

YULETIDE'S EVERY FANCY HERE



Christmas shopping at THE GOLDEN RULE is a pleasure, not a hardship. On every side, at every turn, there is someone waiting to help you in your selections—not urging you to buy, but, through their courteous attention, making your choosing as easy and satisfactory and the time you spend here as comfortable as is possible at this time of year. No store in Missoula presents to the holiday trade so fine a showing of dependable, high-class merchandise. Brimful is every department with goods that are unequalled in worthiness and unsurpassed as acceptable gifts. It's a grand, good display that meets your eyes at every glance, inviting your closest inspection in every detail. And, above all, there are no fictitious values—no misrepresentation to "catch the holiday buyer." In making your Christmas purchases here, you are assured and absolutely guaranteed the highest quality at the lowest price consistent with the excellent values for which THE GOLDEN RULE is famed.

You Are All Invited to Visit "Fairyland"

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|---|---|--|---|--|---|
| <p>DOLLS
Kid body, sleeping, jointed, 18-inch dolls; price, each—
\$1.50</p> <p>DOLLS
Kid body, sleeping, jointed, 18-inch dolls; price, each—
\$1.25</p> <p>DOLLS
Kid body, sleeping, jointed, 16-inch dolls; price, each—
85c</p> | <p>DOLLS
Cloth body, jointed, 18-inch dolls; they'll stand over—
75c</p> <p>DOLLS
Bisque dolls, with real hair, sleeping, jointed, life-like, 24-inch—
\$2.75</p> <p>DOLLS
Pretty bisque dolls, with real hair, sleeping, jointed, life-like, 20-inch—
\$2.00</p> | <p>MECHANICAL TOYS
Of every kind and description, from tumbling rabbits to steam engines and automobiles, and they are all priced most conservatively—
23c to \$2.50</p> <p>MECHANICAL TRAINS
With raised, curved switch, trolleys and all kinds of tracks; most amusing and something they all like—
\$1.00 to \$3.50</p> <p>STEAM ENGINES
Capable of running small articles, pumps, spoons, etc.; a gift that will please as well as instruct the boy. Priced each—
\$1.00 to \$3.50</p> | <p>MAGIC LANTERNS
Some have films, some slides and some have both; the pictures are very clear and the lanterns will stand long usage. Priced—
\$1.00 to \$3.50</p> <p>TRAINS
Stock trains with two coaches, engine with drivers and passenger trains with three coaches and engine; medium size, well made—
\$2.00 and \$1.25</p> <p>IRON TOYS
Automobiles, delivery wagons, tire engines, hose carts, noods and ladders, runabouts, chairs, cabs, ox carts, Fovy Grandpas—Prices from
19c to \$2.00</p> | <p>STOVES
Ranges, heaters, gas stoves in all sizes and descriptions—
\$2.00</p> <p>CLIMBERS
Hill climbing toys that run with weights; autos, trains, cabs—
\$1.35 to \$2.00</p> <p>DISHES
Pretty fancy china tea sets, teapot, sugar, creamer, six plates and cups—
\$2.50</p> | <p>TOOL CHEST
Complete set of carpenter's tools, square, plane, mallet, saw, etc., 50c to
\$3.50</p> <p>HORSES
Double rocker horse, with padded seat, stationary foundation—
\$3.48</p> <p>ANIMALS
All kinds of stuffed animals—horses, dogs, Teddy bears, etc.—19c to
\$2.00</p> |
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Extraordinary Values In FINE FOOTWEAR For Christmas Shoppers

High-class footwear, suitable for gift purposes. The qualities are better than one usually buys, though the price is no greater. We recommend that you investigate. The style will certainly satisfy.

MEN'S SLIPPERS, \$1.75—Men's house slippers, made from good quality tan kid, opera cut, turn sole, well finished. Price, a pair **\$1.75**

MEN'S SLIPPERS, \$2.00—Men's fine quality kid slippers, chocolate shade also black, opera style, kid lined, hand-turned sole. Price, a pair **\$2.00**

MEN'S SLIPPERS, \$2.25—Extra fine quality of black kid and are kid lined, Everett cut, hand-turned sole. Price, a pair **\$2.25**

MEN'S SLIPPERS, \$2.50—Men's slippers, made from suede calf, opera cut, champagne color, for Christmas purposes. A pair **\$2.50**

CHILDREN'S FELT MULLIFIERS, 75c—Children's Mullifiers, made of one-piece high-class felt; shown in red, trimmed with white fur; sizes 1 to 5; a pair **75c**

