

GOLDEN RULE

WEEK

Opens Saturday, November 18th

A Spectacular Demonstration of Golden Rule Economy Prices.

We anticipated early our Fall and Winter merchandise needs and bought liberally before the advance in price, which permits us to make this Demonstration of ECONOMY PRICES right now when replacement costs are considerably higher.

It was our good fortune to buy early—now it is your opportunity to purchase at the low prices offered now.

SEASONABLE MERCHANDISE WELL SELECTED—ECONOMY PRICES—INTELLIGENT AND EFFICIENT SERVICE

Pure Silk Hose

Chiffon and Service Weight Munsing and No Mend in the better grade Hose. **\$1.15**

SECOND FLOOR

Chiffon Lace Hose

A Close Out of a very sheer lace chiffon hose formerly selling for \$1.95. **49¢**

First Floor Hosiery Specials

Chiffon Hose

Pure Silk Sheer Chiffon—a Close Out of higher priced line **98¢**

Rollins Silk Hose

Full fashioned—run stop. New Fall shades. Size 8½ to 10½ **\$1.39**

Holeproof Hose

Accepted by thousands of women throughout the U. S. A. as an economy Hosiery investment. You will spend less if you buy Holeproof—Size 8½ to 10½. Pure Silk. **\$1.00** full fashioned lyle top service weight.

Pure Silk, Chiffon and Service Weight, full fashioned, fancy silk tops

\$1.25 to \$1.50

Good News From the Bedding Dept. Early purchases before the advance brings big savings to you. **DON'T MISS GOLDEN RULE WEEK.**

Sheet Blankets

Extra size, soft fleecy warm Blanket, full 70 x 90 size—a wonderful value **98¢**

Part Wool Blankets

Soft Fleecy Part Wool in Plaid, Sateen bound, size 72x84 **\$3.25**

Single Plaid Blankets

Medium weight in many different Plaids **69¢**

Cotton Sheets

Extra size 81x92, good weight (free from starch or fluff) **\$1.00**

Pillow cases 42x36 19¢ ea.

Plaid Wool Blankets

Extra heavy part wool double blankets in Beautiful Plaids—Sateen bound Size 70 x 90 **\$2.75**

Plaid Double Blankets

A splendid value and large size, 72x84—Many beautiful plaids to choose from **\$1.95**

Double Blankets

In gray and tan with stripe borders—a very low price **\$1.55**

Harvard Sheets

A wonderful sheet with a 1 year guarantee—size 81x92 **\$1.35**

Pillow cases 23¢ ea.

YARDAGE

Printed Crepes

Pure silk and wool and silk in many new ideas as to pattern **\$1.00**

Outing Flannels

36 inch heavy dark colors for many uses. Ideal comfort **17¢**

Plaid Gingham

Fast colors in beautiful combinations. 36 in. wide. YD. **15¢**

Plisse Crepe

Plain and fancy patterns. Large assortment of colors to select from. 36 in. wide YD. **18¢**

DRESSES

Recent express shipment brings us new models in Satins and Crepes. Colors—Rust, Blackberry, Red, Brown and Black. Regular sizes 14 to 20. Half sizes 14½ to 24½

\$12 to \$27

Coats

The popular Fall fabrics including the Rough Crepes and kindred weaves—Furs, Caraculs, Fox, Wolf, Beaver Mink. Size 16-20 and 36 to 50.



\$22.50

\$29.50

\$39.50

\$49.50

2ND FLOOR

Accessories

New Collars

Silk Piques, Satins, also ray plaids and stripes in Heavy Silk Crepes. **\$1.**

Scarfs

Wool and Silk Scarfs—Colors to match any garment. **\$1.**

Beret Sets

All Styles and Colors **\$1.35 \$1.69 \$1.95**

New Gloves

Kid & Cape Black, Brown, Plaid, Natural & White. **\$1.95 to \$3.95**

Fabric Gloves

Gray, Black and Brown. Wool and Pile lined Gloves. **\$1.**

Silk Blouses

Plaids, Stripes and plain colors **\$1.95 to \$3.95**

Sweaters

Brushed wool in the wanted winter shades—coat style and as smart and practical as can be. **\$5.85**

MILLINERY CLEARANCE



All late Fall Hats are grouped in three lots for a speedy clearance. We must have the space occupied by the Millinery Dept. by Dec. 1st. Felts, Satins and Wool Crepes in the different lots.

