

BLOCHS GOLDEN RULE STORE



SMASHING PRICES

For Quick Action on Brand New Merchandise

BARGAINS GALORE

And a Sale that Is a Real Sale!

For The Entire Family

MEN PANTS

Don't miss this opportunity to buy Dress, Semi-Dress and Work Pants. Boys', Youths' and Men's Cords included

LOT A—Plenty to choose from in corduroy, mole skin, gaberdines, whip cords, cotton and wool semi-dress. Worth to \$3.50 pair.
To go for only **\$2.23**

LOT B—Men's Dress Pants. New patterns, new cloth of fine worsteds, mixed and all wool goods. These pants are worth \$5.00 pair.
Sale price only **\$3.98**

LOT C—Men's Extra fine pure wool and worsted dress pants. All new 1928 patterns and values worth to \$6.50.
Sale price only **\$4.48**

LOT D—Boys and youths long pants, 4 year to 17 sizes in cords and fine wool dress pants. No old styles, all new, for only **\$3.13**

SHIRTS

Lowest prices ever quoted on Quality Shirts. Here is a timely offering of Flannel, Wool and Dress Shirts. Buy Now — Save!

Men's real sturdy Flannel Shirts, excellent quality, good winter weight. We made a big saving when buying these to sell for **89c**

Wool Flannel Shirts made coat style and cut full and easy fitting. Colors in plain khaki, gray and tan.
Sale price **\$1.98**

Finest Pure Wool Flannel Shirts. An excellent weight for this country and the new plaids will please.
Sale price **\$3.48**

Men's Dress Shirts, all new stock. Collars attached and neck band style. Broadcloth, percales, etc. Pretty new patterns. Don't miss these **\$1.59**

WEDNESDAY ONLY

36-IN. MUSLINS

Hope and other known brands in fine Bleached and Unbleached, about 1000 yards to go on the Bargain Block Wed. morning at 9:30 (10 yd. limit) the yard **10c**

FRIDAY ONLY

RAYON SILK UNDIES

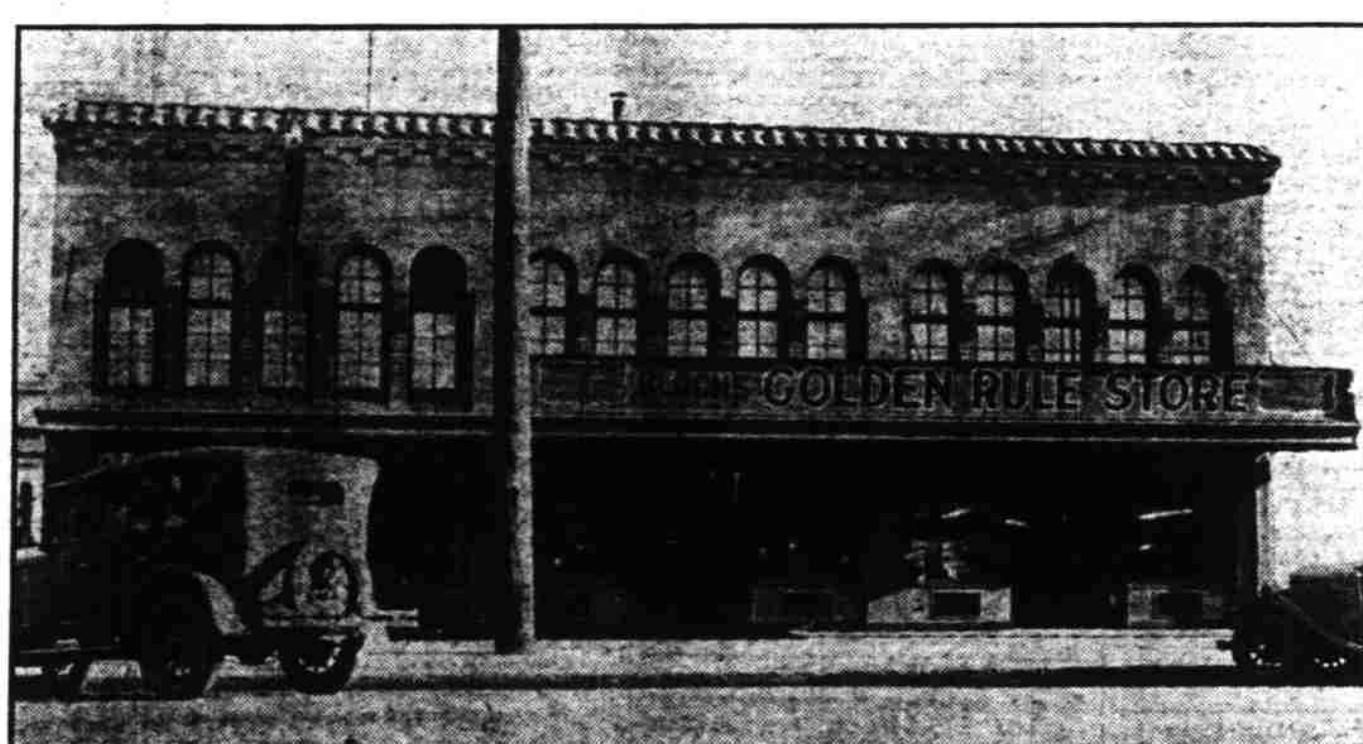
1.50 Value Rayon Silk Teddies, Vests, Bloomers and Step-ins, extra quality, popular shades and styles, all to go Friday morning for only, each **79c**