CHILDREN'S FELT JULIETS, 90c—Children's Juliets, high-class felt; shown in red with red plush trimmings, and with gray fur trimmings; flexible sole; sizes 5 to 11; price **90c**

MISSIE'S FELT JULIETS, \$1.25—Missie's Juliets, made from fine quality felt; shown in red, fur trimmed; spring heels; sizes, 1 1/2 to 2. The price, a pair **\$1.25**

WOMEN'S CROCHETED SLIPPERS, \$1.25—Women's slippers, made over extra good lambwood soles, in blue or gray; all sizes. A pair **\$1.25**

WOMEN'S SLIPPERS, \$1.25—Women's low cut house slippers, made of good black felt, fur trimmed; low heel. A pair **\$1.25**

Women's Slippers, \$1.95—Juliets, extra high cut; best quality felt; heavy fur trimmed; several colors; 5-8 heel. Price, a pair **\$1.95**

WOMEN'S SLIPPERS, \$2.25—Women's Juliets, leather sole, opera toe, gray only. Price, a pair **\$2.25**



All Will Be Waited Upon But Early Buying Is Best



A Store Full of the Good Things That Men, Women and Children Love Make The Golden Rule Your Holiday Shopping Center



THE Golden Rule THE STORE THAT DOES NOT MISREPRESENT THE Golden Rule

COEN-FISHER CO.

MISSOULA'S MOST POPULAR TRADING CENTER



Shop Early and You Shop Well



Bright, Pretty, New TABLE LINENS Will Please the Housewife

Our great linen section presents values for your Christmas choosing unequalled by any other store. Dependable, high-class Irish and Scotch linens, in handsome pattern cloths and napkins, and by the yard. A present for the housewife she will always appreciate.

Beautiful Pattern Cloths and Napkins

8-4 Tablecloth, with 24-inch Napkins to match; regular \$9.00 value. Special, set **\$7.00**

8-10 Tablecloth and 24-inch Napkins to match; regular \$10 value. Special, set **\$8.00**

8-12 Tablecloth, with 24-inch Napkins to match; regular \$12 value. Special, set **\$9.00**

8-12 Table cloth, with 22-inch Napkins to match; regular \$19 value. Special, set **\$15.00**

8-10 Tablecloth, with 24-inch Napkins to match; regular \$18 value. Special, set **\$15.00**

Hemstitched Lunch Napkins

Hemstitched Lunch Napkins, 15-inch, of fine quality, and worth more **\$2.75, \$3.75, \$6.00**

A dozen **\$2.00** UP TO **\$6.00**

Odd Napkins, in assorted patterns, 22, 24 and 27-inch, at prices ranging from **\$2.00** UP TO **\$6.00** a dozen.

Fine Table Damask

70-inch Table Linen, regular \$1.00. Special, **89c** a yard

72-inch Table Linen, regular \$1.25. Special, **98c** a yard

72-inch Table Linen, regular \$1.45. Special, **\$1.19** a yard

72-inch Table Linen, regular \$1.65. Special, **\$1.39** a yard

72-inch Table Linen, regular \$1.75. Special, **\$1.49** a yard

Handsome and Appropriate GIFTS FOR MEN AND BOYS

\$24.75 A FINE COLLECTION OF SUITS THAT FORMERLY SOLD FOR \$27.50, \$30.00, \$32.50



Below we are naming but a few of the myriad of good things here for men—and where is the man who does not every day of his life need and wear just the things we mention? We have the finest clothing made for men, including the peer of all—Stein-Block, the only American-made clothes sold in London.

PELT LINED COATS—Extra heavy felt, well made and extra good values; coats that formerly sold at \$5.00, now for **\$3.75**

CORDUROY PANTS—Excellent quality dark corduroy; trousers that formerly sold at \$2.00, for, a pair **\$1.95**

UNDERWEAR—Heavy fleeced-lined, natural color underwear, of excellent quality and good weight. The **75c**

LOUNGING ROBES—Something very fine and a gift any man will appreciate; in handsome patterns and materials. From \$5.00 to **\$7.50**

CHRISTMAS SUSPENSERS—In pretty boxes, of fancy silk and best elastic; elaborate in pattern and a fine gift. A box, 75c to **\$1.50**

SUSPENSER SETS—A pair of suspenders, a pair of arm bands and a pair of garters, of finest quality silk and elastic, and fancy colors; all neatly arranged in a pretty box for the set, 75c to **\$1.50**

