

**BE SURE
YOU KNOW OUR
PRICES
BEFORE BUYING
YOUR SPRING
WEARING APPAREL**

Purchasing Power for Year 1922 Stronger Than Ever

**It's Easy for Others to
Quote Our Prices
But Hard to Match the
Quality, at the
Prices Offered
Here**

WITH THE LARGE INCREASED VOLUME OF BUSINESS IN OUR 75 STORES AND FROM THE FACT THAT THERE ARE SEVERAL NEW GOLDEN RULE STORES BEING OPENED UP THIS SPRING.

THIS GIVES OUR CUSTOMERS A BIG ADVANTAGE, AS WELL AS THE GOLDEN RULE CHAIN STORES. THE MORE WE CAN SELL, THE CHEAPER WE CAN SELL.



Men's and Young Men's Suits

It's an easy task to select your spring suit from the large assortment of fabrics and patterns in the new spring styles both for men and young men.

See our line of Men's and Young Men's Suits for ...\$25.00

Suits of extra quality and workmanship in regular and large sizes at \$28.00

Other Men's Suits priced at \$12.50, \$16.00, \$22.50 to \$33.00

We have added the famous Hekey-Freeman Hand Made Suits Priced \$49.00 to \$56.00

MEN'S ODD PANTS

Men's Odd Pants, priced at \$3.50, \$4.90 to \$7.65

MEN'S SPRING DRESS HATS

Men's Felt Spring Dress Hats, priced \$1.75, \$2.25, \$2.50, \$3.50 to \$4.00

Men's Cloth Hats, \$1.25 to \$1.50

MEN'S WORK CLOTHES

220 weight, Blue Bib Overalls at \$1.19

Full cut, good quality, Work Shirts at 65¢

Other Work Shirts, \$1.00, \$1.35 to \$1.95

Men's Khaki Pants \$1.75, \$2.15, \$2.45 to \$2.80

"Sweet Orr Make" Work Pants \$3.15 to \$4.20

Cotton Work Socks 13¢, 15¢ and 18¢

Men's Work Suspenders 45¢ to 65¢

Canvas Gloves 10¢ to 15¢

Leather faced Gloves, 29¢ to 40¢

Jersey Gloves at 15¢ a pair

Black Sateen Shirts, \$1.10

Mechanic's Caps, 15¢

Leather Gloves, \$1.25, \$1.50 to \$2.25

Men's Work Hats, \$2.25 to \$3.50

Men's Hose Supports, Paris Make, single grip at 30¢; double grip at 45¢

MEN'S ODD COATS

Men's Odd Coats at \$4.90

MEN'S SPRING CAPS

Men's, Fancy Caps, nonbreakable visor, different colors, priced at \$1.90

Other Caps, priced at 75¢, \$1.10, \$1.25 to \$2.00

Boy's Juvenile Dept. on Balcony

We have just completed a new department for the boys. We have a complete line of Boy's Wear in this department. For the boy from age 1 until he starts wearing the long pants suits.

Kaynee Blouses at 92¢ to \$1.75
One lot Blouses at 69¢

One lot Blouses, splendid quality, at 75¢
Boy's Knee Pants at 75¢ to \$2.50

Boy's Suits, for little boy, in straight pants and Middy Suits at \$2.80, \$5.00, \$5.60 to \$6.30

Boy's Knickerbocker Suits, priced at \$5.00, \$6.00, \$7.70, \$9.25, \$9.75, \$10.00 to \$12.00

Wash Suits, age 3 to 8 years, priced at \$2.10, \$2.80, \$3.50 to \$4.20

Boy's Caps, large assortment, priced 50¢ to \$1.50

Boy's Overalls, age 5 to 7, at 78¢, age 8 to 12 at 90¢ pair, age 14 to 16 at 95¢ pair

NEW DRESSES

The new Spring Dresses, in wool. Priced at \$5.00, \$9.95, \$10.50, \$15.95 to \$26.25

Silk Dresses \$9.95, \$10.95, \$14.50, \$23.50, \$25.00 to \$33.75

NEW BLOUSES

See this line of new Blouses. Priced at \$2.00 to \$3.35
New shipment just received, don't fail to see them at \$3.35
Other Waists for \$5.00 to \$10.50

NEW SKIRTS

The New Spring Skirts Are Very Reasonable. Priced at \$3.75, \$4.25, \$5.25, \$9.00 to \$11.65

NEW HOUSE DRESSES

Large assortment to choose from Priced at \$2.35, \$2.50, \$3.00, \$3.35, \$4.20 to \$7.50

One line special at \$1.75

NOTIONS

- Palm Olive Soap at 8¢
- Dress Snaps, 3 dozen for 10¢
- J. & P. Coats Sewing Thread at 5¢
- J. & P. Coats Crochet Thread at 10¢
- Silk Sewing Thread at, spool 12¢
- Hickory Hose Supports for boys and girls at 25¢
- Good Pearl Buttons at, card 5¢
- Hooks and Eyes at, card 5¢
- White Bias Tape 10¢ to 16¢
- Vaseline at 10¢ to 15¢
- Army Soap, made by the Palmolive manufacturers, extra large cakes at, cake 10¢
- Darning Cotton at, spool 5¢
- Colgate's Talcum Powder at 20¢
- Colgate's Soap, cake 10¢ and 15¢
- Colgate's Tooth Paste 10¢ to 25¢

We carry a large line of the best quality Notions, all bought in the Golden Rule way and sold at Golden Rule prices. Don't fail to get our prices in this department.

