# The Golden Rule C . . The Golden Rule Co . The Golden Rule $\mathbf{C o}$. 



## LADIES SUITS AND COATS

No other line is so popular

has gotten to be very familiar now and it is because the garment sat isfies every desire as to fit, material, make and style.
SUITS $\$ 17.50$ to $\$ 35.00$
COATS $\$ 5.85$ to $\$ 32.50$
HAIR GOODS

Fashion's demand is being followed in the dressing of the hair. The new styles of hair dressing are approved by those who closely observe the new ideas. The call now is for Turbans, Rolls, Braids, etc., All theste we have in a recent shipment. We can supply you with any color, or grade desired. BRAIDa ROLLS SWITCHES
$\$ 1.25$ to \$2.75 .25 c to 50 c $\$ 1.50$ to $\$ 6.00$

## RUCHINGS

No daintier attire for neek-wear can be used. Moderate in prices. Neat and convenient to wear New lot in a wide range of paterns just arrived. Ter yard 35 cents.

## JEWELS AND JEWELERY

Jets are very desirable. We have them in combs, buckles and brooches.

A Magnificient line of belts, belt buckles, brooches, back and side combs, bandeaus, hat and hair ornaments and pins. You may be interested in knowing that our present line is the largest by fa
hack combs and Barrettes, a fine line from 25 cents to $\$ 5.00$. Belt pins and buckles, any style you may desire, 25 cents to $\$ 2.85$

Beads and necklaces from 25 cents to $\$ 2.95$.

A Finer shoe formen
Do you know what it means to put your foot in a shoe that feels as though it was made for you and you alone?

A shoe that s
If you would experience this guine shoe fort, just try a pair of our " R. J. \& R.' $\$ 5.00$ and $\$ 6.00$ shoes.
$\int_{\text {SHOE }}^{\text {THE }} \int_{0}^{8 \cdot g}$
made in St Louis, the world's greatest shoe center, by Robert, Johnson \& Rand Shoe Company, the universally known makers of "Star Brand Shoes." STAR BRAND SHOES ARE 3EITEK' PERHAPS you have worn dishosest shces all ummer and did not know it.
Perhaps you have worn shoes, wiich, instead of being made of leather throughout, were partly made of pasteboard, so prepared as to make it look ike leather.
You see, leather is becoming too expensive for some manufactiareis. So they use pasteboard
 where you can't see it-in the heels, in the toes and in the center. This substitute for leather does not cost much, yet you are charged the same price as though you had bought good solid leather shoes. Prepared pasteboard may look alright to the ceieves a little wear or That class of shoes-and it is surprising hone. That class of shoes-and it is surprising how many is being made and soldcan stand the test. can stand the test.
We know from experien ce that only solid leather goes into the "Star Brand Shoes.
You have not seen the most distinctive styles for Fall and winter until you've seen the new "STAR ST YLES." They are different; they fit your feet and are truly comfortable.
And they will withstand hard usage in WET WEATHER and keep you healthy because they wil lkeep your feet dry. We believe your inspection is
due our varied stock due our varied stock.
'STAR BRAND SHOES ARE LEATHER.'

## MEN'S SWEATERS

This weather demands warmer clothing and a good wool sweater is the most convenient as it is light in weight, comfortable to wear as it is soft, and can be worn with ease and looks dressy on almost any occassion.

MENS-in white and all staple colors. $\$ 1.40$ to $\$ 4.99$ BOYs-in staple colors $\$ 1.00$ to\$1.50 LADIES-Fancy weaves in staple colors, White Red, Blue, etc.,
. $\$ 2.75$ to $\$ 6.00$

From the appearance of the store the day after Thanksgiving one might readily believe that old Santa had made a mistake and arrived a full month ahead of time. The very air of the store seemed tainted with the Christmas spirit. The hustle and bustle, opening and placing the Christmas stock is noticeable on on every hand. The getting-ready-to serve-the-people is general throughout the store. We will be prepared to serve day before Christmas but are beter prepared now. We have our stock arranged to make convenient for people looking after therir holiday matters. Nearly everything is shown with the prices in plain figures. This assists anyone in making their holiday purchases. We will be pleased to have you visit us at an early date.

WARNERS

## RUST PROOF CORSETS

Distinetly a model for the medium figure-the skirt is long and round-no one part longer than the other. A full set of hose supporters at the front and sides. This model is intended for a figure with bust, waist and hip measurements proportionate. All Warners Corsets are guaranteed to wear-not to rust, break or tear-and the hose supporters are the
Security Rubber Button Hose Supporters, all metal parts of which are guaranteed rust proof.

$$
\$ 1.00 \text { to } \$ 3.00
$$

## The Golden Rule Co. <br> The Golden Rule Co <br> The Golden Rule Co.



## Out Cream Wafers

are always fresh
E. D. SELDERS heads wednesday.

Important Lodge Event will Draw


## Burglary, Theft and Larceny Insurance

OUR POLHCY CONLR the faniny er geest, against lons by burglarg, theft or lareeny, ciadieg theith by serrants or other employees.

To mooperty, phambang and covers dayige
To peoperty, plaming und otber fixtures, Allows six monits vacan-


RATES FOR A YEAR
1,000, \$1250; Reosidences ane Apartment Houses.
Each Additional $\$ 3.00 ; \$ 4,000, \$ 85.00 ; \$ 5.000, \$ 40$ Additlonal $\$ 1,000-\$ 5.00$ stablea
Each $\$ 1,000$.
Teath heases (plumbling flixtares and ion................ 815.00 \$1,000..
LOGAN-SHERWOOD REALTY CO

