COTHAM FASHIONS
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IS A LITTLE WORD in the fact that it contains but two lettersh. In other respects it is a tremendous word, and has probably played a more important part in many people's lives
than any other word in Werstren than any other word in Webster's Dictionary. IF you do
ing at the GOLDEN RULE we will guarantee you will be satisyour shopping at the GOLDEN RULE we will guarantee you will be satis-
fied and have no occasion to use the word IF in a sense of regret, as far as your dealings with us are concerned. The month of August is freighted with Golden Opportunities for shoppers. Judges of values and discriminat-
ing buyers are quick to discern that it's a period of money-saving possibil8ull of economy and satisfaction. The bargains we offer this month are great

## DOG:DAY PRICES AND HEYYAY VALUES

DRY GOODS DEPARTMENT. NEW SILIKS.

| Monday We will Show Several New Lines of Fancy Novelty Silks for Waists and Trimmings. |  |  |
| :---: | :---: | :---: |
|  |  | Our $10,121 / 2,15$ |
| novelty sliks, two and extra spegal mo cose go |  |  |
| cents; for............ 436 |  |  |
|  | Indias, 1895 styles, were ${ }^{\text {S }}$ and $\$ 1.25$ yard, for. | Imported Wa |
| New Figured and Striped tremely beautiful , in ex <br> tremely beautiful combina- |  | Eve |
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