WHY PAY MORE?

SPRING COATS

See Our New Spring Coats. Priced at \$9.95, \$11.75, \$15.00, \$18.00, \$19.00, \$24.50 to \$35.00

Silk Jersey Sport Coats. Priced at \$8.25

Suits priced \$18.00 to \$65.00

SPRING SUITS

Remember We Carry the Famous Printzess Suits and Coats.

Printzess Suits at \$30.00 to \$65.00

Printzess Coats at \$25.00 to \$43.00

Other Suits priced at \$18.00, \$22.50, \$30.00, \$35.00 to \$37.50

NEW APRONS

See Our Splendid Assortment of Aprons. Priced at 93¢

Other Aprons \$1.25, \$2.65, \$3.75 to \$4.20

HOSIERY FOR ALL

- Men's Cotton Dress Hose, 2 pr. for 25¢
- Men's Dress Cotton Hose, 5 pair for \$1.00
- Men's fine Cotton Lisle Hose, pair 35¢
- Men's Pure Thread Silk Hose at \$1.00
- Ladies' Cotton Hose, pair 25¢
- Ladies' Cotton Hose, pair 35¢
- Fine Cotton Lisle Hose for Women at 50¢
- Buster Brown Silk Hose in black and brown, priced at \$1.00 to \$2.30
- Buster Brown Hose in black for boys, all sizes, 25¢ to 45¢
- Buster Brown Hose for Girls, 25¢ to 50¢
- Big line Silk Hose for Ladies, priced at \$1.15 to \$3.38

Ladies' Corsets

We carry the American Lady and College Girl Corsets. Priced \$1.25 to \$5.50

Shoes of Quality to Fit Everybody

OUR PRICES THE LOWEST



The "Barry Shoe" for Men Who Care to Dress Well
Barry Dress Shoes, priced \$7.65 to \$9.95
Barry Oxfords \$7.25 to \$7.65
Men's other Dress Shoes \$4.65 to \$7.65
Men's Work Shoes, priced \$3.00, \$4.25 to \$5.75
Men's Army Shoes \$4.50 to \$4.95
Boy's Shoes, dress and school Shoes, at very low prices.

LADIES' DRESS PUMPS AND OXFORDS

Ladies' Oxfords, priced at \$4.00, \$4.95, \$6.75, \$7.00, \$7.50 to \$8.00
Strap Pumps, priced \$3.85, \$4.25, \$4.65, \$5.25, \$5.65, \$6.35, \$7.75 to \$9.15
Leather House Slippers, Martha Washington make \$2.95 to \$3.75

See our line of Children's Slippers, Play Oxfords, Sandals, School Shoes, the largest selection to choose from at the very lowest prices. We only wish we could list each number separate and give you the price, but our space is too small.

Dry Goods

You Always Save Money in This Department

- Hope Muslin 15¢
- 32 inch Ginghams for, yard 19¢
- Fancy Plaid Ginghams, yard 23¢
- Jap Crepe, all colors, for yard 33¢
- 36 inch Percales, for 19¢ to 27¢
- 36 inch Quilt Challie, for 17¢
- 36 inch Curtain Serim, from 12¢ to 50¢
- Table Damask for 75¢ and 90¢
- Linen Table Damask from yd \$3.35 to \$5.50
- 28 inch Canvas, 8 oz., priced at 28¢
- 36 inch Canvas, 10 oz., priced at 37¢
- 40 inch Canvas, 11 oz., priced at 40¢
- A. C. A. Feather Ticking, at 33¢
- 27 inch Outing Flannel at 18¢
- 36 inch Outing Flannel at 20¢
- 36 inch Sateens, priced at 35¢
- 27 inch Cheviot Shirting, at 23¢
- 32 inch Renfro Devonshire, at 32¢
- 36 inch Cretons, from, yard 25¢ to \$1.00
- 27 inch Apron Ginghams, yard 15¢
- 32 in. Pongee, yd. 67¢, \$1.00, \$1.15, \$1.65
- 40 inch Georgette, yard, at \$1.45
- 40 inch Crepe de Chene, yard \$1.50 to \$2.80
- Large selection of Silks to choose from in Satins Muslins, Satin Finish Taffeta. All Very Reasonably Priced.
- House Lining at, yard 8¢

The Daylight
Store



Everything to Wear
for Everybody