

Christmas Shopping

The government has requested that all Christmas shopping be done during the months of October and November so that it will not be necessary to draw salesmen from the ranks of the war essential industries to accommodate the usual Christmas rush. We trust our customers will assist us in carrying out the government's wishes to the letter—and we have arranged our stocks to this end. Gifts for the boys in France must be sent very soon — else all shipments abroad will be prohibited.

The Store of Useful Gifts

"Your Christmas Shopping Should Begin at Once," says Uncle Sam

—Christmas, 1918—the Christmas of Useful Gifts. How different it is from Christmases that have gone by. But how much better it is, and how much better we all will feel if we know we have helped, in just a little way, the Government's conservation plans. All departments are filled with essential and useful gifts, a large assortment of Ladies' Ready to Wear, Dry Goods, Furnishings, Men's and Boys' Clothing and Shoes. We welcome every one to come and do your shopping as early as possible.

GOLDEN RULE STORE

Morning Shopping

Is an experience that many have yet to enjoy.

Imagine avoiding the crowds.

Imagine the delights of the early hours of the day.

Imagine the joy in the afternoons to use as one will.

Try shopping in the morning.

LADIES' READY-TO-WEAR

LADIES' SUITS

Here are suits from America's best makers, in a multitude of smart styles, for street, school and dress occasions. These garments are all made of the new materials, and in the latest trimmings. Ask to see the Princess Suits, they are made of the all wool materials, tested and pre-shrunk, and thoroughly tailored. Our suits are priced at \$15, \$19.50, \$22.50, \$25.00, \$27.50, \$35.00, \$40.00 to \$52.00

DISTINCTIVE FALL COATS

Come in as soon as possible while the assortment is quite complete, and try on the model that appeals to you. We want you to see for yourself how stylish the coats look—How well they fit—How distinctive they are.

We carry the Princess Coats, the coats with quality, style and of all wool materials, this year above all quality counts. Our coats are priced at \$18.75, \$23.75, \$25.00, \$27.50, \$35.00 to \$47.50.

NEW FALL DRESSES

Charming new dresses for school, street, business, and afternoon wear. Any number of styles, from the plain to the more fancy ones. Made in all the newer materials and shades.

Silk Dresses, priced at \$12.50 to \$25.00
Wool Dresses, priced at \$7.50 to \$32.50

CHILDREN'S COATS

Nice line of Children's Coats, size 2 to 14, at \$3.75 to \$14.00

SEE THE NEW FALL SKIRTS

New Dress Skirts in silk at \$5.50, \$7.50, \$10.00 to \$13.50
New Dress Skirts in wool, at \$5.50 to \$16.50



MEN'S CLOTHING

All Wool Suits in blue serges and other attractive patterns at \$18.50, \$20.00, \$22.50, \$27.50 to \$30.00.

Young Men's School Suits at \$15.00 to \$25.00
All Wool Mackinaw Coats at \$10.00
Men's all Wool Overcoats at \$17.50, \$23.75 to \$25.00

You can save from \$5.00 to \$10.00 on your Fall Suit here. This may sound big but we have the values to back it up. We just received shipments of clothing bought months ago when suits were much cheaper than now, and they are all wool fabrics.

BOYS' SUITS

Although we have sold, it seems, all the boys in the county a suit, we still have a nice assortment left in all the new patterns and styles.

Priced at \$7.50, \$8.25, \$8.50, \$11.00 to \$15.00
Boys' Mackinaw Coats at \$7.50 to \$10.00
Overcoats at \$7.50, \$9.00 to \$12.00
Boys' Short Pants at \$1.25, \$1.50, \$2.00 and up

MEN'S AND BOYS' SWEATERS

Nice line of all wool Sweaters for men and boys. These were bought months ago, and could not be bought at all on today's market.

Men's Cotton Sweaters at \$6.00, \$6.35, \$7.50, \$10.00
Men's all wool Sweaters at \$6.00, \$8.35, \$7.50, \$10.00
Boys' all wool Sweaters at \$2.45 and \$3.00
Boys' Cotton Sweaters at 90¢, \$1.35, \$1.50, \$2.00

LADIES' UNDERWEAR	
Fleeced lined Union Suits, cotton and silk \$1.25, \$1.50 to \$2.00	
Ladies' wool Union Suits at \$2.35 to \$3.10	
Other kinds too numerous to mention	
LADIES' WAISTS	
Cotton Waists, priced at \$1.00, \$1.25 to \$2.00	
Georgette, Crepe de Chine and Silk Waists, priced at \$3.50, \$4.50, \$5.00 to \$6.75	
HOSIERY	
Ladies' black Lisle Hose at 20c, 30c, 35c and 45c	
Ladies' black Silk Hose at 65c to \$1.35	
Ladies' white Lisle Hose at 35c and 50c	
Ladies' white Silk Hose at \$1.00 to \$1.35	
Children's School Hoses, 15c, 20c, 30c, 35c to 50c	
CORSETS	
When you want a nice fitting Corset and one that will wear, with comfort, come in and try a Kabo or American Lady Corset.	
American Lady, priced at \$1.25, \$1.50 up to \$3.35	
Kabo priced at \$1.00 to \$2.25 and up	

