

Style show with living models, complimented by the vivid story "The Dressmaker From Paris" with fourteen famous beauty mannequins, and Ernest Torrence and Leatrice Joy as stars, in the big picture at the Pine Tree Tonight



Newest Accessories



Gloves for the Fall

The fashionable woman wouldn't think of planning her fall wardrobe without considering the all important accessory — GLOVES. She realizes their importance and always has a supply on hand to harmonize with her many costumes. And here she will find all the new gloves, fancies in leather and silk fabrics, in lengths and shades to meet every stylish need.



Hankies That Compliment

Daintiness and sweet harmony of bright dash of color is obtained by the simple adornment of a cleverly chosen and placed handkerchief. We have hundreds upon hundreds for your selection.



Lingerie for the Fall

Choosing your intimate wear is always a fascinating occupation, and more so at the very beginning of each new fashion season. Assortments are now at their peak of completeness, in styles termed "tailored," or lacey. Choosing is delightful, aided by a broad and attractive price range.



The Foundation —By Gossard

The correct foundation for fall frocks and figure silhouettes to be obtained for the autumn fashions can be best accomplished by Gossard corsets. Complete Gossard corsetry service at the Golden Rule for all types of figures. Make Gossard your pleasant, comfortable assistant.

Silk Hosiery

Allen A. Bobolink
Van Raalte



\$1.50, \$1.75, \$1.85, \$2, \$2.50

Pure silk hose and chiffon silk, by makers who guarantee their product for perfection in workmanship and materials, are an accessory that mean exquisiteness in taste to the impeccably dressed woman.

Colors—ciel, black, shell, gun metal, sunshine, cordovan, African brown, biscuit, beige, nutmeg, autumn blonde, praline, log cabin, moonlight, rose taupe, racquet, Aztec, French nude, bracken, autumn brown, ooze, bunny, oriental pearl.

Attend our Fall Opening



of New Fall Modes

in Coats, Frocks and Accessories

Autumn Fashions So Colorfully Ordains

Thursday and Friday, August 27-28

The new modes make their formal fall debut in the Golden Rule Tomorrow. The result is a beautiful and entrancing scene which will fill you with the spirit of fall, amazement at the possibilities of preference, kindling within each woman the urge to express herself in gorgeous raiments appropriate to the new season.

Frocks

Express Individuality in Autumn's Favorites

Beautiful simplicity is the striking keynote of fall dresses. Straight lines are enriched by lavish use of jabots, plaits, laces, embroidery, and brocades. Sleeves are diverse, entirely new departures. Fabrics unusually rich and color tones are Autumn's prettiest shades, designed in simple dresses or elaborate accents for afternoon and evening functions.

\$12³⁹

to \$35.

\$19⁵⁰

Coats

Simple or Elaborate Tell Fall's Story

The new coats are versatile in styling and fabric. By the richness of the fabric and its color, coats mirror the fall mode. Slim and straight to conform to the demands of the frock. The dressier types have their collars, cuffs and bottoms heavily furred, blending harmoniously with fabric and shade. In these you will find your heart's content and desired chic.

\$27⁵⁰

to \$85

\$35



Everywhere in This Store the Very Spirit of Fall is Reflected in Smart Ready-to-Wear

The calendar and the weather have joined hands in announcing Fall. The turn of the calendar has brought gloriously cool days and nights, definitely assuring us that fall is actually here.

No longer can one put off purchasing her fall wardrobe. These glorious, zestful days simply urge one to express herself in new autumn apparel in the gorgeous and radiant shades and fabrics.

The fingerposts of fashion point many correct ways, and all her dictates are shown here in gratifying assortments to meet the requirements of personality and individual preference of women.

Coats for the smaller misses and little ladies are included in this premier showing of fall ready-to-wear in stylings and fabrics of their elders' preferences.

Corduroy For

Dressing Robes

98c Yard

For the woman who has her own pattern ideas for a dressing robe or bath robe, we are showing new wide wale velvet corduroy piece goods in a variety of rich, vivid shades.

Style-At-A-Price Assures Economy and Smart Dress to Every Woman in Price Ranges to Suit her Convenience.



The Reputation this Store has for High Quality with a corresponding Style at a low price, is being maintained.