



THE GOLDEN RULE CO.



Quality the Same

Prices Less

Ladies', Misses' and Children's Coats



Quality in a garment counts when good wear and service are required and most of us buy coats that we expect to wear for a couple of seasons at least. The lines we carry are all popular priced lines. We quote a few numbers. \$7.25. Black Zibeline, a heavy well made coat, in all sizes 34 to 44, large shawl collar, good lining, and in every way a remarkable winter garment. \$10.00. Black Chinchilla, fancy silk lined, convertible collar. At this low price, this garment is an exceptional value. In genuine Persianaor, Persian Lamb cloth and black pony, we have a complete run of sizes in the following priced garments. \$15.00, \$17.50, \$22.50 and \$25.00. Misses Coats. Our assortment in this line is very extensive commencing at \$3.00 for a good warm cloth coat in sizes from 6 to 14 years ranging up in price to \$12.00. Children's Coats. The Bear Cloth coats are quite popular in small sizes. We start them at \$2.45. In sizes 1 to 6 years this line is made up double breasted, with good grade lining. A good warm coat at a moderate price. Cloth coats in this run of sizes range in price from \$2.00 to \$6.00 and we have so large an assortment, it would not be possible to describe them in our limited space.



Men's, Young Men's and Boys' Overcoats

Men's Fur Coats. We carry a very complete line of McKibben Coats. There is none better made. Russian Buffalo, Hall Seal, Russian Calf and Coon, ranging in price from \$28.50 to \$95.00.

\$30.00. This is a special number we have made up for our use of Imported Black Buffalo, Coon trimmed. This coat is an exceptionally good garment for wear and warmth, and the price is positively the lowest that you can get any where on a coat of like quality.

\$42.50 Best Grade of Russian Calf, long dark skinned fur of No. 1 quality.

\$50.00. The same coat as above with high storm collar and cuffs of hair seal.

Men's and young men's overcoats—staple colors in the latest overcoatings, convertible collars. The line ranges in price from \$10.00 to \$22.50. You will find the line of patterns as well as the values and prices very attractive.

Boy's overcoats. All the latest styles, the belted back, the full back, and the Norfolk. Sizes 2 1-2 to 15 years, prices ranging from \$3.00 to \$10.00.

Boy's Suits. Now is the time to buy school clothing for the boys. Our line was never larger or more complete in all of the new fall styles. Knickerbocker, Norfolk, and Russians, sizes to fit any boy from 2 1-2 years to 17 years.

\$6.00. This is a special made line for school boy's. Pants lined throughout. An all wool suit that will give the boy more days wear than any suit you can buy. A beautiful line of patterns and styles to select from.



Hosiery and Underwear

Ladies' wool union suits, finest garment on the market, in low neck and sleeveless or high neck and long sleeves at \$1.50 to \$3.50 per suit.

Ladies' fine heavy weight cotton ribbed, fleece lined, union suits, all regular sizes at \$1.00.

Children's Two Piece and Union Suits. Good grade heavy cotton ribbed in two piece suits 16c to 34c.

Heavy Cotton Ribbed fleece lined union suits 45c to 80c. Sizes from 2 to 16 years.

Hosiery. We carry the TOPSY line of ladies' and children's hosiery and our line comprises the best numbers on the market. 12 1-2 cents, this number is our LULU, children's heavy ribbed and is a good grade of cotton and a good wearer. 17 1-2 cents, this is an extra heavy stocking, and one of the best wearing boy's stockings on the market at the price.

25c., we carry this in the fine ribbed cotton APEX, a fine medium cotton stocking for girls' wear the XLNT in a heavy weight. These are both made with an extra thread of linen in the heel and toe which makes them outwear anything else that you can get.

12 1-2c., ladies' medium weight, cotton. We find this number a very popular seller and a stocking that always gives satisfactory wear.

25c., at this price, we have three staple numbers, a light weight, a medium weight, and a heavy weight ribbed, and any one of these numbers are values that cannot be equalled at a less price.

In WOOL HOSIERY, we have a complete line both in ladies' and children's in all grades from 20c up.

