

WISE WOMEN SHOP NOW FOR EASTER

AND EVERY IMPORTANT DRESSY OCCASION - AT GOLDEN RULE

WE'RE ALWAYS A JUMP AHEAD OF THE BUNNY AT EASTER TIME - - BUT THERE'S METHOD IN OUR MADNESS - - IF MADNESS IT IS! BECAUSE WE'VE MADE IT A POINT TO BE VERY "EASTERY" MINDED THIS SEASON AND YOU'LL FIND OUR STOCKS COMPLETE FOR MEN, WOMEN AND THE KIDDIES.



Lovely Easter Dresses

You'll be delighted with the exclusive styling these dresses portray. You'll immediately admire the unusual quality fabrics that are only employed in the construction of high priced garments.

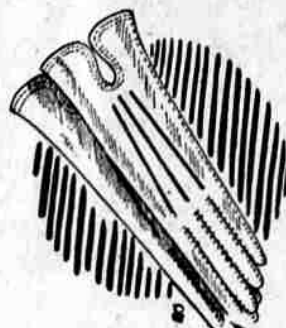
Dresses with Tunic Coat, Braid and Button Trimmed—Dresses with Eton Jackets. Laced trimmed lapels—

Silk Swiss with embroidered dots and taffeta petticoats
... heavy printed chiffon jacket dress, taffeta trimmed
... heavy silk crepe with coat, pleated ruffle trimmed.

\$1800

A FEW MODELS AT \$19.50

Gloves



Bengaline and string weaves in colors pink, blue, navy, natural white and darker shades.

\$1.00

DOETTE WASHABLE in white with black stitching—

\$1.00

Neckwear



Pique, Satins, Silk Crepe, Lace, Organdie—in several styles to accent your garments—Some with cuffs—

\$1.00 to \$1.95

Belts



Kid, Suedes, Patent Leather and Pig Grain in red, brown, navy, green, maize, white — Patent leather in black, red, white—

50c to \$1.00

Bags



Suede, Smooth Leather, Kid Leather, Tapestry—Most any style and color you require to match your outfit—

\$1.00 to \$6.50

MR. MAN

How about a new suit for Easter? You'll be surprised at the wonderful showing of new spring suits we are showing, in plain or pleated front trousers, in greys, tans, blues and Oxford Grey, in sizes 35 to 46. Compares favorably with usual \$20.00 suits and only

\$15.85

CURLEE CLOTHES

Quality woollens in smart patterns found usually in 35.00 and higher priced suits — Expert tailoring in models for all types—Tall, Short or Stouts—Pleated or plain backs — Single or double breasted models— and only—

\$25.00

Sizes 35 to 46



SPRING COATS

Plain woollens and novelty plaid in navy, luggage tan, green, natural and new blue, in swaggar styles—a few manish tailored. Others full back— Sizes 14 to 20, 38 to 46.

\$15.00 to \$35.00

Flattering New Easter Hats

Choosing a hat is very important business—it must be just the right hat for you, and that's why we urge you to see this collection—for in it you'll find hats of all types, sizes, colors and shapes—

\$1.95 to \$6.50



Little Boys' Tom Sawyer Suits

THE LITTLE MAN can be well dressed for Easter at a decided saving! Broadcloth Blouse with wool Cheviot English shorts **\$1.49**

WOOL JERSEY BLOUSE in plain or fancy stripes with wool jersey English shorts **\$1.98**

WOOL JERSEY BLOUSE and English shorts in blue, tans and browns **98¢**

Sizes in above suits 3 to 8 years



Boy's Easter Suits

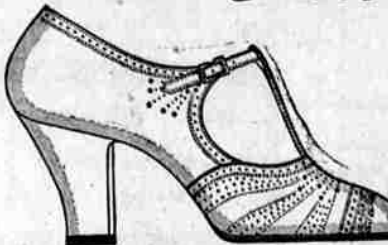
\$12.50

—About 20 suits taken from our regular clothing stock in fawn, brown and gray that were priced to \$18.00. Coats have the pleated sport back and the pants have pleated front with zipper or button fly. Sizes 13 to 22 years.

THEY FIT * THEY FLATTER



RED CROSS 685 Shoes



These two smart styles give you some idea of the many gorgeous Red Cross Shoes we have in store for you! Shoes that you'll be happy to wear anywhere—for they give no hint of their modest price. Now only **\$6.85**

BOYS' SPORT SUITS

With fancy back zipper jacket and pleated trousers. Sizes 4 to 8 years—

\$3.95 to \$5.95

LOOK for more wear... and FIND it in these

HOLEPROOF SOCKS

Experts of the Better Fabrics Testing Bureau have looked at socks for you... and after the toughest tests they know, have put their Seal of Certified Quality on Holeproof. Your own tests will prove this too: you'll get more wear—more satisfaction—from Holeproof. Pure silk in rich plain shades are a feature of..... **35¢ UP**

Men's Hats

Most men sport a new hat for Easter and we want these men to know that we are featuring real Fur Felts in several shapes and many colors. **\$1.98** for Compare this quality with usual \$2.95!

Boys' Tweed Suits

\$2.50

Sport back with English shorts. Sizes 5 to 8 years.

Boys' Wool Cheviot Suits

\$3.95

Sport back coat and long trousers. Navy and brown cheviot — Sizes 6 to 10 years.

EXTRA SPECIAL

Boys' Hollywood Sport Suits

A special purchase of Boys' Sport Suits with pleated back jacket, zipper front and Cosack style. Pants have pleated front zipper fly. Sizes 8 to 16 years— Usual Price \$8.50 Special **4.95**

Golden Rule Stores

ECONOMISTS IN DISTRIBUTION

THE NAME OUR POLICY

Tom Sawyer Shirts

79c to \$1.00

New For Easter
Sizes 6 to 12
12 1/2 to 15