

The Value Show of the Season STARTS SATURDAY, MAY 16th, ENDS MAY 23rd 8 OPPORTUNE BARGAIN DAYS FOR YOU!

GOLDEN RULE WEEK

Men's Toyo Panama Hats



89c

A fine woven Toyo that looks like a real Panama—Blocked in a shape becoming to most men. This is a special purchase for Golden Rule Week.

(Main Floor)

Men's Shirts and Shorts

22c



Quality Broadcloth Shorts in new summer patterns, roomy cut for comfort. Swiss rib cotton Hile vests—A Golden Rule Week Special.

(Main Floor)

Men's Knit Union Suits

65c

Fine knit cotton Hile Union Suits in white or ecru. Short sleeve and ankle length. A usual 89c special. Sizes 36 to 46.

(Main Floor)

Men's Athletic Union Suits

49c



Full standard cut, reinforced web, elastic back, large curved balloon seat. Cool for summer.

(Main Floor)

Men's Broadcloth Pajamas

\$1.19

Plain and fancy broadcloth in middy or coat style. Cut full for comfort and service. Sizes A to D. A usual \$1.49 special.

(Main Floor)

Men's Work Shirts

44c

Men, here's a quality shirt at a bargain price. Desirable weight fine yarn dyed, fast colors. Full cut and a usual 59c special. Sizes 14½ to 17.

(Main Floor)

Men's Engineer and Firemen Sox

7 Pair For \$1.00

Engineer and Fireman Sox are men's favorite "everyday" Sox. You can't better it for wear. Special for Golden Rule Week, 7 pair for \$1. Plain and mixed colors.

(Main Floor)

Fancy Rayon Dress Sox

5 Pair For \$1.00

Medium and dark colors in new summer patterns. This Sox is considered good value at 25c pair.

(Main Floor)

Men's Blue Jeans

88c

Copper riveted, tripple stitched with orange thread, plenty of pockets, adjustable back strap and made of 5-oz. blue denim. A good Dollar value anywhere!

(Main Floor)

Men's Work Pants

\$1.69

Men's khaki and olive drab pants. Made of fine quality twill for better wear. Compare with usual \$1.95 value!

(Main Floor)

Men's Barrel Sweaters

88c

Rayon and wool mixed in blue, white and canary. Smart for sportswear with slacks. —A usual Dollar value!

(Main Floor)

Men's Polo Shirts

48c

Cool for summer! Sport neck, short sleeves in mesh weave. Colors white, blue, yellow. A usual 59c value!

(Main Floor)

Men's White Caps

25c

Made of fine twill cotton cloth in a five-piece style. A usual 35c value!

(Main Floor)

Men's Wash Slacks

\$1.29



Look cool and are cool. Ideal for summer! At this low price you can afford several pair.

(Main Floor)

Men's Flannel Slacks

\$2.95

Light grey flannel, smartly styled for sportswear. Grey flannels will be popular this summer!

(Main Floor)

Men's Dress Shirts

78c



A golden opportunity to buy your summer shirts. Dozens and dozens of new patterns that were manufactured to retail for a dollar. Sizes 14½ to 17.

(Main Floor)

Men's New Ties

29c

New summer patterns in medium and light colors. You can have 4 for \$1.00.

(Main Floor)

Men's 100% Wool Suits

\$13.90

The value of the season in Men's Suits—100% wool fabrics in light and medium colors in checks, plaids and plain weaves. Novelty sport backs for the young men and plain backs for the conservative man—Men you'll marvel at these values! But it's a Golden Rule Week Special.

(Main Floor)

Sport Oxfords

\$2.88

This is a sports season with white and gray having the call. Golden Rule Week offers 3 styles in white and gray buck, plain toe, wing tip and cap toe. A usual \$3.95 value for \$2.88.

(Main Floor)

Boys' Tom Sawyer Shirts

79c

New fancy patterns and plain white broadcloth shirts. Boys like Tom Sawyer shirts and mothers appreciate the fine tailoring and splendid wear. Sizes 6 to 12 age, 12½ to 14½ neck size.

(Second Floor)

Boys' Sport Shirts

88c

Tom Sawyer and Kaysee Summer sport shirts with Gaucho neck and nautical styles—Fancy patterns and plain colors. Sizes 6 to 12 years. Reg. \$1. Golden Rule Week, 88c.

