

Boise Cordially Welcomes the Odd Fellows and Rebekahs

Women's and Misses' Suits

Golden Rule Suits for women and misses solve the problem of being well dressed on a small income because we price our suits right, right at the beginning of the season and our conception of pricing them right is pricing them as low as is consistent with a fair profit and only that. The great volume of business done by us enables us to price our suits and all other merchandise at the minimum, and this we do.



Golden Rule

MAKE IT RIGHT STORES

1000 Yards New Madras Side Drapes

New 36-inch Mercerized Colored Madras Side Drapes, 1,000 Yards of It. It is here in Old Rose, Gold, Brown, Lopen, Blue in New 1920 designs that are very attractive and will be mighty popular. This is a new material for side drapes and similar purposes and if you are not acquainted with its merits it will be worth your while to come in and see it. We have priced this new "Madras" the Golden Rule Way **\$1.29** at the yard

Wintry Need Suggestions From Different Sections of the Store That's Always Busy

A Sample Line of Furs

One of a Kind, Each Priced the Golden Way

Here's a mighty interesting assortment of furs, just received, and since there's but one of a kind and each is a "bird" of a value, we suggest it will be the early shopper that catches the fur.

The lot comprises and the prices are:

Black Fox Scarf, \$45; Taupe Fox Scarf, \$55; Polret Fox Scarf, \$59.50; Taupe Wolf Scarf, \$35; Sable Wolf Scarf, \$39; Black Wolf Scarf, \$45; Taupe Wolf Scarf, \$49.50; Gray Silver Fox Scarf, \$29.50; Red Fox Scarf, \$35; Red Fox Scarf, \$27.50; Jap Cross Scarf, \$55; Jap Cross Scarf, \$29.50; Taupe Coney Cape, \$15; Black Coney Cape, \$18.75; Brown Coney Cape, \$15; Black Coney Cape, \$12.75; Black Coney Scarf, \$18.75; Black Coney Stole, \$27.50; Black Coney Stole, \$18.75; Black Coney Choker, \$9.95; Sealine Cape, \$25; Sealine Cape, \$22.50; Sealine Cape, \$18.75; Sealine Cape, \$22.50; Sealine Stole, \$49.50; Jap Cross Fox Scarf, \$50; Nat. Cat Lynx Scarf, \$15; Nat. Cat Lynx Scarf, \$22.50; Black Manchurian Wolf Scarf, \$35; Taupe Manchurian Wolf Scarf, \$27.50; Taupe Manchurian Wolf Scarf, \$22.50; Brown Manchurian Wolf Scarf, \$18.75; Black Manchurian Wolf Scarf, \$15; O'Possum Black Scarf, \$18.75; O'Possum Rose Scarf, \$15; Two Skin Rose Scarf, \$22.50; Jap Mink Cape, \$35; Jap Mink Cape, \$35; Jap Mink Choker, \$15; Jap Mink Choker, \$22.50; Nat. Nutria Cape, \$35; and one Combination, \$49.50.

Black Coney Cape, \$18.75; Brown Coney Cape, \$15; Black Coney Cape, \$12.75; Black Coney Scarf, \$18.75; Black Coney Stole, \$27.50; Black Coney Stole, \$18.75; Black Coney Choker, \$9.95; Sealine Cape, \$25; Sealine Cape, \$22.50; Sealine Cape, \$18.75; Sealine Cape, \$22.50; Sealine Stole, \$49.50; Jap Cross Fox Scarf, \$50; Nat. Cat Lynx Scarf, \$15; Nat. Cat Lynx Scarf, \$22.50; Black Manchurian Wolf Scarf, \$35; Taupe Manchurian Wolf Scarf, \$27.50; Taupe Manchurian Wolf Scarf, \$22.50; Brown Manchurian Wolf Scarf, \$18.75; Black Manchurian Wolf Scarf, \$15; O'Possum Black Scarf, \$18.75; O'Possum Rose Scarf, \$15; Two Skin Rose Scarf, \$22.50; Jap Mink Cape, \$35; Jap Mink Cape, \$35; Jap Mink Choker, \$15; Jap Mink Choker, \$22.50; Nat. Nutria Cape, \$35; and one Combination, \$49.50.

A Special Coat Event

With Great Emphasis on Value

\$22.50 to \$125



The best and largest line of Coats we have ever assembled at one time (and that's saying a whole lot for us). A great part of these were received last week by express from New York and they include a drummer's sample line bought from one of the largest and highest class coat houses in America. Prices range from **\$22.50 to \$125.00** and they are all priced right.



They are material of Crystal Tip, Bolivia, Silvertone, Velour and Tricot Velour. Many have large fur collars of O'Possum, Sealine Coney, Raccoon or Australian O'Possum. Some have collars of self material.

