

BACK TO School

Golden Rule Is the Best Place to Buy Boys' and Girls' School Clothing!

Boys' Wool Wear Suits

The new Fall patterns are here in blues, greys and browns, in checks and plaids. Sport backs with pleated zipper fly trousers or plain if desired. Ages 12 to 18, **\$13.50** and 18 to 22, **\$16.50**

Boys' Boby Rover Suits

Built like the larger boys' and unusually well tailored. The new patterns include grey, brown and blue checks and plaids. Ages 6 to 12, **\$8.50**

Boys' Zipper Sport Suits

Decidedly clever for little boys age 4 to 8 years. Jackets have zipper front and sport back. Trousers have pleated fronts, **\$4.95**



Kayne Blouses

A sample line of the famous Kaynee Blouses in sizes 4 to 8 years and regularly sold for \$1.00. Sample sale price **68c**

Boys' Pajamas

Outing flannel in slip-over style, sizes 6 to 18 years **\$1**—Tom Sawyer Broadcloth Pajamas in gay patterns, sizes 8 to 18, **\$1.50**

Shirts and Shorts

Knit Jersey rib shirts, size 24 to 34, **25c**; Broadcloth shorts, sizes 24 to 30, **25c**; Jockey style knit shorts, sizes 24 to 30, **35c**

Boys' Sox

Bear Brand Quality Sox for boys. Known as "Little Men." Fancy rayons or cotton lisle, **15c**; Novelty plaid **25c**—Sizes 8 to 10 1/2.

Denim Slacks

By Levi Strauss—Well made, good looking and very popular. Sizes 6 to 16 years **98c**

Sanforized Bib Overalls

Red Ball quality in plain blue denim or express stripe. Sizes 2 to 16 years, **89c**

Chambray Shirts

Heavy quality blue chambray with elbow action construction—Also blue Covert cloth shirts—sizes 6 to 14 1/2, **59c**

Tennis Shoes

Goodrich quality with "No Odor" insoles. Sizes 1 to 6, **98c** Goodrich quality with the arch construction. Sizes 1 to 6, **\$1.50**; 6 1/2 to 9, **\$1.65**

Boys' Caps

New Fall patterns in novelty wool suitings with silk linings and leather sweat bands. Sizes, 6 1/2 to 7 1/2, **98c**

Bib Cords

For little fellows, ages 2 to 8 years. Made of Collegian quality corduroy. Colors, light, navy and castor.

Cord Knickers

Made of extra quality corduroy in dark grey. Have knit cuff knee. Sizes 5 to 12, **\$2.65**

Boys' Hats

New Fall style for little men in light, medium and dark colors. Nice quality felt and trimmings, sizes 6 1/2 to 7 1/2, **\$1.65**

Riding Breeches

Boys are strong for breeches and there is nothing more practical. Whipcords, Cavalry Twills and Corduroy. Tans, browns and greys. Sizes 4 to 18 years, **\$1.59** to **\$2.69**

Shirley Temple and Cinderella Frocks

Good taste must be learned early! Let your little daughter enjoy the fine fabrics, clear colors, and exquisite finishing of Cinderella frocks—give her the confidence that comes from knowing she's smartly well-dressed. All Cinderella frocks are Ivory-tested for washability.



\$1.95

Note the "grow-up" separate jacket of this SHIRLEY TEMPLE frock. Fine zephyr cloth in a variety of colors. Sizes 3 to 12.

\$1.95

Soft permanent-finish zephyr cloth in a twin-dot print smartly trimmed with stitching. In several popular colors. Sizes 12 to 16 TEEN-STATES.

Special Rack of Cinderella Frocks, \$1.19

A real special value—New Fall prints in Polka Dots, Checks, Plaids and Floral Designs. Colors include, blue, brown, green and wine. Sizes 2 to 12 years.