SILKS	
36 inch Lining Silk, all colors, at \$1.50	
27 inch China Silks, all colors, at 69¢	
40 inch Pussy Willow Tafeta \$2.18	
40 and 36 inch Crepe de Chine \$1.50 and \$1.75	
40 and 36 inch Georgette Crepe \$1.95 and \$1.98	
36 inch Silk Poplin \$1.50	
36 inch Satins \$2.00 and \$2.65	
36 inch Novelty Silks in latest plaids and colors for fall \$2.00	
WOOL	
36 inch French Serge, all wool \$1.25	
42, 44, 46 inch material \$1.50 to \$2.75	
In Serges, Gaberdines, Poplins and all the most popular materials for durability and beauty; showing a good variety of colors.	
40 inch Plaids, in wool mixed 55¢ to \$1.25	
50 inch Chiffon Broadcloth at \$2.65	
Black and White Shepherd Checks, at \$1.25, \$1.50, \$1.75 to \$2.65	
54 inch all wool Coat Materials \$2.50 to \$3.75	
36 inch Corduroy at \$1.25	
All wool Flannels, 27 inch in navy blue and gray at \$1.25	
DRY GOODS	
Ginghams, 27 inch at 22½¢	
Other Ginghams, 32 inch at 35¢ and 40¢	
Romper Cloth at 35¢ yard	
MUSLIN AND SHEETING	
Muslin and Sheetings, Pillow Tubings, Ready made Sheets and Pillow Cases below today's wholesale market.	
Sheets at \$1.65 and \$2.00	
Hope Muslin at 27¢ yard	

MEN'S AND BOYS' FURNISHINGS	
Laundry Cuff Dress Shirts at \$1.00 and \$1.50	
French Cuff, best grade Dress Shirts at \$1.50	
Soft Collar Dress Shirts at 95¢, \$1.00 and \$1.50	
Dress Suspenders at 25¢, 40¢ and 50¢	
Dress Hose, Buster Brown brand, at 35¢, 3 pairs \$1.00	
Dress Hose in other brands at 20¢, 25¢, 35¢ and 40¢	
Silk Hose at 50¢ and 75¢	
Light cotton winter Union Suits at \$1.29 suit	
Medium cotton winter Union Suits at \$1.65 suit	
Heavy cotton winter Union Suits at \$1.95 suit	
Heavy cotton fleeced Union Suits at \$1.95 suit	
Cooper's best grade cotton Union Suits at \$2.25 suit	
Cooper's part wool Union Suits at \$2.85 suit	
Wright's nearly all wool Union Suits at \$4.25 suit	
Wright's all wool heavy Union Suits at \$6.00 suit	
Work Shirts, full sizes and well made at \$1.15, \$1.49	
Bib Overalls at \$1.75, \$1.95, \$2.25 to \$2.50	
Heavy Khaki Pants at \$2.25	
Good heavy cotton work Pants at \$2.25, \$2.65 to \$3.00	
Waist Overalls at \$1.95	
Unionalls at \$3.35 to \$4.00	
BOYS' FURNISHINGS	
Dress Shirts at 75¢ and \$1.00	
School Shirts at 75¢ and \$1.00	
Boys' School Blouses, Kay Nee Brand, at 90¢	
Dress Suspenders at 10¢, 15¢ and 25¢	
Boys' cotton Union Suits at \$1.00 and \$1.75	
Boys' cotton fleeced Union Suits at \$1.00 and \$1.50	

LADIES' AND MEN'S BATH ROBES	
A nice Christmas gift.	
Ready made Bath Robes, priced at \$2.25, \$3.35, \$5.00, \$5.50 to \$6.75.	
Bath Robe Blankets, cords to match, at \$4.75	
Bath Robe material, 27-inch, at 60¢	
CUIV CASES AND TRUNKS	
Matting Suit Cases \$1.00 and \$1.95.	
Composition Cases, at \$1.00 to \$5.50	
Leather Cases at \$8.75 to \$11.00.	
Trunks, a complete line at \$7.50 to \$12.00	
BLANKETS AND COMFORTS	
You can save money on your Blankets here. The largest stock we ever had to offer and they are below wholesale prices.	
Cotton Blankets from \$1.50 to \$3.25	
Heavy Cotton Blanket, 60x76, at \$2.75	
Heavy Cotton Blanket, 72x80, at \$3.00	
Wool Finish Blanket, \$4.85, \$5.25 to \$5.40	
Indian Blankets, at \$5.75	
Come in and see them.	
SCHOOL SUPPLIES	
Get your school supplies here.	
Tablets, 5c; Pencils at 1c, 2 for 5c, and 5c; Ink at 5c and 10c; Colored Crayons, at 5c; Spelling Tablets at 5c.	
Stationery in Boxes and Pound Paper also.	