\$59.50 is a price on Polo Cloths with large Sealine collars, Velours with self or Sealine collars, Silvertones with self collars.

\$39.50 is the price of Velours trimmed with Sealine collars—Fancy Silvertones with Sealine collars. Attempts at individual descriptions are at best only a "hit and miss," because there are so many different styles it is next to impossible to describe them all.

\$75.00 is a low price on an assortment of Silvertone Coats, beautifully lined with fancy silks, that have large O'Possum or Sealine collars and some wonderful quality Velours with large O'Possum collars. Come prepared to see another demonstration that,

We have them as good but we sell them for less.

These New Fabric Furs Are Pleasing

Substitutes for the Real Thing

for Coat and Dress Trimmings
Fur trimmings are high and don't wear well as a rule, but this Imitation Fur does wear and is as every bit as pretty. We suggest you look at our display in the trimming section.
Comes 2, 3, 4, 5 and 7 inches wide in Imitation Hudson Seal, Scotch Mole, Sealette, Nutria, Chinchilla, Black and White Tipped Sealette. **\$1 to \$2.48**
Priced the yard from

Fine Fabric and Woolen Gloves

Six hundred pairs of Women's Fine Fabric Gloves, made of a sturdy, long wearing fabric, in colors of gray, khaki and black. Have three row embroidery backs, are in the two-clasp style and are perfect fitting. Excellent for street wear. Priced the pair **69c**
Lamb's Pure Wool Gloves, nice fitting, all wool, knitted gloves that fit beautifully and look good, and are cozy and warm. Are here in Oxford, seal, tan, black and white. An extraordinary value in gloves, priced the pair **98c**
Children's Fur Top-Leather Mittens—These are made of suede leather, are lined with a warm material, the tops being fur. One clasp style in brown and with black fur tops. The pair **98c**

New Velvet Hand Bags

A Velvet Bag of Superb Costume Chiffon Velvet in three styles of frames. This bag is the pouch style with a large tassel on the bottom and is lined with beautiful silk. Has an inside coin purse. It's a beautiful bag in every respect, is popular and is popularly priced at **\$3.48**
The "Risco" Bag, is a new one, made of Chiffon Velvet, lined with silk crepe and made with the new ring handle that automatically closes when one takes hold of the handle. It's easy to use, being both practical and safe. Priced each **\$3.48**

Ostrich and Marabou Neck Fixings

We have Ostrich and Marabou neck pieces in the most becoming cape styles in Natural, Black and Taupe. These are decidedly attractive and will win your affection if you are thinking about this sort of neckture. Priced from **\$4.98 to \$13.98**

Warm Blankets for Winter

Extra Large Cotton Blankets, **\$3.48**
Good and extra large cotton blankets. They are of "full size and extra large," says our blanket buyer. In tans, grays or white with pink or blue borders. You'll find some value in these blankets, at each **\$3.48**

Hummer Fine Wool Blankets

Hummer fine wool blankets made 66 by 80 inches, weighing 4 1/2 pounds and they're a sturdy, well woven blanket. This store has sold hundreds of pairs and without hesitancy we say, buy Hummer Wool Blankets. They are made in pretty plaids and are a mighty good value, represent a trifle more than an exchange of merchandise for dollars, priced as they are, the pair **\$6.48**

"Dove" Undergarments

The daintiness of fine materials, the becomingness of pretty styles carefully made—those are the charms which delight the woman who buys "DOVE" undergarments.
You have doubtless read in your magazine of "Dove" Night Gown No. 605 and "Dove" Envelope Chemise to match, No. 606, made of white Batiste of extra fine quality, trimmed with an effective design of hemstitching and hand embroidered French knots in pastel shades of pink and blue. Shirring at bust and dainty ribbon bows at neck.
Well, these beautiful garments are **\$2.50** here, priced

"Vassar Girl" Silk Stockings

We are now offering in our Hosiery Section a Silk Stocking VALUE, believed by us to be the best obtainable today. This silk hose is made of a twelve strain pure Japan Silk, mock seam back and fashioned to fit. They have the seamless foot and reinforced heel garter tops. Come in black, white, gray and cordovan. Priced the Golden Rule Way, the pair **\$1.50**

The Smartest New Umbrellas Have Just Arrived

Several hundred smart, new umbrellas have just put in an appearance and while there are several different grades, everyone is a beauty and is a good value at its price.