HOSE AND TIE SETS—A pair of fine quality silk hose, all colors, and a fine silk tie, neatly packed in Christmas boxes. A box **75c**

A Quartet of Bargains From Our Dry Goods Department for Monday Only

50 PIECES AMOSKEAG STAPLE CHECK GINGHAM—In all checks and colors; the gingham that is known by all housewives as the standard of all gingham. Sold by most stores at \$1-2c and 19c. Here Monday, a yard **7c**

150 PIECES FULL STANDARD DRESS PRINTS—In all colorings. These are the American Print Works Calicoes—unquestionably the best made; made, selling in many places at \$1-3c. Here Monday, a yard **6c**

15 PIECES COMFORTER CALICO—Pretty Persian and floral designs, in all the best colorings. Regular 7c quality. Here Monday, a yard **5c**

2,000 YARDS IRISH TWILL CRASH TOWELING—Very absorbent and serviceable; splendid hand or kitchen toweling; regularly old at \$1-3c. Here Monday, a yard **5c**

Every Day Needs of Every Woman

CORSET COVERS
Beautiful Madeira corset covers, each **\$2.25, \$2.50 and \$2.75**
Lily White Corset covers, each **\$1.00**

PRETTY COLLARS
Handsome creations and the latest effects, put up in nice boxes, at each, **75c, \$1.25 and \$1.75**

MUFFLERS
"Women's Ways" mufflers, each **50c**

REBBIENS
Holly ribbons for tying your Christmas packages and for fancy work, yard, **4c, 5c, 10c, 12c and 15c**

An elegant line of fancy ribbons to choose from; 4 to 12 inches in width; priced from **25c to \$1.75**
Spool ribbon, yard **1c**

Taffeta and Satin ribbon; you can find any width you want and at almost any color; by yard, from **4c to 50c**

BACK COMBS
Shell Back Comb, set with white stones, very handsome; each **\$5.98**
Amber Back Combs, gold filled, mounted and set with garnet stones; each **\$3.50**
Beautiful Jet Combs in several different designs; prices range from each **75c to \$3.00**

JET BARRETTES
Beautiful line of Jet Barrettes; each, **\$1.25 to \$2.75**

Shell Barrettes, set with brilliant, filigree cut, gold mountings, set with the popular stones; prices, each **\$1.25 to \$2.50**
Fancy Knot Jet Hairpins, each **75c to \$1.25**
Fancy Hairpins in Jet, each **75c to \$1.25**
Jet Bandeaux, each **75c**

BELT PINS
Turkish Jewelry, the latest craze in Europe and America, Belt Pins, each **50c, 75c, \$1.00, \$1.25 and \$1.75**
Jet Belt and Collar Pins, each **75c to \$1.00**
Jet Lavallieres, each **75c to \$1.00**
Jet chains, each **39c to \$2.50**
Jet Hatpins, each **40c to 75c**
Beauty Pins, each **75c to \$2.00**

Gold and Brilliant Hatpins, each **75c to \$3.00**

WOMEN'S HOSE
Black Silk Hose, made of best quality silk; come all-silk and silk with lisle foot; a pair **\$1.50 to \$3.00**
Fancy Silk Hose, in opera shades; handsomely embroidered; a pair **\$2.50**

CORSET COVERS AND SKIRTS
Combination corset cover and drawers, made of fine muslins and nainsook, trimmed with lace and embroidery; Corset covers **25c to \$3.00**
Gowns **75c to \$5**
Skirts **\$1.50 to \$6**
Drawers **35c to \$3**
Combinations **\$1.25 to \$5**
Chemises **\$1.25 to \$3**

Women's and Misses' Suits and Dresses

TWO BIG BARGAINS FOR THE WEEK'S \$17.40 SELLING AT

Lot No. 1

30 SUITS—Every one of them this season's very newest and best style, in a splendid line of colors to select from. The jackets are full satinated. Skirts are plaited, kilted and yoke effects; all the very best styles. The regular prices of these suits are \$20.00, \$22.50, \$25.00 and \$27.50. Your choice of the lot while they last, each **\$17.50**

Lot No. 2

17 DRESSES—Strictly all-wool; very latest styles, this season's best models. Made of broadcloths, Panamas and serges, in all the best selling colors. The former prices of these suits were \$20.00, \$22.50 and \$23.50. Beginning Monday and while they last, your choice of the lot, each for only **\$17.50**

An extra charge will be made on these suits or dresses where alterations are made.

