## Fall Opening

After months of dilligent search we have completed our Fall Purchases. Goods have been arriving for the last six weehs and from time to time we have been able to give you a glimpse of the many new lines that we will carry during the coming season 0ur stock is complete and we cordially invite sou to attend our formal FALL OPINIVG

Without induiging in self pras: we feel this year we can serve you better than ever before-.-better gnods, larger assortment, more novelties $\cdots$ and in spite of the rising market at practically the same prices as prevailed last year.
As this is an occasion, especially for displaying our merchandise we want you to feel that you are welcome---whether ready to buy or not--.we want you to know what you can buy at our store and what you have to pay.

## New Autumn Colored Dress Goods

The fabrics especially in demand among early purchasers are now to be seen in the largest and best chosen assortments of plain colors and fancy effects we have ever shown at this time. The remarkable sales being recorded every day are proof of the
unequaled worth of the lines at these prices. unequaled worth of the lines at these prices.
Fine all wool Mohair. $\quad . \quad \mathbf{5 0 c} \left\lvert\, \begin{array}{ll}\text { Shaddow Chacked Wool Dress Coods } & \mathbf{6 0 c} \text { to } \$ 1.15\end{array}\right.$ Children's Dress plaids $\quad 18 \mathrm{c}$ to $60 \mathrm{c} \mid$ Fancy plaid waistings $\quad 35 \mathrm{c}$ to 60 c

Opening sale of Women's,Children's and Misses' new fall coats and skirts, offord remarkable opportunities

The widespread interest manifested in our '06 Fall Garments is due to the attractiveness and authoritative character of the styles and the extraordinary values at popular prices
$\$ 8.50, \quad \$ 10.50 \$ 3.00, \$ 4.25, \quad \$ 2.75, \$ 3.00$, $\$ 15.00 \quad \$ 5.00, \$ 6.00 \quad \$ 3.50, \$ 4.50$

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## MILLINERY

We have established a separate department for this line and, having secured the services of a milliner who has had several years' experience in San Francisco and other large cities, we feel confident that we are as well prepared to take care of the ladies' wants in this line as any house in the city.
all the latest novelties in pattern, trimmed and street hats. Come in and look them over whether you want to buy or not $-\cdots$ always welcome

CLO'TH.ING
MEN'S YOUTHS' AND BOYS'
$\$ 7.50, \$ 10.00 \$ 12.50 \$ 4.00, \$ 5.00, \$ 6.00 \$ 2.25, \$ 2.75, \$ 5.00$ $\$ 15.00, \$ 17.00$ $\$ 7.50, \$ 10.00$
The latest and beest in cassimeros,
Worrteds and Clays for every day
wear or dress.
THE GOLDEN RULE COMPANY
Largest Store
Smallest Prices


