

Easter-Time Merchandise

FRESH NEW STOCKS DIRECT FROM EASTERN MANUFACTURERS FOR THE EASTER SEASON THIS WEEK AT THE



85 Stores

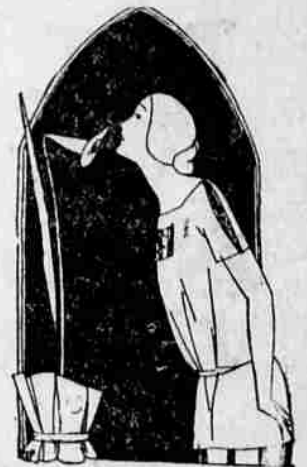


Ashland
Phone 3

THE DAYLIGHT STORES

Medford
Phone 245

85 Stores



All This Easter Merchandise Goes at the Usual Low Golden Rule Prices, Made Possible Through the Combined Buying of 85 Stores

Ladies' Easter Ready-to-Wear Numbers

LADIES' SUITS

One lot of Ladies' Suits for \$9.99
One line of Ladies' Suits for \$15.00
One line of Ladies' suits, from \$17.50 to \$25.00.
The famous Printz line of Ladies' Suits. Priced from \$35.00 to \$56.00.
Three-piece Suit in Printz make, \$56.00 and \$70.00.

LADIES' DRESSES

All wool embroidered or braid trimmed Dresses \$14.50
Silk Dresses \$6.50, \$10.50, \$13.50, \$16.50, \$19.00 and up to \$32.00.
Ladies' all wool Dresses, tailored by Printz Co., priced at \$28 and \$35.

Style that becomes! Every woman tries to find it. How few succeed!

For thirty years Printz designers have met this demand with smart originations in coats, suits and dresses which embody the newest mode approved by Paris. And always fabric

and tailoring add unvarying quality and beauty to every garment.

Today Printz models offer a new and more personal version of the mode. Through the art of lines, style is "personalized" to become the various types of normal figures.



Famous
Printzess Apparel
for Easter

LADIES' COATS

Ladies' Sport Jackets \$4.25, to \$5.65 and \$8.75.
Ladies' Capes \$7.50 to \$20.65.
Ladies' Sport Coats \$8.75, \$12.00, \$15.00 and up to \$32.50.
Ladies' fancy Coats \$30.00, \$32.50 and \$45.00.

LADIES' SKIRTS

Ladies' Skirts in both plaited and plain models. Priced from \$4.50 to \$13.50.

LADIES' DRESSES

Ladies' Ratine Dresses, assorted colors and styles. Priced from \$4.50 to \$13.50.
Ladies' Gingham Dresses, priced from \$3.00 to \$8.65.
Ladies' House Aprons. Priced from 75c to \$3.00.

Easter Hosiery

Phoenix Hose, in all the new shades.

Style 740. Rib top, Black, Brown, White \$1.50
Style 403. Fancy stripe, Black, Brown, White, Grey, Beige, Polo \$1.50
Style 367. Out size, Black, Brown, White \$1.50
Style 368. Full Fashion, Black, Brown, White \$1.90
Style 365. Regular, Black, Brown, White, Beige, Polo and Grey \$1.15
Buster Brown Silk Hose, all colors \$1.00 to \$2.55

Ladies' Blouses

Ladies' Tricolette Blouses at \$3.35
Ladies' Pongee Blouses at \$3.35
Ladies' Crepe de Chene Blouses at \$5.65
Ladies' Crepe de Chene Blouses \$7.00 and up to \$14.50

Easter Gloves

Suede finish, 2-clasp Gloves 50¢
Suede finish strap wrist Gloves 3¢
Suede finish, 16-button Gloves 3¢
Suede finish Gauntlet Gloves \$1.98
Kid Gloves, 12-button, all colors \$4.20
Kid Gloves, 2-button, all colors \$2.85 to \$3.30
Silk Gloves, 2-button, all colors 50¢ to \$1.50
Silk Gloves, 16-button, all colors \$1.50

Men's and Young Men's Easter Suits

Young men's high grade, all wool grey tweed, sport model, fancy tailored \$25.25

Young men's good quality wool, grey tweed, sport model, two pairs pants, \$19.00

Young men's brown all wool whipcord, sport model, finely tailored, \$32.20

Young men's snappy model, form fitted, three button coat, made of the famous Washougal Woolen Mills, 100 per cent virgin wool cloth, in neat brown check patterns. Sport model, plaited back \$27.00

Young men's fancy suits, sport model, plaited backs, in grey and brown check, with two pairs of pants, \$24.75

Men's conservative model, all wool grey serge \$20.00

A fancy brown worsted, conservative model \$21.00

A finely tailored, wool worsted, fancy brown color, conservative model, two pairs of pants \$32.50

A good line of stouts in dark colors and light grey, well tailored, \$25.00 to \$30.00

Men's good all wool blue serge, conservative models, at \$23.50 to \$33.00

125 suits, conservative models, good quality suits, all colors and sizes, \$12.50 to \$30.00

We are headquarters for the best line of ready made suits in the world. The celebrated Hickey-Freeman line. A good run of sizes, colors and styles.



Easter Shoes

Ladies' Easter Footwear, large assortment to choose from.

Utz & Dunn Oxfords, dark brown color, combination width, at \$7.50

Utz & Dunn Oxfords, black color, arch support, combination width, at \$8.95

The Barry Shoe for men who care to dress well.

Barry Shoes in the new styles, priced at \$7.00, \$7.50 to \$9.95

Barry Oxfords, priced at \$7.00 to \$7.75

Other Men's Dress Shoes, new styles, solid leather, Goodyear welt soles, priced at \$4.95 to \$5.95

Brown Suede Pump, military heel at \$6.80

One-strap Sport Pumps, suede leather trimmed, military heel, at \$6.35
Other Pumps, too numerous to list, priced from \$3.19 to \$8.30

New style Oxfords for men, Goodyear welt soles, priced at \$4.39 to \$5.50

Men's solid leather mule skin work shoes, at \$1.98

Men's solid leather elk skin work shoes, at \$2.49

See our line Sandles and Play Oxfords for Children.

Infant's Slippers, soft soles 70¢ and 80¢

Infant's hard sole Slippers, sizes 3 to 5, at \$1.10 to \$1.55

Children's Slippers, sizes 5 1/2 to 8, at \$1.30 to \$1.80

Children's Slippers sizes, 8 1/2 to 11, at \$1.85 to \$2.70

Children's Slippers, sizes 11 1/2 to 12, at \$2.25 to \$3.30

Boys' Elk Skin Shoes, sizes 2 1/2 to 6, at \$2.29 to \$2.75

Munsing Underwear
for Men and Boys

Everything to Wear for Everybody

Printzess Suits, Coats
and Dresses for Ladies