

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

# GOLDEN RULE STORE

220 to 226  
North  
Liberty St.

Telephone  
1606

**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 Cheviots, 32 in., regular 20c value ..... **15c**  
at ..... **15c**  
36 in. Black Sateen, Reg. 39c value at ..... **25c**  
Printed Window Crepes, regular 33c value ..... **23c**  
at ..... **23c**  
Chambray Ginghams, Reg. 30c value at ..... **23c**  
Dotted Curtain 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 ..... **\$14.98**  
at ..... **\$14.98**  
Men's 2-trouser all wool worsted suits, regular \$35 and \$40 ..... **\$24.98**  
quality at ..... **\$24.98**

Men's fine Worsted all wool suits, nicely tailored, latest styles and patterns, regular \$30.00 suits, ..... **\$19.48**  
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, Slips, 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 \$2.69 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