

# The Golden Rule.



## SUMMER NORMAL SCHOOL TO OPEN

Indications Are That There Will Be a Large Attendance of Teachers.

The Boise State Summer Normal school, which is to open in the high school building next Monday and continue to Aug. 25 promises to be the largest school of its kind ever held in Boise. At least this is the indication if one may judge from the many inquiries which Principal Rose, the director of the school, is receiving daily. For the six years from 1907 to 1912 inclusive the Boise summer normal received appropriations from the state. The last legislature, however, failed to appropriate for the summer normals and last year all the teachers from this part of the state who were forced to attend summer normal had to make the long trip to one of the schools in the other parts of the state. Two years ago nearly 200 were enrolled in the Boise school and last year nearly the same number attended other schools from this part of the state. For that reason the school is this year authorized to be held in Boise. Owing to the fact that there is no appropriation from the state, the Boise summer normal is forced to maintain itself upon the \$10 tuition fee which will be charged.

The teachers of this part of the state are glad of this opportunity to attend summer school nearer home. They do not have to hurry back from the other end of the state to take the examinations which follow immediately after the summer school. They may attend the Boise school and then be on hand for the joint teachers' institute, which is held in Boise the week following, and which all are required by law to attend.

The Boise summer normal has a strong faculty. In addition to Principal Rose, the director, the following prominent educators have been selected for the work: Mrs. Edith Bickell Brown of the normal training department at Youngstown, O., who will have charge of some of the classes in methods and a special class in primary methods; Miss Gertrude E. Egarth, grammar grade supervisor of the Boise schools; Superintendent V. Melde Hills of the Nampa schools and J. H. Sawyer, science teacher in the Boise high school, for the review classes and the classes in methods; Miss Gertrude Schottentels, head of the English department of the Boise high school, for the classes in English and composition; Miss Blanche Cahoon, art supervisor of the Boise schools, for the classes in drawing, water colors and arts and crafts; A. B. Zu Taverner, bookkeeping and writing teacher in the Boise high school, for the special class in the Palmer method of penmanship.

All of the courses will be offered by the Boise Summer Normal which are required by law in preparation for all grades of county certificates. Other classes will be organized to meet the demands of those in attendance. The special classes in writing and bookkeeping to be taught by Mr. Zu Taverner are open to special students and will receive regular high school credit.

### Don't Worry Yourself.

These summer days let us take one burden off your hands. Let us do your washing—your worry will then be over. The cost—let's see about that; it has something to do about it—well, too, we know how to solve the problem—our modern methods in the laundry business enables us to do the best work for the least money. Idaho Steam Laundry.—Adv.

### HOTEL ARRIVALS.

OWYHEE—R. T. Holmes, Portland; E. C. Sherman, Ogden; E. M. Heiglo and wife, E. D. Perkins and wife, H. W. Davis, Lee Higley and wife, New Meadows; C. B. Miller, Chicago; J. B. Stevenson, San Francisco; A. L. Smith, Weiser; James T. McCarthy and son, Wallace; John C. Wood, Wallace; Herman Tiller, Wallace; Thomas E. Green, Chicago; O. B. McBride, Portland; B. C. Austin, Flint; E. W. Chapin, Chicago; A. C. McCain, Ogden; Fred W. Gooding, Shoshone; C. A. Randall, Kansas City.

IDANHA—Betts R. Kendall, Nampa; D. J. Paul, Caldwell; G. J. Thomas, Denver; E. Hillier, Nyssa; Fred Murphy, Pocatello; Sam Silverblatt, Louisville; M. A. Medans, Arrowrock; Wilton Coumway, J. W. Kelley, Ogden; Brice Mathews, Caldwell; J. Q. Adams, Omaha; G. Ingram, Omaha; O. E. Weymouth, Miss H. Howard, San Francisco; M. B. Connell, Salt Lake; Jerry Hurley, Nyssa; J. L. Whitson, O. Grapema, Mountain Home.

