

# Our Buyer Home from Eastern Markets

After spending six weeks in the principal markets of the East, with buyers from 50 other Golden Rule stores, our buyer has returned home. The buying power of 50 stores combined, that pay cash and take the discounts, can be readily seen by observing people. We give our customers the benefit of this buying power. Come and see for yourself that we make good on all claims.

## We are showing the Spring Fashions in Wearing Apparel for Men, Women and Children

They were never more beautiful. Whether this unusual fascination lies in the simplicity and naturalness of the modes or in the rare and vivid and extraordinary colorings—is a question hard to decide. But these Spring Styles must be seen to be appreciated. We could write volumes about their unusual beauty. Friends can tell you enthusiastically about them. But until you have seen them—you cannot possibly conceive of their loveliness. And now is the time—the right time, for you to see and judge and choose.

Conditions in the market are such this year that it behooves every person to make a definite choice as soon as possible—otherwise disappointment might result.

### Suits and Coats



We are showing a large assortment of the newest and smartest models in the new Spring Coats and Suits. These comes in all-wool serges, gaberdines, poplins and tweeds. They include all the new shades and styles, large collars, single and double belts and pockets are strongly in evidence.

Coats range in price from \$5.50 to \$25.00.

Suits, \$11.50, \$14.50, \$17.50, \$19.50, \$22.50, \$25, \$27.50, \$32.50 and \$36.50.

### New Dresses

The New Spring Dresses are here, a large assortment of serges, taffetas and poplins, in the new shades; the long straight Empire lines and pleated Princess styles predominate. Priced at.....\$11.50 to \$18.50

### New Dress Goods

We are showing the new Plaids, Checks and Stripes in black and white, blue and gold, green and gray, navy and wisteria, 36 to 54 inches wide; price, in face of present market conditions, per yd.....65¢ to \$2.00

### Wash Goods

Beautiful Voiles, Splash Voiles, Organdies and Crepes, in plain white, 40 in. wide, per yd.....25¢ to 50¢  
 Fancy Stripes, Check and Figured Voile Cordele, 40 inches, at.....25¢  
 Fancy Silk Stripe Voile, 40 in., yd.....50¢  
 Fancy Silk Stripe Voile, 40 in., yd.....\$1.00  
 Fancy Stripe and Figured oVoiles, 40 in., yd.....75¢  
 36 and 49-in. Pique and Poplins, yd.....25¢  
 27-in. Flaxons and Batistes, yd.....10¢, 12¢, 15¢, 25¢  
 Good assortment of 27-in. Lawn, per yd.....5¢

## SHOE DEPARTMENT

### Ladies' Dress Shoes and Slippers



- Ladies' Brown Kid Dress Boot, lace, at.....\$7.50
- Ladies' Gray Kid Dress Boot, lace, at.....\$7.50
- Ladies' Black Kid vamp, white kid top, at.....\$6.00
- Ladies' Patent Leather Dress Shoe, button.....\$5.00
- Ladies' Kid Boot, button, spool heel, at.....\$4.50
- Ladies' Kid Boot, lace, spool heel, at.....\$4.25
- Ladies' Kid Dress Shoe, button, at.....\$3.75
- Ladies' Easy Walker, button and lace.....\$4.25
- Other Ladies' Dress Shoes at.....\$3.00, \$3.15 and \$3.75
- Misses' Dress and School Shoes at.....\$2.70, \$3.25 and \$3.75
- Ladies' New Spring Slippers and Pumps at \$2.15, \$2.45, \$3.00, \$3.25, \$3.50 and \$3.60.

### Children's Shoes

School Shoes, sizes 5 to 8, at \$1.70; sizes 8½ to 11 at \$1.80; sizes 11½ to 2 at \$2.10. Full line of Buster Brown Shoes in both school and dress shoes.

### Children's Slippers

- Patent Leather, sizes 5 to 8, \$1.25; 8½ to 11, \$1.30; 11½ to 2, at.....\$1.70
- Gun Metal, size 5 to 8, \$1.25; 8½ to 11, \$1.40; 11½ to 2 at.....\$1.70
- Kid, size 5 to 8, \$1.10; 8½ to 11, \$1.35; 11½ to 2 at.....\$1.55

### Men's Shoes

We have the largest and most complete line of Men's Dress, Work and Outing Shoes we have ever shown. When in need of shoes don't fail to see this line.

- Men's Dress Shoes, button or lace.....\$3.15
- Men's Dress Shoes, button or lace.....\$3.50, \$3.75
- Men's English Neolin sole, at.....\$3.75



#### The Barry Shoe for Men Who Care to Dress Well

- Men's Gun Metal, button or lace.....\$4.25, \$4.50 and \$5.00
- Men's Tau English.....\$5.00, \$5.50 and \$5.60

#### Peters' Dress Shoes

- Men's Button or Lace.....\$4.50, \$5.00 and \$6.00

### Men's Work Shoes

- Peters' Work Shoes at \$3.15, \$3.25, \$3.75 \$4.50, \$4.75 and.....\$5.00
- Men's Elk Skin Shoes.....\$2.75 and \$3.00
- Men's Mule Skin Shoes.....\$2.25 and \$2.35

### Boys' Shoes

- Boys' School and Dress Shoes—
- Sizes 9 to 13½ at.....\$1.95, \$2.00 and \$2.45
- Sizes 1 to 2 at.....\$2.25, \$2.55 and \$2.65
- Sizes 2½ to 6 at.....\$2.45, \$2.50, \$2.75, \$3.25

### Men's and Boys' Clothing

Don't fail to see our line of Men's, Young Men's and Boys' Clothing that are arriving daily.

#### \$15—MEN'S SUITS—\$15

This is our popular line and contains many new patterns. Men's Blue Serge Suits at.....\$12.50 and \$16.50 Men's Hard Finish Worsteds in a nice line of staple patterns at.....\$16.50 and \$18.50

#### BOYS' KNICKERBOCKER SUITS

Boys' Suits at \$3.00, \$3.50, \$4.50, \$5.00, \$5.50, \$6.65 and \$7.35.



### Men's Furnishings

A large assortment of the new Spring Neckwear just arrived, in the new and different shades and styles. Priced at.....25¢, 35¢ and 50¢

- Men's Dress Shirts, laundry cuff.....\$1.00
- Men's Dress Shirts, French cuff.....\$1.00
- Men's Dress Shirts, collar attached.....\$1.00
- Men's Dress Shirts, collar attached.....65¢
- Men's Work Shirts.....55¢
- Men's Suspenders.....25¢, 35¢ and 50¢
- Men's Belts.....35¢ and 50¢
- Men's Dress Hose.....15¢, 25¢ and 55¢
- Men's Canvas Gloves.....10¢ and 15¢
- Men's Bib Overalls.....\$1.15

Complete line of Men's Pants and Furnishings of all kinds at Golden Rule prices.

### Fern Waists

In seal-pack envelopes, two new styles every week, latest things in waists, popular priced at.....\$1.00

#### SILK WAISTS

The new Crepe de Chine, Georgette and Tub Silk Waists; the spirit of spring is shown in every one of these garments. Priced at.....\$2.50 to \$5.50



### Notions

- Shaving Soap.....4¢
- Toilet Soap.....10¢
- Safety Pins, 2 cards.....5¢
- Pound can Taleum.....12¢
- Peroxide, 8 oz.....12¢
- 2 cards Pearl Buttons.....5¢
- Machine Oil, bottle.....6¢
- School Tablets.....5¢
- Pen Tablets.....5¢ and 10¢
- School Pencils, 2 for.....5¢

# THE GOLDEN RULE