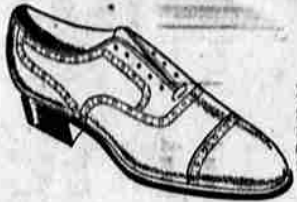


Men's White Oxfords

\$2.95

Most young men are wearing white oxfords this summer. We show several styles in different toes, from \$2.95 to \$4.95.

Golden Rule Stores

ECONOMISTS IN DISTRIBUTION

THE NAME OUR POLICY

Men's Dress Oxfords

\$2.95

Several styles in black and brown with plain toe, cap toe or wing tip. Others as low as \$1.98 and up to \$4.95.



Kasha and Congo Cloth Suits

\$12.00

White Congo cloth and grey Kasha cloth in "Betty Rose Make" jacket suits. Betty Rose creates distinctive styles. And then Step Out Ahead, with extra hidden construction features which you seldom find in other garments so moderately priced. Sizes 12 to 20.

Summer Coats

\$6.50

White and pastels in swagger length, full back and sport style.

String Lace Coats

\$6.50

Summer's favorite coat, in white, natural, maize and navy.

String Lace Dresses

\$6.50

Choose from one-piece style, blouse and skirt—also jacket and dress. Colors, white and pastel shades.

Curlee Suits

\$25.00

When you buy a Curlee Suit for \$25, you are getting all that can be built into a suit at this price. All wool fabrics and expert tailoring. A big selection in light, medium and dark colors. Either plain or fancy sport backs.



Grey Flannel Slacks

\$2.95

Plain or pleated fronts for summer sports wear. Look cool and are cool—and a real value!

Interwoven

Sox

35c

New summer patterns in regular or slack styles. Also new patterns in Holeproof hose 35c. 3 pairs for \$1.00.

Wash Slacks

\$1.29

Sanforized slacks, in new summer patterns. Also a smart line at \$1.75.

Swim Trunks

G & M all wool trunks, with supporter. Hi-Boy, \$1.95, and Bosen at \$2.95. Colors, navy, royal and black.



New Summer Sandals

The newest, smartest, sportiest sandals shown this season. Whites, of course—high, medium, flat heels. Linen or kidskin.

\$3.45 & \$3.95

Essley Shirts

with the original Trubenized collar

\$1.95

The Essley-Originated Trubenized Collar gives you a trim, fresh collar line at all times... no wrinkling... no wilting... and no starch. Essley Precision Fit comes close to made-to-measure accuracy—in all sizes. And last, but not least, the variety and quality of the fabrics... all guaranteed not to shrink or fade... top anything we've ever seen in all our years of shirt selling.



Red-Ball Sanforized Shrink Bib Overall

\$110

Plain blue denim or express stripe, heavy weight and roomy cut.



Khaki Pants

Fine twill khaki. Good weight and well tailored. Also a serviceable weight whipcord. Specially priced at

\$169

Sanforized Frosh Pants

\$195

Light tan shade in a serviceable weight and well made. Very popular for young men for work pants.

Shirts and Shorts

25c

Each

Fancy broadcloth shorts with elastic side inset. Cut roomy and comfortable. Fine mercerized cotton Swiss rib shirts.

Boys'

Polo Shirts

49c

Mesh weaves and waffle weave with gaucho style collar or full over style. Colors eggshell, white, canary, blue and two-tones. Sizes 6 to 16 years.

2nd Floor

BOYS' SWIM TRUNKS

\$1.00

All wool worsteds with supporter, in red, navy and royal. Sizes 26 to 30 waist.

2nd Floor



BOYS' SHORTS AND SHIRTS—25c EACH

Fancy broadcloths with elastic inset waistband, Jersey ribbed shirts. Shorts, size 24 to 32 waist. Shirts, size 24 to 34. Jockey shorts by Munsing 35c.

2nd Floor

TOM SAWYER SPORT SHIRTS—79c

Plain white broadcloth with short sleeve and sport collar. Size 6 to 12 years, and 12 1/2 to 14 1/2 neck size.

2nd Floor

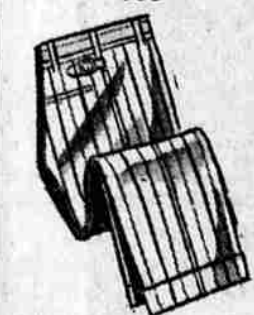
BOYS' BLOUSES

79c

Tom Sawyer and Kaynee make, in white and colors. Short sleeves and sport neck. Size 3 to 8 years.

