

Annual Booster Event Starts at Boise Friday September 27th—Come Boosting Time Again

Women's Union Suits for \$1.19

A booster making offer. Women's natural gray wool ribbed Union Suits; a good weight and well made garment; any size from 34 to 44. This is a garment for which you should pay a dollar fifty. You'll be a booster for us if you buy your winter underwear here.

Time to talk about big things—big crops, big prospects—Idaho's future has never been brighter. The Intermountain Fair will give you new boosting material if you carefully scan the exhibits—boost for Idaho—boost for Boise—boost for all that helps put the Gem State where it belongs.

At this seasonable Boosting Time we want you to become a booster for Idaho's greatest store system—the Golden Rule stores at Boise, Caldwell, Payette, Weiser, Emmett, Midvale and Mountain Home. The stores that save you money because they buy in seven store quantities—buy for cash and sell for cash. The stores that stand behind every transaction with a guarantee that "you above all must be satisfied."

No institution in Idaho has been a greater factor in saving money for Idaho people and keeping it at home than our Golden Rule Stores. You will become a Golden Rule booster when you get acquainted with our method of doing business and learn what kind of merchandise we sell.

Convincing Merchandise Offers to Help Make You a Booster

Pretty Embroideries 10¢ a Yard

Here's more booster ammunition. You would talk about anything you bought at half price, wouldn't you? There are plenty of Embroideries in this lot that are worth at least 20 cents a yard. Pretty designs in fine Swiss embroidery edges and insertion—beautiful quality, well finished edges—unusual values to say the least at 10¢.

Here Are Booster Ribbon Offers

Ribbon 25c a Yard

Beautiful new ribbon in pretty block plaids and rich Persian patterns, Dresden designs and stripes. Also a lot of plain colors in heavy satin ribbon—colors black, white, red, Copenhagen, blue and pink. Ribbons up to five inches in width. This is part of a big special ribbon purchase. In no regular way could we say 25c a yard for such ribbon.

Ribbon 10c

Here's a pretty assortment of fancy ribbons in checks, plaids and Dresden effects; also many plain colors; quite a complete showing from which to pick. The quality is away better than you could expect for 10c. It's a good time to get school ribbons for the girls.

Ribbon 15c

A splendid assortment of new ribbons—neat checks, block plaids, Dresden and fancies—ribbons up to five inches in width. There are ribbons in this lot worth up to 25c a yard—easily worth that—the booster price is only 15c.

Taffeta Ribbon 19c

Heavy taffeta ribbon in rich changeable effects and many pretty color combinations. Also a lot of pretty stripe ribbons and plaids and fancy effects—Some beautiful ribbons in the lot—widths run up to six inches. You'll not find a piece of ribbon in the lot for which you could expect to pay less than twenty-five cents. Saving six cents should help make you a booster.

You'll Boost for the Golden Rule if You Buy Underwear and Hosiery Here.

Women's Unions 98c

Women's extra heavy fleeced union suit—cut in full sizes—you can have 34 to 44—a splendid garment for wear and warmth. For many seasons we've been proud of our 98c garment—but we have greater reason than ever for crowing this season. Look up this 98c union suit.

Unions 50c

Women's medium weight fleeced Union Suits; cut in full sizes from 34 to 44; a well made and altogether satisfactory garment at 50c for the suit. A nice weight to wear through the winter.

Pants 25c

Vests or Pants at 25c. These are women's garments of medium weight, well made and the most sensible kind of garments for early fall wear. Real good value at 25c each.

Children's Unions 50c

Children's extra heavy fleeced union suits in a cream color—a dependable garment in every way and just the weight you would choose for school wear for the winter months. Suits for children from 2 to 12 years of age priced 50c a garment.

Plauen Embroidery \$1.39

Beautiful Plauen Embroidery Flouncing, forty-five inches wide. These are dainty imported Swiss Flouncings, delicately sheer—rich designs in fancy open effects. This is embroidery of unusual merit and would be priced about double our price in most stores. We have bands and edges to match most of these patterns—bands and edges and cost less. If you appreciate the beautiful you'll enthuse over this embroidery at \$1.39.

Here's a Collection of Booster Making Offerings

Lace for 10c a Yard

A lace offer of much merit. Plenty of pretty, dainty patterns in the lot, from which to make selections. Fine French and German val laces, imitation hand made—cluny and baby Irish effects in both bands and edges. They're real bargains—priced for the Booster event at 10c a yard.

Head Scarfs 48c

A much better scarf than you could expect for this price. Made of American Habutal silk and hemstitched. Colors gray, white, black, lavender, light blue, tan and pink. They're really pretty, and at 48c each they're extra values.

Hand Bags for 59c

A good appearing bag for little money. They are made with 9-inch metal frames; in black only. They have good clasp fasteners, and an inside coin purse. Much better bags than can usually be bought for so little money; only 59c each.

Jewelry Collection 19c

A large assortment of pretty designs in these lots. Brooches, Barpins and Cuff Buttons that would cost at least double the price we are asking for them. There isn't a poor one in the lot. There's surely something in the assortment that will interest you. For the booster event we've priced them at 19c each.

Boys' Hose at 15c

A good heavy weight two thread Hose for boys, reinforced heels and toes to insure the wearing quality. This is a hose you can depend upon to give your boy more than ordinary service.

