

SEASON'S OPENING

FALL

This season will go down in the annals of fashion as one distinguished by rarely beautiful style. Fabrics are rich in coloring and exquisite in weave. Garments are graceful and becoming to an unusual degree.

THIS STORE INVITES YOU TO AN EXHIBITION OF AUTUMN APPARELS

The labors of many months are represented in the beautiful goods now on display while summer holds undisputed sway, looms have been running in distant work shops preparing for your fall needs, designers racking their brains in anticipation of your autumn demands for garments more attractive than ever before, and the results are worthy of so much effort and ingenuity.

In beauty and fineness this seasons garments surpass all previous efforts.

In selecting these garments for the fall and winter wear we have tried to see them with eyes of one who would be making a selection for themselves, and can say in every instance we have omitted anything of a freaky nature, trying at all times to be the staple selections.

Suits have stylish medium length jackets, and the skirts are inclined to be a little scanty,—not too much. Coats for Auto as well as street wear are long and handsome, many made in mannish effect. Silk costumes and waists are perfect pictures of beauty.

This season as in the past, our popular price suit at

\$22.50

will be a very strong number. At this price we are able to sell suits in all the staple materials.

BEAUTIFUL SILK GOWNS

This is a most popular garment. Fit for any occasion and moderate in price, in staple colors, brown, blue, black, etc.

SILK WAISTS

Practical because they are worn with any skirt, and appearance will be neat and dressy. More popular this season than ever before. We are showing a larger range of styles and patterns.

MILLINERY

The styles this season are quite varied. Turbans are worn, as are the large shapes. May wear any size you prefer and still be in style this season. Our line is much larger than ever before, and we are in a position to serve you with anything you wish in the hat line.



FALL OPENING, 38 DAYS BEGINNING THURSDAY, SEPT. 15

MEN'S FURNISHINGS

Our \$10.00 and \$12.50 line of men's suits look better this fall than ever. The long cloth ulsters and the three-quarter length dress coat are the most in demand this season for men.

A neat new line of child's overcoats, in Staple Grey and Browns. Very attractive and gotten up at the popular prices.

McKIBBON FALL HAT STYLES ARE WINNERS

All of the late novelties and new things are found in this line.

HARDWARE, DISHES AND HOUSE FURNISHINGS

Heating Stoves are soon to be much sought for. You will find in our line almost anything needed, from the small Air Tight Burner to the beautiful Parlor Heater.

Our Lorain Range, without doubt, is the best Range on the market for anything like the price.

SHOES FOR FALL

Lasts that are just the shape of the foot. Can't help but be comfortable. This is what you want. They must be made of good material. Vici, Gun-Metal, or a fine Patent. We know we can please you in Fall Footwear, in either dress or common shoes for any member of the family. Our line is especially strong.

UNDERWEAR

Never before have we shown the fine class of underwear that we are showing this season. Ladies fine silk and wool and fine Australian wool. Nothing better on the market, either in union or two piece suits.

In children's, our stock is very complete and underwear prices this season are very low considering quality.

DISHES AND CHINA

Nothing so adorn the home as nice dishes. They are like beautiful pictures, for decorating the home—There is nothing nicer than pictures. Any house-wife prizes her dishes highly.

Our line of table ware is large and complete. In Johnson's decorated semi-porcelain Dinner ware, we have six patterns—all new and very pretty.

In China almost anything you may desire will be found in our stock, and besides, we carry three patterns in Haviland Dinner ware. These may be bought in sets or odd pieces, as you may desire.

We shall be pleased to have you look over our show in the dish and china ware.

OUR BARGAIN BASEMENT

Our Bargain Basement needs no comment. Just buy all you need in any department up stairs, get your coupons and you can supply almost any necessity in Household needs in our Bargain Basement. The coupons are the same as 5 per cent. on the cost of living saved. Why not look after this—5 per cent. is a good investment.



THE GOLDEN RULE CO.