BRISTOL—Mrs. M. Cochick, Bessie Cochick, Weiser; Henry Rathy, Mountain Home; F. K. Rudolph, Barber; Mr. Echer, H. W. Rose, Halley; Mr. and Mrs. G. C. Finske, Payette; R. F. Reim, Nötus; D. G. Wright, Parma; W. J. Simpson, March Nickolas, Wilder; Essie Dunn, Meridian; Sam Peterson, Placerville; J. H. Bill, Maggie Hamilton, C. Johnson, Carl W. Zetabe, Fletcher Wilson, Parma; J. W. Zetabe, Arrowrock; Charles Miller, Copperfield; William Conrly, E. M. Gnoyer, Caldwell; Dana K. Yost, Meridian; Stephen Burke, Mountain Home; Miss Kimball, Miss Brooks, T. A. Trince, L. C. Tond, W. S. Daught, Nampa; S. E. Hill, Seattle; W. E. Lees, Ontario; Florence Omalla, Mrs. I. Omalla, Parma; M. Gussaroff and wife, San Francisco; W. P. Vanderhoop, Minneapolis; W. A. Nann and wife, George R. Ganner, A. E. Denning, Ed. Borden, Marion E. Moore, Estelle Girton, Chicago; C. L. Rogers, Henry Dietrich, Caldwell; Sam McMillen, Emmett; Mr. and Mrs. F. W. Schumaker, Scranton, Pa.; George Jacobson, L. B. Green, A. W. Follansbe, Mountain Home; C. T. Parriss, Melba; C. D. Carlisle, Nampa; W. K. Simpson, St. Louis.

Baggage Transfer. Call us if in a hurry. Peasley Transfer & Storage Co. Phone 73. —Advertisement of

July is the vacation month of the year, and you will find in this July message of values numbers of vacation necessities lower even than usual Golden Rule prices. We do not sell figures—we sell merchandise and we would caution you in your July purchases to compare values instead of prices.

There is not an item in this Message which will fail to save you money—do not look for sensational figures but examine the goods—consider what you must pay for the same goods elsewhere and we believe you will agree that

**BETTER Here, For We Undersell**

## Camping Blankets

We offer two specially good numbers of Cotton Blankets which we will close out at a price that justifies your laying in a supply—even though you may have no present needs for them.

One lot of single cotton Blankets which in gray and tan with blue, pink and brown borders. The size of these blankets is 60x80 inches, and they sold regularly at 59c each; we offer 110 of these excellent values at, each...43c Another lot consisting of 120 Blankets in a twill finish, that come in tan and gray with different colored borders; these blankets are a good weight, are 64 inches by 76 inches in size, are a 78c quality, now offered at, each...63c

12 and 18 inch

## Embroideries

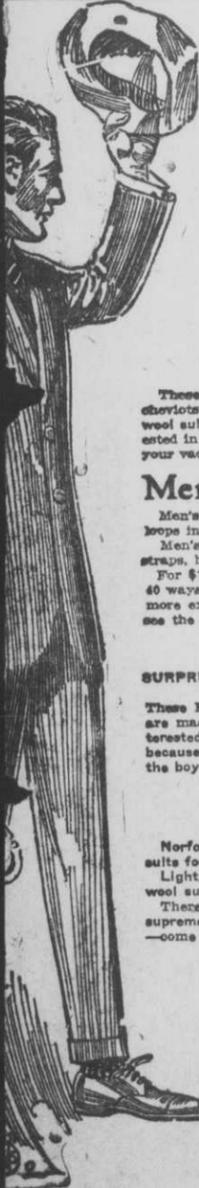
A fine quality of 12-inch and 18-inch embroidery flouncings. Corset cover embroideries with nice edges and made of good Swiss and nainsook. You'll save something if you buy the embroideries here which we have marked specially at, the yard...17c

## 50 Dozen Block Pattern Lunch Cloths

Block Pattern Lunch Napkins—all hemmed and ready for use. These napkins are fully worthy of your earnest consideration and need we comment on the price at which they are offered. Just 50 dozen at, the dozen...21c

**Golden Rule STORES**

# Men's Suits \$6.95



## These Suits are Tremendously Good Values

Save You Half as Much as They Cost You These Suits are not worth \$25. If they were \$25 suits we would certainly be well on the road to Blackfoot if we sold them to you for \$6.95. If they had ever been worth \$25 and we were willing to sell them now for \$6.95 you would know that they were so thoroughly behind the times that nobody with common sense would want to wear them at any price.

We do say most emphatically that no more value for the money expended can be found in clothing anywhere or at any price.