---- THAT HAS NO RIVAL ----

Come for Miles, You Bargain Seekers! Here is the sale you waited for! Never before, never again such a BUYERS CHANCE, an overshadowing, outstripping, underselling chance of a life-time. Here's a message I want to shout from the housetops. I want to drive it home to every family in this part of Oregon. It's vital to your economic welfare. Bloch's Golden Rule Store, becoming Salem's Leading Store, places their entire stock on sale at Radical and Spectacular Reductions. MEN'S CLOTHING AND FURNISHINGS AND SHOES TO BE COMPLETELY CLOSED OUT. That we may enlarge our fast growing Ladies Goods Departments, and to add thousands of new acquaintances to this store. Selling starts Wednesday, November 28th, 9:30 a.m. Don't Miss It!



SELLING STARTS **TODAY - WEDNESDAY** 9:30 a.m.



BLOCH GOLDEN RULE STORE
220-226 North Liberty Street

HUNDREDS OF PAIRS NATIONALLY KNOWN STAR BRAND SHOES FOR EVERY MEMBER OF THE FAMILY.

LADIES' SHOES

Values to \$7.00

Oxfords—Slippers—Pumps Ladies of Salem and miles around, good fortune smiles for you again—with a special lot of fine Star Brand Shoes. New styles, new leather, etc. Priced for quick disposal.
\$3.98

HOUSE SLIPPERS

Values to \$2.00

Men's and Ladies' all new stock. Dozens of styles and materials to choose from. Satins, velvets, felts and cushion soles, leather soles. Men's all in black or tan. Sale Price **\$1.33**

MEN'S LACE BOOTS

\$12.00 Values

The Star Brand 16-in. top lace Boots, full double oak tan soles. Leather is fine calf skin, water proof. Outside leg counter. Triple stitched. 100% solid leather shoes. Sale Price **\$9.98**

MEN'S WORK SHOES

\$4.00 Values

Star Brand Army last. Fine, soft calf, tan color. Bleucher style. Soles sewed and nailed, full double vamp. Solid leather counter. This shoe is medium weight. A real true bargain. **\$2.98**

LADIES' RAIN COATS

\$10.00 VALUE

The new style in black, brown and tan. Genuine Dupont Duco cloth. Sale Price **\$6.85**

RAIN COATS

VALUES TO \$8.50

One large lot of the new Dupont Duco Cloth in colors green, red and blue. Warm lining. Belted and plain buckle **\$5.95**

Store Closed Thanksgiving Day

OUR MESSAGE

Your Hour of Action Comes

Everything is out and ready! The long weeks of preparation are over—the whole city is now thoroughly aroused to what is about to happen. People have been planning, talking, asking about it. The far reaching plans of this Get Acquainted Sale have so stirred the public's mind that a fine spirit of expectancy and enthusiasm is in the air! For the public have learned to expect Big Things of Bloch's Golden Rule Store—and in this the biggest effort we have ever made in our 22 years of business, we feel a deep moral obligation to even better their expectations.

Signed
P. Bloch M. Bloch

LADIES' HATS

VALUES TO \$6.00

All this season's new styles and popular materials and shades. To clear them quick, your choice only **\$1.00**

GIRLS' COATS

\$10 VALUES

Beautiful new winter materials of wool. Fur trimmings. Colors of blue, brown and tan **\$6.98**



DRESSES

Yes We Defy the World with These Dress Values

THE FINE FABRICS

Fine Crepes, Canton Crepes, Flat Crepes, Georgette Crepes and Velvets and fine Woolens. NOTE the clever Designing! feel the rich, silk fabrics! Snappy Models for street, afternoon, dinner and evening, gay dashing models for every occasion. Sizes for Misses, Women and Stylish Stouts

DRESSES
Values to \$25.00
\$12.98

DRESSES
Values to \$45.00
\$23.48

DRESSES
Values to \$13.50
\$7.95

DRESSES
Values to \$35.00
\$18.39

Men and Young Men Here's Your Chance!
New Suits and Overcoats at Close Out Prices

Suits and O'Coats

Every Suit, Every O'Coat doomed to go. We are quitting the Men's Clothing Business, and have now priced this new stock to move it quick. All the popular styles and materials. Colors of blue, gray, brown, etc. Worth \$35.00. Come take your pick of any suit, any overcoat of this lot, for only—
\$14.95

COATS

New 1928-1929 Models! Dozens to make selections from and nowhere—at any time—has such a stupendous selling offered greater values! Coats supreme in quality and style offered at paramount savings.

LAVISHLY FUR TRIMMED

You'll be delighted to see the charming fur trimmings of all the fashions most desired.

NEW COATS
Values to \$25.00
\$16.98

NEW COATS
Values to \$85.00
\$47.98

NEW COATS
Values to \$39.50
\$27.48

NEW COATS
Values to \$98.50
\$52.50