(Second Floor)

Boys' Graduation Suits

\$12.50

Oxford grey and navy blue Chevots with pleated back coat and pleated front trousers. There's lots of dash and style in these young men's suits and they are to be found in all the better clothing shops and department stores. Sizes 12 to 22.

(2nd Floor)

Boys' Suits

\$9.90

A close out of 20 boys' suits in novelty all wool suitings including tans, grey and brown mixtures. Former values to 16.50. Sizes 12 to 19 years.

(Second Floor)



Boys' Brush Wool Sweaters

98c

Pullover style with half zipper opening in plain blue, brown, tan, red and novelty checks in same colors. Sizes 28 to 36, values to \$1.45. Coat styles, full zipper front with pleated backs. Colors—blue, brown, tans in novelty plaids and plain colors. Sizes 28 to 36. Values to \$2.45—Golden Rule Week price \$1.95.

(Second Floor)

Boys' Polo Shirts

39c

Waffle stitch and mesh weaves in white, blue and yellow. Sizes small, medium and large.

(Second Floor)



Boys' Tom Sawyer Wash Slacks

98c

A smart style for boys. Ages 4 to 10 years. Sanitized shrunk with a gathered elastic waist band and front belt.

(Second Floor)

Boys' Broadcloth Pajamas

78c

Middy or coat style in plain or fancy broadcloth with contrast trim neck bands. Sizes 8 to 18 years.

(Second Floor)

Boys' Covert Cloth Shirts

48c

A husky, firm woven cloth that is ideal for active boys' shirts. They sure do wear—Sizes 6 to 12 years and 12½ to 14½ neck size.

(Second Floor)

Boys' Wool Slacks

98c

A close out of wool chevrot slacks in brown and navy that were formerly priced considerably higher. Sizes 5 to 7 years.

(Second Floor)

Boys' Covert Slacks

\$1.19

Better looking than overalls. Wear just as well and about the same price. Sizes 8 to 16 years.

(Second Floor)

Boys' Bib Style Slacks

78c

Light colored wash slacks in stripes and check with bib front—A few with suspenders. Ages 2 to 5 years.

(Second Floor)

Boys' All Wool Trunks

\$1.00

Good weight wool ribbed stitch trunks in navy, red and royal. Roomy cut with supporters reinforcement. Sizes 26 to 32.

(Second Floor)

Boys' Broadcloth Shorts

22c

Made of fine quality broadcloth in new summer patterns. Sizes 24 to 32 waist.

(Second Floor)

Boys' Tom Sawyer Wool Suits

\$2.48

A close out Tom Sawyer Suits that formerly were priced \$4.95. Colors, blue and brown. Coats have fancy back with long trousers. Sizes 5 to 10 years. Tom Sawyer suits with English shorts formerly priced \$3.95 to \$1.98.

(2nd Floor)

Wool Jersey Suits

88c

In blue and brown—Oliver Twist style, formerly priced \$1.65. Ages 3 to 6 years.

(Second Floor)

Boys' Zipper Jacket Sport Suit

\$3.88

Zipper Jacket Sport Suits are very popular for boys and here's a real Golden Rule Week Bargain. Colors, tans, greys, brown and navy. Sizes 4 to 16 years—formerly priced to \$6.50.

(2nd Floor)

Boys' Oxords

\$1.98

A close out of about 40 pairs oxords—Black calf, two tone tans and black and white. Not all sizes in each style, but sizes 2 to 6 in this lot. Regular value to \$3.48.

(2nd Floor)

Men's Dress Oxords

\$2.88

New for Golden Rule Week—about 200 pairs of black and brown oxords in plain toe, wing tip and cap tip—These oxords were made to our specifications and are usual \$3.95 values.

(Main Floor)

Men's Work Shoes

\$1.98

Men, here is a good reliable shoe for every day use. Plain toe with extra quality compo soles. A usual \$2.45 value.

8-inch plain toe with extra quality compo soles **\$3.35**
8-inch Eskimo calf, plain toe and full double leather soles with reinforced riveted steel shank **\$4.48**

(Main Floor)

Irrigating Boots, \$2.59

Hood knee boot No. 1 quality with heavy soles. A Golden Rule Week Special.

(Main Floor)