

SPRING

1908

OPENING

BEGINNING SATURDAY, MARCH 21 ONE WEEK

EVERY BODY COME, AND SEE THE GRAND DISPLAY SEASONS NEW GOODS

THE GOLDEN RULE COMPANY

OUR ADVANCE SPRING SHOWING will give you an idea of what you may expect of this store for the coming season. Most of our new lines are in, and ready for inspection, and they are combined with excellence and economy. Our entire stock presents a "SOMETHING DIFFERENT" from ordinary. Patterns, effects and styles more exclusive—latest origin—from eastern style centers.

The manufacturers have surpassed all previous efforts in turning out the prettiest patterns and the daintiest weaves, the color combinations are beyond description. You must see them to fully appreciate their beauty.

LINEN TABLEWARE.

Blue and white check, .37c to 60c
 Turkey Red Damask, 37c, 58c and 60c
 Unbleached Damask, 60-in. wide 35c
 Unbleached Damask, 66-in. wide 65c
 Bleached Table Damask, 70-in. wide 55c
 Bleached Table Damask, 70-in. wide 68c
 Bleached Table Damask, 70-in. wide 98c

SILKS.

28-inch JAP SILKS, in all shades 50c
 25 1/2-inch Imported Pongee, yd \$1.00
 33-inch Imported Pongee, yd \$1.25

BEDDING—SHEETS.

72x90, full width, 9-4 58c
 Full width, 9-4 78c

CASES.

42x36, torn and hemmed 17c
 45x36, torn and hemmed 20c
 45x36, hemstitched 30c

QUILTS.

Full size, fair quality \$1.50
 Good, heavy cotton filled \$1.75
 Extra weight \$2.25

STAPLE CALICOES, PER YARD...

5c

BEST TABLE OILCLOTH, PER YD.

17c

LADIES' DRESS SKIRTS.

Panamas, black, neatly made \$4.35
 Panamas, black or blue \$5.00
 Panamas, black or blue, 16 gores \$6.85
 Voile, black, blue or brown \$8.50
 Voile, black, blue or brown, silk trimmed \$9.00
 Voile, black, pleated \$10.75 to \$15.50

SHIRTWAISTS.

A very large assortment in the most popular prices; lace trimmed, pleated, tucked. Consisting of Lawns, Silks and Nets. Prices from 50c to \$3.50.

PETTICOATS.

HEATHERBLOOM—This material has become very popular for Underskirts, and we have some extra good numbers made of it. Some most popular sellers are made with yoke top, strapped seams, four rows of pin tucks; at \$1.98
 Tailored, Umbrella Flounce, four rows bias ruffles, yoke top, at \$2.35
 Extra heavy, has wide bias flounce, trimmed with wide ruffle, shirring and hemstitching \$3.50

TRIMMED MILLINERY.

In our line will be seen Exact Copies of Eastern high-priced models of the newest creations. We might say of this Department that it is an Eastern Style Center, conveyed bodily to our store.

NEW SPRING DRESS GOODS.

We have the BEST and LARGEST Line of Dress Fabrics it has ever been our pleasure to show. NOVELTY GOODS predominate this season and we have many of the newest patterns.

FOOTWEAR OF QUALITY.

A line that wears, looks and almost talks for themselves of the individuality and exclusiveness of the line. Every number represents quality. We guarantee wear and fit, and the price means ECONOMY for every purchaser.

LADIES' OXFORDS, IN PATENTS, VICIS, TAN OR BLACK. MEN'S AND YOUNG MEN'S DRESS AND WORK LINES, THE BEST ON EARTH.

STATIONERY.

Tablets 4c
 Ink 4c
 Envelopes 4c
 Toilet Paper, per roll 4c

DOMESTICS.

Bleached Muslin, 7-8 wide, yd 9c
 Bleached Muslin, 3-6 wide, yd 10c
 Bleached Muslin, Hope 10c
 Bleached Muslin, best quality 12c
 Fine extra weight cambrics 12 1/2c

SHEETINGS.

Pepperell Bleached, 8-4 30c
 Pepperell Bleached, 9-4 34c
 Pepperell Bleached, 10-4 36c
 Pepperell Unbleached, 8-4 20c
 Pepperell Unbleached, 9-4 22 1/2c
 Pepperell Unbleached, 10-4 35c

WASH GOODS.