New Umbrellas in red, green, purple and brown, all having the very latest kinks in new handles—the ring styles. Some are ivory tipped, others are plain, but all are attractive. They are priced **\$5 to \$8.98** reasonably at from

Men's Suits and Overcoats

Clothcraft 5130 Men's and Young Men's models in the Standard Blue Serge No. 5130. These are fast dyed, good weight Serges that retain their shape under the most trying circumstances. Regular three button sack in long, stout, and long stout and regular. Priced **\$28.50**

Oregon Cassimeres Gray and brown Cassimeres made up into good suits of all wool cloths of extra good weights. These suits are especially good clothes to purchase at this time of the year, priced very reasonably at **\$27.50**

National Student Clothes

These beautifully styled and wonderfully tailored clothes for young men, modeled so that there is snap in every line. Priced from **\$40 to \$50**

Corking Good Overcoats

Are represented in our big stocks, some of them being sold, priced so low that we are almost tempted to give comparative values, but men may come here prepared to buy more in overcoats than the prices express, and not be disappointed. "Honorable Mention" is due to our No. 1,000 Men's Chesterfield Style, gray Oxford cloth, that's 42 inches long. Fly front or button through, velvet or cloth collar. The price is **\$20.00**

Knittex Overcoats

Ask to see them. They are knitted just like a sweater only of course in a very much finer way. In grays, tans and browns. They are rain-proof. There are plain Chesterfield models, also some snappy waistline and belt combinations for the Young Fellow who wants the last word in style.

\$30, \$32.50, \$35



Mail Orders

Receive careful painstaking attention and for that reason you need not hesitate sending yours here. Our professional shopper always endeavors to get you the best, and your orders are filled on the day they are received.

Here Are Two Good Ones from the Dress Goods Section

45-inch All Wool Gabardine, \$2.98

This is a very fine twill all wool gabardine which is sometimes spoken of as a polret twill. A very fine all wool material with a beautiful finish, a firm, rich, permanent finish, made from the best American yarns. Makes a beautiful suit. Colors: navy, dark brown, cranberry or black; the yard **\$2.98**

Salt's Behring Seal Plush, \$10.50

This is one of Salt's best 50-inch plushes. Very soft, lustrous pile, long and dense, rich and beautiful. Make your own coat this season of this fine seal plush and have a better material at considerably less cost. Comes in black only. The yard **\$10.50**

Shoes for Women



Shoes for Men

We mention here merely three styles each, from our Women's and Men's large Shoe Stocks. These stocks will serve you better because the extensive assortments and a big range of prices permit us to supply the shoe you want at the amount you care to pay.

Style No. 472 is a Women's Havana Brown, a pretty eight and one-half inch Lace Kid Shoe, three-quarter foxed, with one and seven-eighths leather heels with plate. They have welt soles and are priced **\$10.00** low, the pair

Style No. 38, the Florshelm Shoe for Men, in a rich dark Mahogany leather, Blucher style. Comment on the value in a Florshelm Shoe is hardly necessary—none better are made, but this is a particular value because priced low, the pair **\$10.95**

Style No. 98, a good looking shoe for women in a Beaver Brown, of the same general description as style No. 472, but a Whole Quarter. This shoe, too, is priced low, the pair at **\$10.00**

Style No. 8, Men's F. F. H. Mahogany Calf, Lace English Shoe that's well made and stylish and has the sunken eyelets, so much preferred by many men. It's more shoe value than the price sounds, at the pair **\$8.50**

Style No. 448, for women or Growing Girls, a good grade Dark Tan Lace English Walking Shoe with welt soles, imitation tip and low heels. Just the thing for walking or school wear and mighty reasonably priced the pair **\$6.95**

Style No. 63, "U Double U" Army Shoe in a substantially made Blucher of California tanned leather, tan color, unlined, with welt soles. Easy on the feet and a dandy shoe for general outdoor wear. Priced the pair **\$10.00**

Some Remarkably Good Values in Real Black Silks

Black Messalines, 35 in. Wide, \$1.39 **Black Taffeta, 35 inches, Green Edge, \$1.98**

Search wherever you please and we question whether you'll find the equal of this all silk Messaline value. Black only. It is satin finished and of medium weight. The yard **\$1.39**
A standard Black Taffeta of exceptionally good quality. You'll say so, too. It's a heavy weight, good weaver, to be had either in a brilliant or a dull finish black. The yard **\$1.98**

These and Several Other Good Silk Values to Be Had Here NOW.

Dandy Values in Boys' Suits at \$8.95, \$9.45, \$9.95 and \$10.95

Some real values are here in moderately priced Suits for boys. At \$9.45 we are selling a very fair Blue Serge, three-button coat front, waist seam and belt, with that desirable form fitting effect. Pants are lined throughout and the seams are made to stand up under strain.

And Now at These Prices—

At \$8.95, \$9.95 and \$10.95, some real values are presented in mixed Grays and Browns, the suits made in the same way as the Blue Serges described above. Now really, to save money on that Boy's Suit, this is the place and now is the time. We thank you.