2nd Floor

BOYS' WASH SLACKS

78c

For boys age 3 to 8 years, in light colored suitings with bib or suspender style. Large boys, age 6 to 18 years, waist style, plain or pleated, \$1.39 to \$1.65.

2nd Floor

Boys' Sweaters

98c

Brush wool in plain colors and plaids, with half zipper front. Size 28 to 36. Regular values to \$1.45.

2nd Floor

MARTEX TOWELS

All Martex Towels are of a double construction, making them far more absorbent than other makes and you'll find that they wear longer. Buy Martex Towels and you'll have the best your money can buy.



No. 140—Monarch—A medium size, 16x30, used extensively when a quality absorbent face towel is desired. Also makes a splendid shaving towel for men. White with colored borders. Each **25c**

No. 4085—A heavy bath towel, size 20x40. Soft and absorbent and will give unusual service. White with Colored borders. Each **25c**

No. 155—A soft texture, heavy weight bath towel. Very absorbent and you'll like the size, 23x45. White with colored borders. Each **39c**

No. 143—Monarch. A marvelous bath towel. Large size, 23x46. Extra heavy, unusually absorbent. A towel that you'll enjoy. White with colored borders. Each **50c**

No. 144—A large, husky towel. Note the size, 26x50. Extra heavy, with a soft velvety finish—it is so absorbent. Will dry you immediately. White with colored borders. Each **75c**

Three Fibre Kitchen Towels

This is a new construction—made from cotton, linen and rayon, all woven together. The result of this process makes it one of the most absorbent towels on the market. Comes in plain white kitchen towel, or check glass towel that will make your glassware or chinaware sparkle, without lint.

JUNE LINEN SALE

Special reductions for a limited time on high grade linens. This is an opportune time to purchase gift linens for the June bride or to replenish your linen needs.

Belgium Linens

Flanders Sets—A beautiful heavy linen set—white grounds with green, blue and gold file or lattice designs. Size 54x54 with 6 napkins. Regular \$4.95 to \$5.75. Special for June Linen Sale

\$3.75 set

Chinese Applique Sets

Made of Chinese linen, appliqued with all colored floral designs. Hand made, size 54x54, with 6 napkins to match. \$4.75 set. Also 36x36, with 6 napkins to match

\$1.95 set

Pure Linen

A splendid heavy linen set, all pure linen. Size 63x82, with 8 napkins. Colors, gold, blue and green. Regular \$7.50. Special for June Linen Sale

\$5.95 set

Belgium Sets

Another beautiful heavy linen Belgium set, size 52x68, with 6 napkins. White damask with colored designs and border. Regularly priced \$5.25. Special for June Linen Sale

\$3.95 set

Irish Rainbow Sets

A beautiful heavy Irish linen, fine weave, and made from long fibre staple flax with pretty rainbow striped borders. Size 52x52, with 6 napkins. Regular \$4.75. Special for June Linen Sale, \$3.75. Size 52x70—Regular \$5.50. Special for June Linen Sale

\$4.25

Linen Specials

Other Specials for June Linen Sale. Regular \$1.25 sets—Special for June Linen Sale **89c**. Regular \$2.95 sets—Special for June Linen Sale **\$2.25**. Regular \$3.50 sets—Special for June Linen Sale **\$2.50**

MEN'S SPORT VENTILATED OXFORDS

\$2.49



In white or brown suede cloth, with crepe soles. Smart looking and cool for summer.

MEN'S WORK SHOES

Sturdy work shoes with compo soles for rough wear. A splendid wearing shoe with leather sole, for \$3.35.

1.98

Special for BIG YANK WEEK

FAMOUS ELBOW-ACTION SHIRT

Here are all the great features that made BIG YANK America's favorite shirt... plus the most sensational improvement in 25 years—the patented Elbow Action sleeve. Made a new way... MUCH WIDER... gives complete freedom, ends strain in bending or reaching; rolls easier and stays rolled; gives gauntlet protection from chaff and dirt; irons in half the time; DOUBLES wear! Special **98c**

