



THE GOLDEN RULE IS NOW READY

—READY NOW TO SHOW YOU THE FINEST DISPLAY OF DESIRABLE CHRISTMAS GIFT GOODS YOU MAY HOPE TO SEE. MONTHS OF CAREFUL SEARCHING AND BUYING HAS RESULTED IN OUR GATHERING HERE NOW THE MOST COMPLETE STOCK AND THE BEST VALUES THAT ONE COULD POSSIBLY HOPE TO FIND. IT MEANS A DECIDED ADVANTAGE TO YOU TO COME HERE EARLY AND SEE THE SHOWING AT ITS BEST. HERE IS A PARTIAL LIST OF GOODS NOW SELLING HERE. GLANCE OVER IT.



Waists

A most beautiful showing of fine Georgette and Crepe-de-chine blouses in the newest styles and best colors. Also the famous Wirthmore and Welworth blouses at \$1 and \$2. Nothing could be more appreciated than one of the exclusive waists purchased here.

Dress Goods and Silks

Many new patterns in fancy silks also plain colors are shown in taffeta, messaline, satins, crepe-de-chine and Georgette crepes. \$1.25, \$1.45, \$1.65, \$1.98 and \$2.35 per yard.

Woolen dress goods will be very much higher than at present. The best time to buy is now. Our woollens are bought direct from the mill.

KID GLOVES

New shipment of kid gloves received this week, plain black, plain white, black with white stitching, white with black stitching, grays, champagne and tan in washable cape stock with fancy stitching. Prices, \$2, \$2.25 and \$2.35.

RIBBONS

There are probably a lot of things you want to make with ribbon. We show an immense assortment at no greater price than you ever paid.

HANDKERCHIEFS

The always acceptable gifts are here in immense assortments very reasonably priced and well displayed. Handsome boxes for them too.



UMBRELLAS

Make fine gifts. Our showing is very complete embracing a wide range of different handles and tops. Colors black, blue and green. Priced from \$1 to \$5.50.

MEN'S TIES

More than double the amount of ties ever shown at one time are now on display. Economy cravats, \$1 value, Christmas special, 50c; \$1.50 value, 95c. Over 250 fancy four-in-hand and bow ties, 25c.

SILK HOSE

Phoenix and Kayser silk hose, black, white and many fancy colors, 90c, \$1.15, \$1.25, \$1.35, \$1.50, \$1.65 and \$2 per pair.

It is absolutely impossible for us to list more than a small portion of the many things shown here now that are especially desirable for gifts. All over the store you will find pleasing suggestions that will make you glad you came.

The most satisfactory answer to The Christmas Question of what to give is found in this store.

LOW PRICES ON ALL LADIES' SUITS AND COATS



Will move the remainder of our stock quickly. The values were never better than now. Remember we sell Printzess and Woltex coats and suits. They are tailored by America's recognized leaders of fashions, are made from all-wool fabrics of highest quality, reflect the ultimate conception in correct-dress and are shown only by us in this community. Note these reductions:

COATS

\$32.50 coats, now \$24.75
 \$27.50 coats, now \$20.00
 \$23.50 coats, now \$18.85
 \$21.50 coats, now \$16.50
 \$16.50 coats, now \$13.85
 \$16.00 coats, now \$12.50
 \$11.85 coats, now \$ 8.85

SUITS

\$39.00 suits, now \$24.75
 \$35.00 suits, now \$22.50
 \$29.00 suits, now \$22.50
 \$29.00 suits, now \$20.00
 \$26.50 suits, now \$17.85
 \$24.50 suits, now \$16.75
 \$16.85 suits, now \$12.50

SPECIAL

Eight ladies suits last season models, suits in the lot up to \$27.50. Take your pick, each, \$10.00.

FURS AND KERAMI MOLE SCARFS

Furs make an ideal gift and you will find that really fine ones of the most advanced styles cost considerably less here than you might expect. The new Keramine mole scarf will surely please her. Priced from \$4.85 to \$13.85. Children's fur sets, \$1.98, \$3.50, \$4.80 and \$7.20.

Christmas For the Children



The boys and girls have not been overlooked in this collection of Christmas goods. Character dolls of every description and price. Doll carriages and go-carts, Kiddie-karr, pop guns, air rifles, Teddy bears, rubber balls, drum, games of every description, tea sets, trunks, chairs and tables.

Bring the children to see this collection Santa Claus has assembled here.

Golden Rule
 WASHBURN & JONES



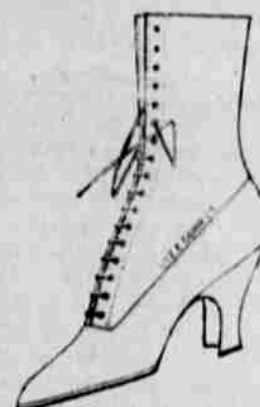
SERVICEABLE CLOTHES FOR BOYS

Active romping youngsters find Golden Rule clothes as sturdy as they should be. We have a very large boy's department, the largest in the county and are prepared to fit them out completely and economically. Over 250 boy's suits from 6 to 17 years, many of these are the well known DOUBLEWEAR suits. Prices range from \$3.85 to \$9.35.

"DUBBELWEAR"

SHOES

We are exceptionally well prepared to take care of your shoe business here as elsewhere. The buying power of 51 stores is behind the department and we are selling shoes at prices that defy competition. Standard lines of high grade shoes such as Utz & Dunn fine shoes for women. Peters Diamond Brand for men, women and children. Weyenburg work shoes. All well known lines both as to quality and style. Felt slippers for house wear. Women's fur trimmed and ribbon inlaid Romeos and slippers, colors, wine-blue and gray, \$1.25, \$1.38 and \$1.45. Children's red Romeos fur trimmed, 90c, \$1, \$1.10.



Sweaters and Toques

Prices listed here are based on market values at least twelve months ago when the Golden Rule buyers placed their order.

Heavy cotton sweaters with ruff neck, 75c.
 Heavy worsted sweater coats, navy and cardinal, \$3.95.
 Extra fine all-wool sweater coats with large collar, worth at least \$10, special, \$6.85.
 Worsted Jerseys, maroon and navy, fine quality, \$2.25.
 Children's sweaters, assorted sizes and colors, 75c to \$2.25.
 Hundreds of toques and knit headwear in all styles and colors at 25c, 33c, 45c, 58c, 63c, 75c and 98c.

MEN'S SHIRTS

A real money saving event awaits the Christmas shoppers in this department. All styles, colors and sizes in good standard makes. Several dozen selected special at 65c.

Enormous quantity buying and a fifty-store out-let makes it possible for the Golden Rule to sell merchandise at rock bottom prices every day in the year. You will save time, money and disappointment if you buy your Christmas goods at the Golden Rule Store.