetson hat, the \$5.00 kind at...\$4.00

Stetson hat, the \$6.00 kind, at...\$4.50

Our prices will interest you in Lace Curtains, Bed Spreads, Sheets, Pillow Cases, Comforts, Blankets, Etc., Etc.

Hosiery

No. 548—Misses fast black ribbed hose; sizes 6 to 9 1/2 at **15c**

No. 551—Misses fast black ribbed hose, the kind you pay 25c for, sizes 6 to 10, our price **20c**

No. 2—Boys' heavy athletic hose, tripple knee, high spliced heel. No better made. These are the 35c kind. Sizes 6 to 10; our price **25c**

No. 645—Ladies' fast black hose, double heel, the kind you pay 25c for, 18c per pair, or six pairs for **\$1.00**

No. 670—Ladies extra quality double heel and toe; a good wearing hose, per pair... **25c**

Babies regular 25c Cashmere hose, 18c per pair, 3 pairs **50c**

Babies regular 25c Cotton hose 18c per pair, 3 pairs **50c**

Ladies fast black hose...12 1/2c

Ladies Maco split sole...30c

Ladies lace hose, black and colors...25c and 35c

Dainty Under Muslins for Dainty Women



We defy all competition in this line. They come direct from the factory to us.

Ladies corset covers, 15c and upwards.

Ladies drawers 25c and upwards.

Ladies night gowns, 75c and upwards.

Ladies skirts 65c and upwards.



See our Silk petticoats. \$1.25 buys a good Satine petticoat.

Shoes



Here is one of our strong forts—good shoes for the least money it is possible to handle them for. We do not ask you \$6 for a fine patent Colt full dress shoe, only \$4.65—35c per pair cheaper than many sell the same shoe in the east for.

Good for Bay Boys' Shoes

Are the best that Leather and Experience can build. Two pairs will wear longer than three of any other brand of shoes of the same price.

We guarantee them.

75 pairs of ladies Oxford shoes to close at... **\$1.00**

These are shoes we originally sold at \$1.65, \$1.90, \$2.00, \$2.75 and \$3.00.



75 pairs Men's shoes, worth \$1.75, \$2.00, and \$2.50, at... **\$1.50**

15 pairs Men's \$1.50 shoes at... **\$1.00**

These are broken lots and will not last long.

Haberdashing

In this line we carry the best. Cluett-Peabody collars and cuffs. The celebrated O. and R. neckwear.

Men's handkerchiefs, each...5c

Men's handkerchiefs, 10c, per dozen...\$1.00

Men's all linen handkerchiefs...Three for 50c

Our increasing trade has forced us to secure larger quarters. We are now situated so as to better accommodate our patrons. Our stock is larger and better suited to meet their demands. Our room is now packed to the ceilings. We must and will sell these goods. We do not believe in staying at the same old notch, but are going to sell more goods in 1904 than any previous year. To do this we will have to make new friends and keep our old ones. This we shall ever try to do. We buy these goods in quantities for cash in the best markets the country affords. We shop from Portland to New York City twice each year, personally selecting every article. In so doing we get the best Merchandise that cash and experience will buy. We want your trade and to secure it will handle your business on a smaller margin than any credit concern can afford to do. Thanking every patron for past favors and soliciting a continuance of their patronage, we are,

Respectfully,

THE GOLDEN RULE STORE,
AKINS & JONES, Props.

STORES: AKINS & JONES, Lewistown, Montana.
AKINS & JONES, Astora, Oregon.
AKINS, JONES & CO., Deer Lodge, Montana.
AKINS, JONES & CO., Salmon, Idaho.

N.B.--"CASH BUYS MORE THAN CREDIT."