

GOLDEN RULE'S

24th ANNIVERSARY WEEK

Starts Saturday

OFFERING BETTER VALUES

ANNIVERSARY Silk Sale



All Silk Pongee

19^c

Pure silk 12 momme weight pongee, 33 in. wide. There are many uses for pongee. Take advantage of this unusual offering. 10-yard limit.

Specially Purchased for This Event

All Silk Flat Crepe

59^c Yd.

39-in wide in all the new Spring shades

Suitable for Dresses, Slips, Undies, etc. This is the best quality Flat Crepe we have ever offered at such a low price. A limited quantity should prompt you to shop early if interested. This is sure a rare bargain.

Curlee Clothes for Easter

\$22⁵⁰ \$25⁰⁰



Men, when you purchase a Curlee Suit, you are making an investment that will give you exceptional service... Will positively retain its shape and always 100% virgin wool. We have models to fit large or small men and for the young fellow our Ritz is the last word in fashion. Extra trousers may be had for a small additional cost.

Shirt Craft Shirts

\$1.50

You will need two or three of these bright, crisp shirts—tailored faultlessly, fit perfectly. Fabrics that are usually found in \$2.00 and \$2.50 shirts. Sizes 14 to 17.

Broadcloth Shirts

\$1

New spring patterns that are different in a good quality broadcloth. Sizes 14 to 17.

Men's Sleeveless Brush Wool Sweaters

\$1.95

Plain and fancy patterns in a quality usually priced \$3.00. This is an Anniversary purchase.

Men's Shorts and Shirts

25^c and 29^c

Fine quality real broadcloth (not percale) in new patterns, 29c. Swiss rib under vest, 25c. This is an Anniversary purchase.

Men's Spring Hats

\$2.95 to \$4.85

Come out in a new Easter bonnet. Select yours from the Golden Rule Hat Department and know you have the correct shape for your individual wear. Choose from pearl gray, snow, pastel tones, brown and Oxford.



Sport Oxfords

Black and white, two-toned browns, greys and white buck. Smart sport last at reasonable prices \$4.95

Black Calf Oxfords

Plain toes and other new styles at a price that is a decided saving to you \$3.85

No Mend SILK HOSIERY

\$1.00 and \$1.15

79^c

No Mend Hose are featured in most of the large stores throughout the U. S. The sale of this remarkable hose has been astounding—Thousands of women who have worn No Mend Hose will have no other. This special Anniversary purchase is stamped irregular—But you will need a magnifying glass to find the defect, if any. But they did not pass the rigid inspection, No Mend Hose are subject to. Choose from the new shades—Zoom, Flight, Speed, Eclipse, Cruise—Sizes 8 1/2 to 10 1/2.

Buy a Box of 3 for \$2.29

2ND FLOOR HOSIERY DEPT.

Women's Shoe Department

An event worthy of your attention

MAIN FLOOR

Offering special reduced prices for Anniversary Week

LOT I—Oxfords, Pumps, Ties

\$3.19



All new spring styles in the popular grey color. Our regular \$3.95 line. Ties and oxfords in grey. Our regular \$4.95 line \$3.89.

LOT II—Anniversary Special

Vitality make Ties, grey color

Regular \$6.00 for \$4.89

Black Ties

Regular \$5.35 for \$4.49

AAA to B 4 to 9

Red Cross Shoes

\$4.89



Oxfords, Ties and Pumps

Several styles and patterns—not all sizes in each line, but all sizes represented in the lot. Colors, white, black, brown. Regular price always \$6.85

Fruit of the Loom Shirts

\$1.65

We do not know of a better fabric for shirts. Fine, close, even weave. A weight that will resist wear and always launder so well. The patterns will appeal, for they are different. Only Fruit of the Loom shirts are manufactured of this better cloth. See them, try them—then you'll have no other.

Men's Easter Ties

\$1.00

Choose from the new shipment of Easter ties just unpacked. Light and medium dark colors. A special lot of decidedly spring ties that will surprise you. 3 for \$1.00. They look, when tied, like a dollar value. Others 50c and 69c.

Holeproof Hose 35^c

Fancy rayon, new spring patterns. Men, be smart and buy a nationally known hose, then you will know you are buying quality. Autogart silk holeproof hose, 65c.

Coats

The new trend toward the "wind swept" and the "stream-lined" effect is smartly introduced in this great selection of Spring Coats.

\$16.50

TO

\$29.50

Suits

Swagger type and wind-blown styles seem to have the call. Rough weaves and zibline effects are very prominent fabrics. Late express shipments bring new ideas for your approval. 14 to 44.

\$16.50

TO

\$29.50

Crepe Dresses

\$4.90

COATS

\$10.90

Several lots taken from higher priced lines. Rough tweeds, basket weaves and crepes. Bright colors and dark shades, brown, blues, greys. Sizes 14 to 44.

Children's Knit Vest

15c

Nainsook Union Suit

15c

Munsing Rayon Undies

Bloomers and step-ins, values to \$1.00 59c

Silk crepe blouses 89c

Rayon and wool sweaters 59c

ACCESSORIES

Mesh Gloves

With linen gauntlet cuff. Colors white, beige, egg-shell.

Kid Gloves

Grey, white, navy, brown, black.

Pig Skin Gloves

White, grey, tan, black

Neckwear

Collars, scarfs. New ideas that are unusual clever designing.

Costume Jewelry

A beautiful lot of inexpensive jewelry. Pins, clasps, earrings, bracelets and combs.

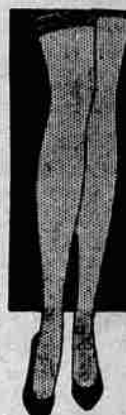
Purses

You will find the correct style and color for your outfit. Many styles, most colors.

Dorrella Hose

89^c

Pure silk, full fashioned service and chiffon weight. All the new spring shades.



Holeproof Hose

New spring shades, just unpacked for Easter. Chiffon and service weight.

\$1.00

\$1.25

\$1.50

Of Course, You'll Have a New Easter Bonnet

We have been thinking of you and have been planning for the past month to offer the styles you'll like, those that are not only smart but becoming. Anniversary week brings this new lot in all the gay Easter colors, including the Brim Hat that is so easy for most women to wear. Prices are so reasonable.

\$1.95

TO

\$4.95



DRESSES

\$10.50

Semi-Formals

\$7.50

Easter is a joyful event. Time to step out in the brightest, gayest colors you can wear. Choose from line of gay prints and plain crepes. Anniversary week affords a new showing for Easter.

Plain and printed crepe, sheer chiffons and other similar fabrics. These dresses are priced lower than usual for Anniversary week.

Crepe de Chine Slips

Heavy weight pure dye crepe, adjustable straps, bias cut, lace trimmed. Colors, white, tea rose, flesh. Anniversary special \$1.95

Children's Frocks

Dainty dainties, lawns and batistes, organdies, dotted swisses.

Age 2 to 6 \$1.00 to \$1.95

7 to 14 \$1.95 to \$2.45

Plain and figured silk crepe frocks. 2 to 12 \$3.35 and \$3.95