Warner's Rust-Proof Corsets

Everything Double Except the Price. Thin double boning gives twice the strength and greater flexibility than a single boning of equal weight. Double interlining prevents the boning punching through. It strengthens and lengthens the life of the corset. Double side steels give extra support to the woman who breaks her corsets and are twice as easy as the ordinary single bone.



Some Warner Models have the patented "Double Skirt"—the ideal long corset for summer wear—soft and light above and below the waist an extra layer of strong batiste prevents the lightest corset from ripping, you can wear the longest skirt, and lace it ever so tightly, and it is comfortable Standing, Sitting or Walking.

SEE THE NEW MODELS If you once wear a Warner you will never wear a corset bearing a stamp but Warner's Rust-Proof. \$1.00 to \$3.00 per pair

Every Pair Guaranteed

Ladies' and Children's DRESSES



Ladies' House Dresses made of our 36-inch Forrest Percale (such as we sell here at 10c per yard) in a large number of styles \$1.25 to \$1.50, beautiful patterns and styles.

Our line of Silk and Worsted Dresses will bear the closest inspection. Worsteds range in price from \$7.25 to \$12.50. Silk in all staple shades and the latest styles from \$10.00 to \$15.00.

We have added this season to our line, a complete line of SCHOOL GIRL'S WORSTED DRESSES. They are meeting with much better sale than we had anticipated for the reason that they are of good wool serge and neatly made, in fact, about as cheap as one can buy the material, ranging from \$2.75 to \$4.50.



SHOES FOR EVERYBODY

HIGH CUT SHOES, at this season of the year are very practical footwear, and the lines of high cut shoes for men and boys heavy wear, made by such manufacturers as Rindge-Kalamach-Logie & Co., and Weyenburg, are represented in our line. There is none better made in the United States than these lines we mention and we carry a complete line of these in all heights, prices from \$4.50 to \$8.00 in mens. In boy's sizes from 2 1-2 to 5 1-2 at \$3.25. Boy's ten-inch top at \$2.65.



In Men's Heavy Work Shoe, we carry a complete line ranging in price from \$2.50 to \$5.00. We stand back of our shoe line with a positive guarantee of quality and workmanship.

The famous Godman and Fairfield line of Boy's and girl's school shoes are the best popular priced line of shoes in the United States. They do no advertising and every cent goes into the shoe. This is our line of staple shoes for school wear in all leathers for boy or girl.

\$4.50 Patriot shoes for men's fine wear. There is no line of fine foot wear that will out wear the Patriot or look better, and they fit. The Patriot comes in all leathers. Patents, Vici, Gun Metal, Black and Tan, button and lace. At the price you get more day wear and more comfort and satisfaction from a pair of Patriot shoes than any shoes we know of on the market.



RUBBER FOOTWEAR

Pure Rubber is very high in price and the more pure Parriarian rubber the manufacturer puts into a rubber shoe, the better service will result. The Boston and the Shawmut lines of rubbers have stood the test for years and as we have found nothing better, we stay by these lines.

Men's one buckle arctics, fleece lined \$1.50

Womens' one buckle arctics, fleece lined, \$1.15.

Child's one buckle arctics, fleece lined 75c.

Ladies' plain storm rubbers 65c.

Ladies' heavy roll sole rubbers \$75c.

Child's heavy roll sole rubbers 55c.

Mens' heavy roll sole rubbers \$1.00.

STOVES



a full and complete line of Heaters, ranging in price from \$3.00 to \$24.50 both in wood and coal. See our new combination wood and coal burner.

Special 2-3 and 4 pint nickle tea pots, ranging in price from \$1.60 to \$2.25 while they last, your choice for \$1.13.

No. 3 galvanized iron tubs, special price 73c. Maydale Hammer, regular price 75c special 63c.

35c Rim knob locks for 25c. Sash pulleys 30c per dozen.

Brass wash boards 45c values, special 39c.

Cold blast lantern globe 10c. Tubular lantern globe 8c.

SPECIALS

Table Oil Cloth, plain or fancy, always19c
Thread per spool, always04c

36-in. Forest Percale, always per yard10c
Shoe laces, 2 pair, always05c

10-qa. Granite Dish Pan23c
3-qt. Pudding Pan, Granite13c
4-qt. Granite Sauce Pan23c

Genuine Dover Egg Beater07c
Sanitary Doughnut and Biscuit Cutter09c