

GOLDEN RULE WEEK

TWO MORE DAYS! FRIDAY AND SATURDAY

Those who have bought their requirements during Golden Rule Week have profited! Those who have not should take advantage of the last two days - - Friday and Saturday - - and they will profit by the savings Golden Rule Week offers - - Remember it is quality merchandise regardless of price!

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. Size 36 to 46. (Main Floor)

Men's Dress Shirts 78c

A golden opportunity to buy your summer shirts. Dozens and dozens of new patterns. Sizes 14½ to 17.

Men's Shirts and Shorts 22c



Quality Broadcloth Shorts in new summer patterns, roomy cut for comfort. Swiss rib cotton lisle vests—A Golden Rule Week Special. (Main Floor)

Dresses \$5.95



This group includes plain crepes and prints that were formerly priced to \$8.95. Size range includes 14 to 44 and most all colors.

New Blouses \$1.95 to \$3.95

Embroidered Organdy—Dotted Swiss Bobbinet—Lace. Colors: tea rose, orchid, maize, peach, pink, blue and red. Also white lace blouses. Sizes 34 to 42.

Junior Dresses \$1.88

11 to 17 Sizes—Values to \$3.95

Choose from plaids, checks, stripes and polka dots. One and two-piece style, some with white collar and cuffs and contrasting trims. This is an unusual Golden Rule special at \$1.88. Sizes 11 to 17. (Second Floor)

Children's Dresses 88c

7 to 16 Sizes—Values to \$1.29

In sheers and heavier materials—Select from floral patterns, stripes, plaids, polka dots with contrasting collars and cuffs. (Second Floor)



BOYS' SUITS \$9.90



A special rack of boys' suits in novelty all wool suitings. Tans, greys and brown mixtures. Former values as high as \$16.50. (Second Floor)

Men's Athletic Union Suits 49c

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

Harvard Sheets \$1.15

Size 81x108—free from starch or dressing. Good heavy weight. A Golden Rule Sale Value!

No Mend Hose 88c

Regular \$1.00

A Golden Rule Special of our regular \$1.00 No Mend Hose in all the new summer shades. Full fashioned, pure silk and ringless. (Second Floor)



Boys' Brushed 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—blues, browns, reds in novelty plaids and plain colors. Sizes 28 to 36. Values to \$2.45—Golden Rule Week price \$1.95. (Second Floor)

Men's Broadcloth Pajamas \$1.19

Plain and fancy broadcloth in middy or coat style. Cut full for comfort and services. Sizes A to D. A usual \$1.49 special. (Main Floor)

Pillow Slips 22c

Size 42x36—fine woven, medium weight and unusual value at 22c.

Munsing Quality Rayon Undies 58c

Values to \$1.00

Rayon panties with cuff knee and loose knee—bloomers with elastic knee and several style vests—All sizes. (Second Floor)

Men's New Ties 29c

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

Large Bath Towels 25c

Size 22x44—a large husky rugged towel—heavy weight and a real special any time at 29c—Golden Rule Week, 25c in all colors.

PRINTS 10c

All of our regular 15c prints included in this lot—Come early, they won't last long!

Rayon Slips 98c

Plain tailored and lace trim. Medium-fitted slips of rayon panne satin. A Golden Rule Special.

BOYS' ZIPPER JACKET SPORT SUITS \$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. (Second Floor)

Boys' Broadcloth Pajamas 78c

Middy or coat style in plain or fancy broadcloth with contrast trim neck bands. Sizes 8 to 18 yrs. (Second Floor)

Men's Wash SLACKS \$1.29



Look cool and are cool—ideal for summer wear and mighty economical—at this low price you can afford several extra pairs.

Sport Oxfords \$2.88

White and Grey

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



Boys' Oxfords \$1.98

A close out of about 40 pairs—Black calf, two-tones—Not all sizes, but all real values.

Men's Blue Jeans 88c

Copper riveted, triple stitched with orange thread, plenty of pockets, adjustable back strap and made of 8-oz. blue denim. A good Dollar value anywhere! (Main Floor)

Men's Dress Oxfords \$2.88

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