



**Childrens' Hose Supporters 10c**

**Cold Water Colors 10c**

**Shoes, Dry Goods, Underwear. Get Our Prices**

**Men's Wool Work Socks 25c & 35c**

**Colgates Shaving Soap 4c Cace**

**Colgates Talcum Powder 12c**

**Machine Oil 6c Bottle**



**Men's Ties 13c, 23c and 35c**

**Boys & Girls School Hose 15c**

**Ladies' Hose 15c & 25c**

**Boy's Caps 25c and 50c**

**Boy's Shirts and Blouses 50c**

**Ladies' Corsets 59c**

**Ladies' Outing Gowns 58c**

**Ladies' Outing Skirts 53c**

**Ladies' Auto Caps \$1.25**

**Pound Stationery 19c**

**Envelopes 5c and 10c**

**Toilet Paper 6c**

**Ladies' Linen Handchiefs 5c**

**Ladies' Handchiefs 2 for 5c**

**Men's Belts 36c**

**Men's Suspenders 25c & 50c**

**Men's Dress Pants \$3.50**

# National Dress-Up Week

The extraordinary buying power of our combined stores, which wields a mighty influence in the markets, brings us profitable buying opportunities and resultant selling advantages unknown to other local concerns. These benefits accrue directly to our patrons and YOU, and account for the decided superiority of our value-giving the year around. This store is stocked to overflowing with the desirable and richest products for 1916-17 Fall and winter use that the markets of the world afford. Surely you, too, will want to participate in this gladsome occasion and visit this store during this week and weeks to come.

## Ladies' Suits

Large showing of Ladies' Suits, new ones arriving daily. Suits in all the new materials and trimmings, suits of style and suit of superior fitting and wearing quality — prices at \$12.50, \$14.50, \$17.50, \$20.00 and \$25.00.



## Coats

A beautiful line of Ladies' Coats to choose from, in all the new styles, patterns and trimmings; velours, plushes, velour broadcloths, plaids and mixtures; don't fail to see this line. Prices at \$14.50, \$17.50, \$18.00, \$22.50 and \$25.00.

## Ladies' Furnishings

A large assortment of Ladies' Waists—prices 98c to \$5.00. Just received, a new shipment of Ladies' Collars—prices 29c, 50c, 60c, \$1.50 and \$2.25. Ladies' Union Suits—prices 50c, 75c, 79c and \$1.00. Ladies' Outing Gowns—prices from 58c, 75c, 98c and \$1.19. Ladies' Outing Flannel Skirts, 53c. Ladies' Middy Blouses—prices \$1.19 and \$1.25. Ladies' House Dresses—prices at 85c, \$1.00 and \$1.25. Ladies' Skirts—prices at \$3.50, \$4.00, \$4.50, \$5.00, \$6.00 and \$7.50. Ladies' Sweaters, all wool, \$4.00 and \$4.25.

### HOSIERY

Men's Dress Hose, "Buster Brown," 25c. Ladies' Hose, 15c, 25c, 35c and 50c. Ladies' Silk Hose, Phoenix brand, 80c and \$1.05. Children's School Hose, 15c; 2 for 25c. Boys' and Girls' Hose, "Buster Brown," at 25c. Children's School Hose "Whit-Leather" Hose, 15c.

### CORSETS

"American Lady Corsets," the corset of superior fitting and wearing quality, in all the new shapes, at \$1.25, \$1.50, \$1.75, \$2.00, \$2.50 and \$3.00.

## Dry Goods

Money saved to visit this department. A large assortment of all the new weaves, patterns and checks, in both wool dress goods, wash goods and coat materials, goods of quality and prices that correspond.

### SILKS

36-inch Taffeta, yd. \$1.50  
27-inch Crepe de Chine, yard \$1.00  
36-inch Tub Silks, yard \$1.00  
36-inch Poplin, yard \$1.00

### WOOL GOODS

36-inch Wool Serge Suiting, yd. 50c  
42-inch Serge and Poplin, in plain colors and fancy checks, yd. 98c  
45 and 56-inch Wool Goods, for, per yard \$1.00 and \$2.00