\$1. \$1.98 \$2.95

3 BIG GROUPS

Special Rack of

DRESSES

\$1.89 \$3.89 5.85

This lot includes Silk Crepes, Satins and Prints—a close out of higher priced Dresses. Sizes include 16 to 40.

Dress Gloves

\$1.

Odd lot of higher priced gloves in Kid and Cape Skins

Childrens Gowns

Age 8 to 16—Close out **39¢**

Childrens Berets

All colors **25¢**

Union Suits

49¢

Rayon cross stripe, built-up shoulder, knee length. All sizes.

Childrens Sweaters

All Wool and the best Fall colors are included. Size 6 to 12 years. **\$1.29**

Other Sweaters 6 to 12 years **\$1.69—\$1.95—\$3.35**

Corsets

Odd lots including most sizes—and former selling prices much higher.

Corsets **\$1.49**

Girdles **49¢**

Brassieres **50¢**

Ladies Sweaters

89¢

Rayon and Wool Mix with Crew-Neck Slip-on style. All sizes.

Vests and Bloomers

79¢

This is a Munsing product. Extra fine grade of Rayon and tailored perfectly.

Rayon Slips

89¢

Medium weight Rayon Slips in several colors including light shades.

Women and Children's

1st Floor SHOES



Red Cross Shoes

America's high grade shoe is featured in this department. The new styles in Ties, Oxfords and Pumps. Now being offered **\$6.50**

Vitality Shoes

This line has proven very popular. The patterns are smart and fit correctly. Oxfords, Ties, Pumps **\$6.00**

Vanity Maid

This price is very popular and many women find this line meets their idea in fit and style. Oxfords, Ties and Pumps **\$3.95**

"Quality Shoes and Competent Fitters Built Our Shoe Dept."

Children's Shoes

Timely Suggestion

Now is the time to provide Galoshes and Rubbers.

We feature Peters Weathers Bird and Great Scott, all solid leather shoes. Infants sizes 2½ up to growing girls—size 4. Prices range from **\$1.65 to \$1.98**

NOTE: Have our expert fit your children's feet.

Children's Galoshes

\$1.39

Women's Galoshes

\$1.69

Cozy House Slippers

Do your selecting now. First showing of new ideas for the holidays. Sizes are complete and styles appealing. Price range **98¢ to \$2.25**

MEN'S DEPARTMENT

Men, you will be agreeably surprised when you visit our Men's Department and see what we have to offer you in "Economy Prices."

Golden Rule Economy

SUITS

\$15.50



Can you believe we are featuring a Pure Wool Worsted Suit for such a low price when the talk of "high prices" is in the air? Well we are and the selection of patterns will please not only the conservative dresser but the smart young man as well. Another price range that will meet with favor at \$18.50. Sizes 36 to 44.

Men's Top and O'coats

Models for the Young Man in Wool Polo Top Coats that are exceptionally smart. Also conservative model in Black and Oxford Greys. Harris type Tweeds are also included in Belted Sport Models. You will see many features of a \$25 coat in the above lot. Size 36 to 44. **\$15.50 and \$18.50**

Men's Gowns and Pajamas

First quality Outing Flannel, full cut and roomy gowns. Sizes 15 to 17. Pajamas A. B. C. D. **\$1.39 to \$1.89**

Riding Breeches

Made of sturdy cotton whip cord. Liberally cut and fit perfectly **\$1.98**

Work Pants

Heavy Moleskin, Cotton Worsted and Cottonades, made for rough hard usage. **\$1.69**

Men's Wool Dress Trousers

Tweeds, Worsted, Twists, carefully tailored and fit well. Medium and dark colors. Other special value to \$5.50 **\$3.35**

Men's Broadcloth Shirts

Plain colored Broadcloths. Full cut. Sizes 14½ to 17 **\$1.00**

Men's Dress Hats

The last lot that can be offered at this price. New fall shades including Gray, Tan, Browns **\$1.95**

Men's Wool Slip-on Sweaters

\$1.39

An unusual low price for an all wool sweater. A special lot of higher priced sweaters to be included for \$1.98. All the best fall colors.

Men's Suede Shirts

These will go rapidly. Other specials at 98¢ and 1.39. Sizes 14½ to 17 **69¢**

Men's Boots

16 in. Lace

\$5.85



All leather soles and uppers. Extremely low price for this quality boot. Oil Tan Boot. 16 in. full double sole. An outstanding value \$6.95.

8 Inch Boot

A splendid winter boot. All leather soles and uppers **\$3.65**

Wool Boot Sox

Heavy wool boot sox in greys with red or green tops **39¢**