A very pretty assortment in both white and colored piece goods. India Linons, 9c, 10c, 12 1/2c up to 30c
 Flexon, Linen lustre finish, a very sheer fabric 25c
 Lotus Lawns 7c
 Swisses, Persian Lawns, Colton Panamas, Voiles, Batistes at very conservative prices.

SPREADS.

Full size, good quality \$1.25
 Other grades \$2.25 to \$3.50

DAINTY UNDERMUSLINS.

When you stop to think of the time and labor you save in buying your MUSLIN WARE instead of making, the ECONOMY OF BUYING THEM HERE will be apparent. Corset covers prices range from 17c to \$1.50
 Drawers prices range from 25c to \$1.75
 Gowns prices range from 60c to \$3.00
 Chemise prices range from 58c to \$2.25
 Skirt prices range from 60c to \$3.75

FANCY PANAMA SUITING.

52 inches wide, comes in black, brown and navy; a very popular weave for Ladies' Suits; per yd \$1.75
 The new Serges, in blue, brown, black and red, 42 inches wide, per yard \$1.10
 38-inch black Shadow Plaid, one of the latest novelties in Suitings, per yard 60c
 All wool Batiste, in all shades of blue, black, brown, grey and red; a 36-inch material; regular, 60c per yard values; now per yard 50c

MOST IMPRESSIVE SHOW OF WOMEN'S SUITS AND JACKETS.

A splendid assemblage of Women's Outerwear for Spring, and at the same time the moderate prices are not easily to be equalled.
 SUITS \$12.50, \$17.00, \$25.00, \$40.00
 JACKETS \$6.00, \$7.50, \$9.00, \$11.50

NOTION DEPARTMENT

Pins, common, per paper 1c
 Pins, best, per paper 4c
 Safety pins, common, per paper 1c
 Safety Pins, best, per paper 4c
 Hair Pins, per paper 1c
 Handkerchiefs, hemstitched each 1c
 O. N. T. SPOOL COTTON, spool 4c
 San Silk, per spool 4c
 Darning Cotton 1c
 Mercerized Embroidery Floss, 2 skeins for 5c
EMBROIDERY SILK, 2 skeins for 5c
 Soap, Diamond C, laundry, 7 bars 25c
 Soap, best Toilet, per doz 45c
 Clothespins, common, per doz 1c
 Clothespins, spring, per doz 7 1/2c
 Toothpicks, hardwood, per box 4c
 Matches, per block 1c

READY-TO-WEAR CLOTHING—

—MEN'S AND BOYS'.

It is the Style and Finish, combined with Quality of Goods, that governs the price. Our Clothing Department has built up an enviable reputation on the combination of "Quality, Style, Finish," with the added feature of LOW PRICES.

Men's good, serviceable Suit \$3.50
 Men's grey or brown Cassimere, good wearer \$5.00
 Men's Suits in Cheviot, Worsted, Cassimere; new Spring styles \$8.50 to \$16.50
 Boys' two-piece Suits, good assortment \$1.00
 Boys' Suits in grey Worsted \$1.25
 Boys' Suits, plain and fancy patterns \$1.50

MEN'S DRESS HATS.

The popularity of the McKibbin Hats is well established, and the values in the line are too well known to be questioned.

Men's McKibbin Hats, all shapes, black, browns or greys \$3.00
 Black or light colors \$2.25
 Good quality, all shades \$1.50
 Odd lot, assorted \$1.00

MEN'S UNDERWEAR AND DRESS SHIRTS.

Although the season is early to make a complete showing of Summer Underwear, we have some excellent numbers in Balbriggans and light materials, at 45c, 50c up to \$1.50.

HARDWARE and HOUSEFURNISHINGS

BUILDERS' AND SHELF HARDWARE.

You will find in this line a well selected stock at prices below those usually asked by regular hardware houses.

TABLE CUTLERY.

Nice line of silver-plated and white metal, as well as the common.

DISHES.

New decorations in semi-porcelain, handsome china, glassware that would do credit to any table.

TINWARE and GRANITEWARE

Of this we need say but little, as it is an established fact, well known, that we have a most complete line at rock bottom prices.