Pearl Buttons for 10c

Ten cents for a card of pearl buttons. A big lot of buttons at this price—many sizes and kinds. This is one of the best button values we have ever offered—10c a card.

Booster Items

Women's Hose, 10c

Women's medium weight black hose, four thread heel and toe—Some imperfections in some of these, its the run of the mill of our regular 15c hose. All sizes.

Gloves 95c

Cape or pique dress gloves in tan or black—this is a glove we feature and you'll find them a very special value at 95c a pair. Every pair you buy will make you a booster for the Golden Rule.

Palm Olive

Six bars of Palm Olive Soap and a 50c jar of Palm Olive Cream for 49c. Both acceptable articles for your toilet case.



This Blue Serge Suit \$15

Should make you a booster for the Golden Rule.

It's a handsome suit—it could be priced \$20, \$25 or \$30 and not look a bit out of the way.

The material is a beautiful fine wale mannish serge, tailor made with hand turned collar and lapels and lined with Skinner's satin and shields. Full skirt with kick pleats on each side and prettily trimmed with buttons. This suit comes in black or navy. Some very pretty mixtures, novelties, in stylish suits in our special \$15 line.

Caracul Coats at \$10.75

Caracul has been one of the most popular winter coats for the past two seasons and this season promises to outdo all past caracul records. This \$10.75 coat is a beauty—it's made with a large shawl collar—the coat is 54 inches long and lined thruout with satin. This is the greatest winter coat we have ever offered at \$10.75.

Booster Piece Goods Offerings

Dress Goods at 49c

Forty inch plain serge in all the best shades—cords—all wool novelties and Scotch plaids in this dress goods offering. A dollar a yard should be the price on many of these pieces. You'll surely boost for the Golden Rule if you buy any of this dress goods at 49c a yard.

Mohairs 29c

Cotton Mohair 29c a yard. This material comes in a range of colorings; comes in fancy weaves, is 34 inches wide and a good staple material for school or hard wear. This material would be cheap at 35c a yard.

Soisette 19c

A soft silky looking material for which you would readily pay 25c a yard. In shadings you can have brown, Alice blue, dark red, cream, white and black; washes just like a piece of linen.

Flannelette 7 1/2c Yard

Flannelettes in a variety of colorings and patterns. All in a good ten cent quality. Kimona fleeces in a splendid range of patterns. A good 12 1/2c quality. On sale Thursday for 7 1/2c a yard.

Prices on Shoes to Make Boosters for Our Shoe Section

Women's Shoes, \$2.39

We're offering a mixt lot of women's shoes for this event that should tempt you to buy. There's plenty of good styles in the lot and they're made of good leathers, too. Ordinarily you would pay \$3.50 and \$4.00 for them. You can get them now for \$2.39.

Womens Shoes \$1.69

In this lot are shoes that are worth regularly \$2.50 a pair. There's a generous number of styles to choose from, and they're bargains at \$1.69. The better knowledge you have of present leather prices the more this offer will appeal to you.

Womens Shoes \$1.98

Shoes that are worth \$3.00 a pair in a regular way. They're shoes that will give good satisfaction to the wearer. Very cheap at \$1.98 a pair. Here's an opportunity if you've winter shoes to buy.

Children's Shoes 85c to \$1.69

A mixt lot of misses and children's shoes in black and tan. Values to \$2.25. On sale now from 85c to \$1.69. You can make no mistake selecting shoes for the school folks now, before the day of immediate need arrives. Children's shoes in plain and colored tops. Sizes 2 to 5. On sale at 65c. Sizes 5 1/2 to 8 at 75c.

Fine Wool Blankets

Never before have we been in better shape to save you money on blankets. Our blanket stock is wonderfully complete and the values command attention. See the fine wool blanket we offer at \$4.95—easily worth a dollar and a half more. See the handsome blanket we show at \$5.98—two dollars more would this blanket be worth at the average merchant's price. A rich, heavy, warm blanket at \$7.50—just figure that you save two fifty on this blanket.

Items That Should Make a Boosters' Trail to the Golden Rule.

Beautiful Silks 79c

Twenty-six inch silk, in messaline, taffeta, poplin and lustral silk, in pretty fancy effects, neat stripes, checks and plain. There's quite an assortment in this lot and the values run easily up to a dollar a yard. This silk is twenty-six inches wide and comes in a variety of pretty shadings.

Table Linen 79c

Seventy-inch silver bleached Table Damask, easily worth a dollar a yard, for 79c. A splendid linen offer. Pure linen Napkins worth \$1.25 for 98c.

Bed Spreads \$1.49

A large size Bed Spread made with cut corners and fringe—a spread large enough for a full double bed. You would readily pay two dollars for such a spread. Booster price is \$1.49.

Fancy Silk 49c

Quite an array of fancy stripe, check and plain effects; genuine values in the lot worth up to 79c easily. You'll find this a most favorable occasion to buy silks—be one of the first.

72x90 Sheets 43c

A sheet made without a seam and made of a good heavy muslin—it would be cheap at \$65c. Our Bedding section is well equipped to take care of you before real cold weather starts.

36-in. Bleached Muslin 5c

A very decent quality of muslin. A grade you would expect to pay at least 7 1/2c a yard. This is a 36-inch muslin and a remarkable value at 5c a yard. Only 500 yards to sell at this price—Come early so's not to be disappointed on something out of the window.

Golden Rule

Mr. Make-It-Right says you, above all, must be satisfied.