These suits at \$6.95 are mostly in summer colorings—the cloths are chevrons and cassimeres and come in a variety of patterns. They're all wool suits—mark that—and they're well made up. If you're at all interested in moderate priced clothing now to finish the summer or to use on your vacation, let us show you some of these splendid suits at \$6.95.

## Mens Khaki Pants 79c, \$1 & \$1.19

Men's Whip Cord Pants for 79c, in all sizes, with side straps, belt loops in tan shades. Good pants. Men's Peg-top Whipcord Pants for \$1.00, in olive drabs, with side straps, belt loops and nice cuffs. Very good pants for \$1.00. For \$1.19 we sell the best Khaki Pants in the northwest. This goes 40 ways! An excellent quality, peg-top pants with cuff bottoms and the more expert you are in recognizing quality the quicker will you be to see the superiority of this pant offering.

## Boys' Suits \$1.95

SURPRISINGLY GOOD VALUES IN BOYS' SUITS, EVEN FOR THE GOLDEN RULE AT \$1.95. These Boys' Suits are made in Norfolk styles with patch pockets and are made to give service; tans, browns and grays. Every parent interested in an economy suit for the boy would do well to inspect these because it's a certainty that you can do better for the boy here in a suit at...\$1.95

## Boys' Suits at \$4.95

Supreme Offerings Norfolk Suits in home-spun cloths and without reservation the finest suits for boys handled by us. Light, summery, beautifully tailored, excellently materialized, all pure wool suits, in fancy gray and brown stripes and in light fancy checks. There's not many of these suits, so that if you are interested in a supreme value—the finest boy's suit ever offered in Boise for the money—come early.

## Big Idaho Work Shirts

50c each, 2 for 95c are wonders

A summer message of values would be incomplete without a mention of our Big Idaho Work Shirts, clearance priced the year around. Made on our own specifications out of Blue Bell chambrays and the most reliable shirtings to be found. We pay more for these shirts to get them cut extra full and there is one here big enough for any man who might call. Solid colors of blue, gray and black and in a number of good looking stripe effects.

## Wear Underpriced

Boys' Unions and 2-piece Garments

Men's Rib Unions—In long or short sleeves, ankle length, made of hand-twisted yarn, which will give excellent service. Sizes 34 to 60, in eoru only, at the suit...95c Men's Flat or Rib Union Suits—Made with long sleeves and ankle length. In sizes from 24 to 46 only, the suit...49c

For hot weather wear try nainsook shirts and drawers, sleeveless shirts and knee length drawers, sizes 30 to 46. Forty-five cents the garment, 90 cents the suit. Boys' Union Suits—Made of mesh or balbriggan with short sleeves and knee length, just the thing for hot weather wear. Ages 4 years to 14 years at, the suit...25c

## Toilet Goods

At Prices You Can Easily Pay

- |  |     |   |     |
|--|-----|---|-----|
| Pear's Glycerine Soap Tablets, per cake      | 12c | Peroxide Greaseless Cream, large size         | 25c |
| Packer's Tar Soap per cake                   | 19c | Daggett and Ramsdell's Cold Cream             | 33c |
| Lana Oil Soap, 3 cakes for                   | 23c | 4711 Verdura Transparent Glycerine Soap, cake | 10c |
| Long bars Floating Castile Soap, the box     | 23c | Sanitol Cold Cream, the jar                   | 19c |
| Listerine, 8-ounce bottles                   | 19c | Hudnut's Marvelous Cold Cream                 | 50c |
| Listerine, 7-ounce bottles                   | 39c | Honeysuckle Cold Cream                        | 23c |
| No Odor Antiseptic Deodorizing Toilet Powder | 25c | Melba Skin Cleaner                            | 50c |
| Pond's Extract Vanishing Cream, the jar      | 17c | Melba Face and Massage Cream                  | 50c |
| Pond's Extract Vanishing Cream, large size   | 37c | Hind's Honey and Almond Cream, bottle         | 39c |
| Palm Olive Cream                             | 39c | Honeysuckle Cucumber Liquid Cream, bottle     | 23c |
|  |     | Benzoin and Almond Liquid Cream, bottle       | 19c |

## Golden Rule

MAKE IT RIGHT STORES

Shop By Mail

You need no longer suffer under the one disadvantage of living away from the city, because through the Parcel Post you are now in a position to get goods at City Prices without either inconvenience or added expense for delivery.

