

Announcing a New Era of Economy for Marion County and Surrounding Territory  
**Saturday, June 16th The Doors Will Swing Open**  
**at 220 to 226 North Liberty Street**

# GRAND OPENING

OF

# BLOCH'S

Telephone  
1606

# GOLDEN RULE STORE

Salem's New Department Store --- Where Good Merchandise Can Be Bought For Less

The opening of this new store will mean savings of hundreds of dollars to you and every buyer in this community. Why? Because by buying for cash and selling for cash, we have found the way to rock bottom prices—without sacrificing a high standard of quality.

**OPENING DAY SPECIALS**  
 \$1.39 Men's Overalls, heavy plain blue, 220 denim overalls, full cut special, pair ..... **98c**

**OPENING DAY SPECIALS**  
**MEN'S WORK SOX**  
 3 pairs for ..... **25c**

**OPENING DAY SPECIALS**  
 Cotton Flannel Gloves, heavy weight, 3 pairs for ..... **25c**

Years of experience in merchandising has taught us efficiency in management too—so you will not pay for a high overhead expense. In short your money will go further and your satisfaction will be greater by dealing at this up to date institution. Throw away your mail order catalogues—you can buy better goods cheaper at home.

**COMPLETE DEPARTMENTS**  
 Our opening stock will convince you that style and quality can be had at low prices.  
**DRESSES**  
 In Crepes, Rayons, Voiles, Organdies, Foulards. We have spared no expense—we spent several weeks in New York, St. Louis and other eastern points to buy the latest in dresses and at prices for everybody. Look our Dress Department over carefully. We are not showing any coats as it is too late to open a new stock at this advanced stage of the season.

Remnants of 10 to 20 Yards  
**Grand Opening Specials**  
 Panama Checks, Reg. 25c value at ..... **17c**  
 Shirting Chevots, 32 in., regular 29c value ..... **15c**  
 at ..... **15c**  
 36 in. Black Sateen, Reg. 39c value at ..... **25c**  
 Printed Window Crepes, regular 33c value ..... **23c**  
 at ..... **23c**  
 Chambray Gingham, Reg. 30c value at ..... **23c**  
 Dotted Curtains Swiss, Reg. 25c value at ..... **14c**  
 Silk and Rayon Voiles, Reg. 75c value at ..... **45c**

**FAREWELL TO HIGH PRICES**  
 An Extensive Selection in Men's Wear  
**SUMMER SUITS**  
 All Wool "Sunflex," \$25.00 2-piece summer suits at ..... **\$14.98**  
 Men's 2-trouser all wool worsted suits, regular \$35 and \$40 quality at ..... **\$24.98**  
 Men's fine Worsted all wool suits, nicely tailored, latest styles and patterns, regular \$30.00 suits, at ..... **\$19.48**  
 Boys' long pants suits, sizes 6 to 18 ..... **\$7.48**

**To Top the Mode in Correct MILLINERY**  
 Select from these chic models  
 Ladies' hats at ..... **\$2.48**  
 Ladies' hats at ..... **\$2.98**  
 Ladies' hats at ..... **\$3.73**  
 These are the Latest Models in Straws and Felts Direct from New York

**Summer's Newest Showing in Fabrics**  
 Organdies, Flowered, yard ..... **78c**  
 Placid Prints, yard ..... **78c**  
 Taffetas, yard ..... **78c**  
 Rayons, yard ..... **55c**  
 Edna May Zephyrs (finest gingham made) yd. .... **39c**  
 Moosehead Cloth (suiting) yard ..... **39c**

**FOR EVERY MEMBER OF THE FAMILY FOOTWEAR**  
 of standard quality—but of modest price  
 WE CARRY ROBERT JOHNSON & RAND "STAR BRAND SHOES"  
 Every pair of shoes we sell we guarantee to be solid leather or your money refunded.  
 The latest styles, which are shown in the east, are to be found in our line of footwear—but at prices to fit any pocketbook.

**Our Hosiery Department**  
 Lustrous beauty and genuine satisfaction are apparent in our new summer line of silk hose. We offer a full range of the latest colors to match your summer apparel.  
 Good news to ladies who have worn and know Cinderella Hose  
 We have the most complete stock and range of colors ever shown at prices to astound you, showing grand opening day.  
**Ladies' Silk and Rayon Hose**  
 All colors, easily worth 85c a pair, grand opening price, a pair. .... **49c**

**Attend the Informal Opening and Reception**  
**FRIDAY AFTERNOON, JUNE 15**  
**No Goods to be Sold—Leave Your Pocketbook at Home**  
 To provide the public with an opportunity to become thoroughly acquainted with this entire stock of excellent merchandise and to give us a chance to greet each and every visitor in the right way, we have planned this advance or informal opening of the store. Positively no goods will be sold until Saturday morning. Just come in Friday afternoon. Spend all the time you can with us—ask questions and we will be glad to serve you in every possible way—except to sell goods that day.  
**SPECIAL SOUVENIRS FOR LADIES AND CHILDREN**

**Grand Opening Specials BATHING SUITS**  
 For MEN, WOMEN AND CHILDREN  
 Men's all wool bathing suits ..... **\$2.98**  
 Ladies' all wool bathing suits ..... **\$2.98**  
 Boys' all wool bathing suits ..... **\$2.39**  
 Misses' all wool bathing suits ..... **\$2.29**  
 Children's all wool bathing suits ..... **\$1.49**  
 These suits are made of the finest worsted yarns. Many colors.

**Opening Day Special**  
**Ladies' Rayon Lingerie**  
 Ladies' Rayon Lingerie Gowns, Pajamas, Vests, Steplins, Bloomers, Combinations, Slips. Some of these garments sell as high as \$4.00. Our opening day price is  
**\$1.23**  
 For Any Garment

**Normandy Chintz Prints**  
 Light and dark, 36 inches wide, guaranteed absolutely color fast, wide range of patterns, worth 49c yard. Grand opening day special.  
**27c**  
 Yard

**SILK DEPARTMENT**  
 Printed Crepes, 40 in. wide, yard ..... **\$1.63**  
 Flat Crepes, 40 in. wide, yard ..... **\$1.89**  
 14 Momme Pongee, yard ..... **63c**  
 Imported Silk Shanghai, yard ..... **\$1.10**  
 Costume Silk, pure silk, yard ..... **\$1.29**  
 Changeable Taffeta, yard ..... **\$1.89**  
 Many other silks in newest shades at very reasonable prices.

**Men's Outing Bal Work Shoes**  
 Rubber soles, leather insoles and full leather stock uppers. Our regular \$3.69 work shoe. Grand opening day special  
**\$1.98**  
 Call for No. 440

**Valencia Voiles**  
 Printed, 36 inch, many colors and patterns, yard ..... **19c**  
**Windsor Crepes**  
 Plain color, remnants of 10 to 20 yards, regular price 25c. Grand opening day special, yard ..... **19c**

**REMEMBER --- "A Big Department Store" --- With Brand New Merchandise**  
 YOU WILL FIND HERE TRUE COURTESY  
 OUR ONE AIM—TO PLEASE YOU  
 AND PROMPT SERVICE AT ALL TIMES