

SPECIALTY DESIGNERS STRIVE FOR SPORTIVE EFFECTS

Spring Shoes Excitingly New

The popular acceptance of tweeds as a sportswear and street fashion has led to a group of shoes very casual in appearance and decidedly comfortable. They are made of sturdy leathers, strong but not too heavy, both grained and smooth. They are seen in oxfords, in ghillie types, in tailored straps and spectator type pumps. They are at their best in brown are most popular in that color for the town tweeds are the decided leaders in the fashion story.

Navy Blue Important
The navy blue shoe has become in the past few seasons the inevitable complement of the navy costume. They are right not only with the matching outfit, but with beiges, greys and the lighter blues.

First For Sports
Many smart women have been going heelless for several seasons on the beach and it was from this that the fashion has gained impetus. The low heel looks well and not extreme in sport shoes. They make much use of cord and tassels as trimming. In the afternoon and evening picture, this fashion becomes more fanciful. Braiddings, lacings, ties and clasps serve to hold the shoes on the feet.

Perforations and Mesh
When one wants a shoe for afternoon this season, the best bet is a kid or calfskin, made a little softer and very much more dressy by myriad perforations, or fanciful inserts of mesh. There are many shoes of this type, almost classic now for they have been repeated with success season after season. They fill a definite need between the sports shoe and the evening slipper and are certain to enjoy just as much popularity this year as last. There is some indication of patent leather, but with the wide choice it is not expected to reach great popularity. The boulevard and higher heels are most in demand in this type of shoe.

Looseness in the timing sprockets causes a knock in the engine, which often is overlooked by motorists when hunting for knocks.

The distance from New York City to San Francisco is 3265 miles by automobile. By air it is only 2568.

There were 23,723,399 motor vehicles in use in the United States at the close of 1933.

Golden Rule Stores
ECONOMISTS IN DISTRIBUTION
THE NAME OUR POLICY

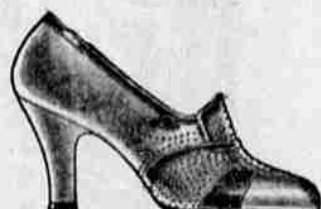


Smart Spring Footwear



RED CROSS SHOES

White, gray and blue are the season's accepted smart colors. Fortunately we are in a favorable position to fit you properly in the color you require.



Our shoe-fitters have the widths to fit you correctly. AAAA to B, 4 to 9.

Those with moderate incomes will be in the advance of the Easter style parade... for our smartly designed shoes are within your budget. Beautiful Ties, Straps and Pumps in an entrancing array of leathers and colors decreed correct for this season. Just the very shoes for your new Spring ensemble!

SATURDAY **Golden Rule Stores** SATURDAY
ECONOMISTS IN DISTRIBUTION THE NAME OUR POLICY

2nd FLOOR DAY



Easter Bonnets \$1.00 to \$7.50

Here they are with all their cute little frills on them. Heaps of styles!

BETHE GRANDEST LADY IN THE Easter Parade

50c to \$2.00

Gay Jewelry

A nautical, nonsensical bit of a pin or a gay necklace or bracelet will do much for you.



\$1.00 to \$7.50

Tailored Bags

Sleek and smart is the best rule for handbags. Black, brown, navy and watersnake.



\$1.95 to \$3.95

Gloves

Of course you'll need gloves for just that added touch of 'chic' to the new ensemble and we've a grand selection.



Neckwear

No wardrobe can be complete without neckwear... whether it be a scarf of silk or a dainty organdy bow or a petite pique over-collared. You'll find them all here.

59c to \$1.00

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TROT YOUR TOTS OUT FOR EASTER

IN THE CUTE LITTLE TOGS FROM THIS YOUTHFUL STORE



Youngsters love springtime and Easter, and all the new clothes they bring with them. They're especially fond of ours for they are gay and bright just like themselves. And mothers are equally fond of our low prices.

WASH FROCKS

Crisp Organdy, Dotted Swisses, dainty sheer Haisie and Dimities. Plain and figured. Age 2 to 6. \$1.00 to \$2.95 (Some with bonnets to match). Age 7 to 14. \$1.29 to \$3.45

SILK FROCKS

Beautiful pastel shades in plain and printed crepes. Ages 2 to 6 and 7 to 12. \$3.35 and \$3.95

SPRING COATS

Smartly styled for little girls in Tweeds and Polos. Such youthful color effects will decide the coat problem right now. Age 7 to 14. \$6.50 to \$10.50

Children's Spring Hats \$1.00 to \$1.35

Cunning Dresses and Coats for the Baby Are Here, Tool 2ND FLOOR

LINGERIE for SPRING

SLIPS

Rayon and Crepe \$1.39 to \$2.95

DANCETTES

All Sizes \$1.95 to \$2.95

STEP-INS

All New Styles \$1.95 to \$2.95

Complete stock of Crepe De Chine Gowns and Pajamas.



He'll be all in clover when they look you over—and they can't help looking you over if we've turned you out. The new things are so inspiring, they make us burst into song...and they'll certainly tempt you to join the throngs of peppy paraders. Believe us, he'll be the proudest fellow in the Easter parade... especially after he knows how little money you've spent!

COATS

Trim, tailored and as new as tomorrow. Just the kind of a coat for Easter! Fur trimmed and untrimmed. Sizes 14 to 20.

\$1250 to \$2950

DRESSES

All the new colors are blooming here. They're an addition to the landscape wherever you parade. All sizes.

\$650 to \$2950

SUITS

Slim, or swagger, tweeds or crepes, there's enough variety in the new suits for every parader to find what she wants.

\$1050 to \$2950

IT'S A GIFT!

—for Easter \$2.25

Two pairs of beautiful \$2.25 **NoMend** HOSIERY



... All done up in a dainty, little band-box