Take advantage of our 8-store purchasing power for cash and reap the harvest in lower prices on your purchases.

Why, if you're on a homestead or a desert claim, or in a town where you are required to pay more for your goods, take advantage of our mail order service and buy your wants as cheaply as the citizen of the biggest city in America.

## Women's Suits Reduced

The Prices Were at Bed Rock Originally

Every Spring and Summer Suit in our stock is reduced for immediate clearance. IF WE WOULD OFFER YOU ONE DOLLAR FOR 59 CENTS, WOULD YOU CALL, WRITE, PHONE OR TELEGRAPH?



WELL THEN!—We price our Suits Right at the beginning of the season—for instance, several Suits sold by us for \$15 were priced in another store in town at \$35.00, and, mind you, these suits were made of the same materials in the same way and by the same manufacturer. Now it's a simple matter for that establishment to cut the price of that suit in half—ONEHALF OF \$35.00 is \$17.50, and still sell this Suit after the "Astonishing Reduction of one-half" at \$2.50 more than we sold the self-same suit when the season started.

We are therefore moved to state that we sell merchandise, not Figures, because when it comes to a competition in Figures we simply are not in it.

Therefore, the price cuts on our suits for immediate clearance will not appear so sensational as they will actually Save for you in "coin of the realm."

Well, if the Golden Rule sells suits on this basis why don't the others, you ask? They can't do it and wouldn't do it if they could. It's our 8-store buying and selling power for cash—our minimum selling expense—a top of the profession ready-to-wear man—a satisfaction with an operation on less profits.

Both Silk and Wool Suits—Materials, Crepes, Poppins, Serges, Gaberdines, Diagonals, Brocade and Fancy Weaves.

- \$12.75 Suits Now \$ 7.95
- \$15.00 Suits Now \$ 9.50
- \$18.75 Suits Now \$12.50
- \$22.50 Suits Now \$15.00
- \$27.50 Suits Now \$18.75

Remember our speciality is and will continue to be \$15 and \$22.50 suits—and you know what wonderful values they now are—buy at \$9.50 and \$15.

Come early; you will not find "hundreds from which to select" because we have done an enormous suit business this season—because our values are so much more real—but there is still a good assortment.

## Men's Neckwear

Classy Ties 25c

An extensive assortment of Men's Neckwear at 25c—four-in-hands made up of a very decent silk and Majestics, the narrow, reversible kind of tie, as well as ties with flowing ends.

When it comes to patterns—come to the Golden Rule for the pattern of your choice—our neckwear man, for instance, says: Any color imaginable. This is an exaggeration but we truly have a very large assortment. More than your money's worth in neckwear at 25c.

## Wash Neckwear

Two for 25c

WASH TIES—THE REAL SUMMER KIND. Wash Ties, priced at 2 for 25c, that are always new, because as soon as you soil them you throw them in the wash tub and they make the wearers feel cooler. These Ties are on a white ground and are livened up by stripes, in well selected colorings. There is a reason for these Ties; they look cool—and looking so make the wearer feel cooler.

## Fancy Embroidered Sox, pair, 9c

A good grade of Embroidered Sox for men. Embroidered with silk in colors of black, blue, gray and brown. Made of a good Maco cotton and regular 15c values. Here in all sizes, in a nice class of embroidered work. If you're looking for embroidered sox, now is the time—the Golden Rule's the place to save you real money.

## Soft Shirts, with French cuffs, ea. 95c

Corking values in Soft Shirts with soft French cuffs; some have detached military collars. Mostly shirts in a good assortment of neat stripes which are quite the thing this season. The stripes are lavender, black and blue, and we have them in plain light cream. All sizes, made of a good grade of Soisette—some of Madras and probably the best shirts you ever saw at the price. LET US SHOW YOU.



## Men's Shirts 25c

Men's Soft Collar Shirts in plain colors; ecru, tan, gray and blue. A lot of odds and ends of 39c and 50c Shirts. Sizes 14 1/2 to 16. Probably the best Shirts you ever saw at, each...25c

**Golden Rule** MAKE IT RIGHT STORES