LADIES' DRESS SHOES	
Many of our new Fall Shoes are in, and many more on the way. We can save you money in this department. All kinds of shoes at all kinds of prices.	
High Heel, tan kid, Dress Shoes, turn sole \$8.75	
High Heel, black Dress Shoes, welt sole \$8.00	
High Heel Dress Shoes, turn sole \$7.00	
Military Heel, black kid, Dress Shoes, turn sole \$8.00	
High Heel, dark grey cloth top, Dress Shoe, welt sole \$8.95	
High Heel, light grey cloth top, Dress Shoe, welt sole \$8.95	
High Heel, mouse grey cloth top, Dress Shoe, welt sole 8.95	
Military Heel, tan calf, Dress Shoe, welt sole \$8.25	
Military Heel, black kid, Dress Shoe, welt sole \$6.35	
Other Dress and Street Shoes, too numerous to list here, priced from \$3.10, \$3.79 to \$5.00	
Don't fail to get a pair of the Dress Shoes off the Bargain Counter \$5.00	
Misses Dress and School Shoes, sizes 2½ to 6, in black and tan, priced \$3.00, \$3.25, \$4.00 to \$5.50	
LADIES' FELT AND KID HOUSE SLIPPERS	
Ladies' Felt House Slippers, leather sole and heel \$1.69	
Kid House Slippers, in red, wine and blue colors \$1.25	
Other House Slippers in felt \$2.10	

MENS' SHOES	
When you want to get a good shoe for less money, come in and let us fix you up.	
Barry's Brand Dress Shoes in button and lace \$6.15	
Black English Shoe, leather sole \$4.89	
Tan English Shoe, Neolin sole \$5.00	
Dark tan English Shoe, leather sole \$6.75 and \$7.50	
Tan Dress Shoes, button or lace \$6.25	
Other Men's Dress Shoes \$3.50, \$4.00, \$5.00 to \$5.50	
Men's Cushion Sole Shoes, best grade leather \$7.50	
Men's Box Calf, Dry Sox Shoe \$8.00	
BOYS' SCHOOL AND DRESS SHOES	
When you want a good Boys' School Shoe, or Dress Shoe, at a price that is in reason, think of the Golden Rule's Boys' Shoes, and you will make no mistake, as we have them at all prices and all qualities.	
School and Dress Shoes, 9 to 13½ \$2.25, \$2.75, \$3.00	
School and Dress Shoes, 1 to 2 \$2.10, \$2.95 to \$3.60	
School and Dress Shoes, 2½ to 6 \$2.90, \$3.50 to \$4.75	
English Dress Shoes in black, 2 to 6 \$2.95 to \$3.05	
Boys' Heavy Shoes, fine for school wear, the best wearing shoes made, sizes 1 to 2, prices \$3.75	
Sizes 2½ to 6 at \$4.00	

MEN'S WORK SHOES	
Largest stock of Good Solid Leather Work Shoes in Jackson County, at a saving to you.	
Men's Veil Double Welt, extra good \$6.75	
Men's best grade Solid Leather Shoe in tan \$5.75	
Men's best grade Solid Leather Shoe in black \$5.50	
Good Solid Leather Work Shoe in tan \$5.00	
Good Solid Leather Work Shoe in black \$4.50	
One lot of good Work Shoes, nearly all sizes, a dandy good buy in a shoe as they are old stock, priced \$3.25	
Many other shoes not priced in this add. Come in and see them.	
Men's High Top, Solid Leather, black Boots, 16-in. \$9.25	
Men's High Top, Solid Leather tan Boot, 16-in. \$11.00	
Men's High Top, Solid Leather, tan Boot, any last \$11.00	
Men's High Top, Solid Leather, tan Boot, 16-in. \$10.00	
CHILDRENS' DRESS AND SCHOOL SHOES	
Large assortment of kinds and prices to choose from, at saving prices.	
Infants' Soft Sole Shoes 35¢ and 50¢	
Child's Shoes, sizes 3 to 5 89¢ to \$1.85	
Child's Shoes, sizes 5 to 8 \$1.55, \$1.69, \$1.85 to \$2.25	
Child's Shoes, sizes 8½ to 11 \$1.85, \$2.10, \$2.50 to \$2.90	
Child's Shoes, sizes 11½ to 2 \$2.30, \$2.85, \$3.50 to \$4.00	