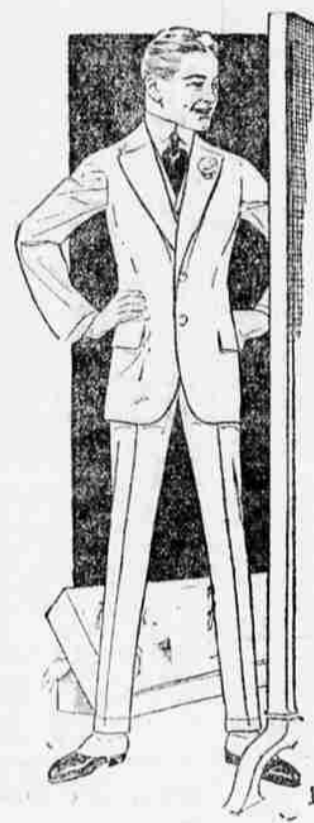
### COAT MATERIALS

56-inch, at yard \$1.78 to \$2.78

### WASH GOODS

Worth's Cheviot in plain, checks and stripes, at, yard 11c  
Cambrie Shirtings, 36-inch, at, yd. 18c  
Devonshire Suitings, all patterns, per yard 19c  
Cotton Crepes, all colors and checks, per yard 18c  
1921 Outing Flannels, fancy, white and dark patterns, yd. 10c

## Men's Clothing



Don't fail to see our line of Men's and Young Men's Suits; the stock is now complete and prices are the lowest.

Men's Suits, in all the new patterns and styles, at \$13.50, \$15.00, \$16.50 and \$18.50.

We have a complete line of Hard Finish All-Wool Suits at \$15.00

The heaviest weight All-Wool Blue Serge Suits, that retail everywhere at \$22.50, our price at \$16.50

Men's Overcoats at \$11.39, \$12, \$12.50, \$13.50, \$15.00 and \$20.00.

Young Men's Suits in all wool, in both the plain back and pinch-back, at \$10.00 and \$11.50.

## Shoes Shoes



Owing to the great advances in the leather market, and with the advances in shoe prices every week, we still have a large stock of shoes at the old price. On some of the numbers we carry there is a slight advance. We carry standard brands of shoes—shoes of style and shoes of quality.

Ladies' Dress Shoes, in patent leather, both button and lace, \$3.00, \$3.50, \$3.60 and \$6.00.

Ladies' Dress Shoes, in kid, both button and lace, \$2.75, \$3.15, \$3.50.

Misses', in gum metal and patent leather, at \$2.35, \$2.50, \$2.75 and \$3.00.

Men's Dress Shoes, both button and lace, at \$3.00, \$3.25, \$3.50, \$3.75, \$4.00 and \$4.50.

Boys' School Shoes, both button and lace, at \$1.85, \$2.10, \$2.40, \$2.75 and \$3.00.

Children's Shoes in gum metal, kid and patent—

Sizes 5 to 8—\$1.15, \$1.25, \$1.48, \$1.65.  
Sizes 8 to 11—\$1.45, \$1.55, \$1.65, \$2.00.  
Sizes 11 1/2 to 2—\$1.65, \$1.85, \$1.90, \$2.50.

When you want a Work Shoe that is solid leather, leather counters, leather insoles, full yamps, call for the "Peters Brand." We have a complete line in regular height shoe; also the high tops. Shoes at \$3.50, \$3.75, \$3.90, \$4.15 and \$5.25.

Boots at \$5.25, \$6.50, \$7.00 and \$7.50.

Felt House Slippers for Men, Women and Children. See this line.



## Boys' Clothing and Furnishings

Boys' Suits, Pants and all kinds of Boys' Wearing Apparel at the very lowest prices.

Boys' Suits, \$3.00, \$3.50, \$4.25, \$4.50, \$5.00, \$5.50 and \$7.35.

Boys' Pants, 65c, 75c, \$1 and \$1.25.

Boys' Knicker Pants, \$1.00.

Boys' Work Shirts, 50c.

Boys' "Kaynee Brand" Shirts and Blouses, 50c.

Boys' Caps, 25c and 50c.

Boys' Hats, 50c and \$1.00.

Boys' Mackinaw Coats, all sizes, \$5.50.

## Men's Furnishings

Men's Dress Shirts, in both laundry and French cuffs 95c

Men's regular \$1.00 Union Suits, 89c.

Men's regular \$1.50 Union Suits, \$1.29.

Men's Natural Wool Union Suits, \$1.69.

Men's All-Wool Union Suits, \$3.00.

Men's Wool Union Suits, light weight, for \$2.00.

Men's Outing Night Shirts, 69c.

Men's Caps, 25c, 50c, 85c and 95c.

Men's Hats, \$1.39, \$1.50, \$1.65 and \$2.50.

Men's Bib Overalls, 95c and \$1.15.

Men's Corduroy Pants, \$2.50 and \$3.

Men's Work Pants, \$1.15, \$1.50 and \$2.50.

Men's Dress Pants, \$2.50 and \$3.50.

Men's Furnishings of all kinds at the lowest possible prices.

# GOLDEN RULE STORE

Men's Best Grade Overalls \$1.15	Men's Cotton Work Socks 10c	Men's Khaki Pants \$1.15	Men's Best Grade Work Shirts 50c	Men's Cordory Pants \$2.50	Men's Canvas Gloves 10c	Men's Wool Dress Hose 25c
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