Children's Skirts \$1.95

Pleated style in plain red and blue serge and flannel and gay Scotch plaids. Sizes 3 to 6 and 7 to 10, **\$1.95** to **\$2.69**

Children's Blouses \$1.00

Blouses of linen, silk and cottons. Youthfully styled for the Miss. In sizes 8 to 16 years. Price **\$1.00** to **\$1.95**

Shirley Temple Hats \$1.95

We are featuring different style Shirley Temple Hats—Scotch Lassie, Poor Little Rich Girl; Breton Sailor, Curly Top and Dimples. In her recent picture, Shirley wore these style hats—Also Shirley Temple Berets in colors at **\$1**—The new Hollywood Beret is also featured in colors at **\$1.95**. Be sure to see the new Shirley Temple style hats.



Children's Rayon Undies 50c

Munsingwear quality rayon, and workmanship is quite noticeable in the line of children's undies, bloomers, panties, vests and combinations.

Girls' "Ruffies" School Shoes, \$3.45



Girls! These are all the rage this season. For school and sportwear—Smart new rakish lines in those swanky rough finished leathers. You can have smart late style shoes at a nominal cost. Sizes 2 1/2 to 8, AA to C widths.

THE GOLDEN RULE CAN PROPERLY OUTFIT THE BIGGER BOY IN OUR MEN'S DEPT.

Shirtcraft Shirts \$1.50

The Fall styles and patterns are here for the young man in Shirtcraft quality shirts specially featured at **\$1.50**—Also a smart showing of new Essley shirts with original Tru-horized collar at **\$1.65** and **\$1.95**. Sizes 14 1/2 to 17.



Grayco Ties \$1.00

The famous Grayco Endlock Tie in the new autumn shades. You'll need a few ties. Buy quality—Buy Grayco.

New Fall Pleated Trousers \$2.95

Right smart, the new Fall style trousers in novelty weave and pleated fronts—Some with zipper fly. The new Fall favorite colors are included in the lines. Prices **\$2.95** to **\$4.95**, sizes 30 to 38 waist.

Frosh Pants, \$1.95

Young men have made the Frosh Pants very popular. It is quite Collegiate and gives splendid service. Sizes 30 to 38 waist.

Young Men's Cords, \$2.95

An exceptional value in young men's Corduroys. Cut Collegiate style in light and castor shade. Sizes 30 to 38.

Leather Jackets \$6.45

Plain or fancy backs in suede and finished novelty leathers. Zipper front Cossack style. Some are fully lined. Sizes 36 to 46, **\$6.45** to **\$12.45**



Thermo Jackets \$3.95

Thermo Sweater Jackets in new models for young men. Splendid all wool quality in fall colors. Size 36 to 44.

- FANCY PLAID WOOL SHIRTS "BUCKSKIN" \$3.95
- HIGH GRADE GABARDINE SHIRTS \$4.95 to \$6.95
- YOUNG MEN'S CANDY STRIPE WOOL HOSE 50c
- WIL-WITE SLIPOVER SWEATERS \$3.95
- PIONEER SUSPENDERS AND BELTS \$1.00
- UNIVERSAL PAJAMAS - YOUNG MEN STYLES
- COSSACK - MIDDY - COAT MODELS \$1.95 to \$4.95

Young Men's Curlee Suits \$25.00



The new young men's models are here! The new favorite Fall fabrics are built into these youthful style suits that emphasize style and quality. New Sport Backs with pleated front trousers, single and double breasted models. Curlee clothes excel in quality, fit and tailoring at **\$25.00**

Young Men's Hats \$2.95

New Fall styles for young men in several "classy" shapes. Made of fur felt that will hold their shape and retain their original finish. See the new styles for young men now! Others up to **\$4.85**

Golden Rule Stores
ECONOMISTS IN DISTRIBUTION THE NAME OUR POLICY



Boys' Wool Slacks

Colors, navy, Oxford and fancy mixtures in browns and greys. Ages 5 to 18 years **\$1.95**—Pleated fronts in new Fall patterns, sizes 10 to 18 years, **\$2.50** to **\$3.45**

Boys' Collegian Cords

Exceptionally well tailored and made of extra quality corduroy in navy, brown, castor and cream. Sizes 6 to 11, **\$1.98**—Sizes 12 to 16, **\$2.39**

Boys' Whipcord Trousers

Built of strong husky whipcord with leather trim pockets. Tailored and fit like the wool trousers. Sizes 8 to 18 years, **\$1.50**

Boys' Frosh Pants

Very popular for boys and give splendid service. Cut Collegiate style. Sizes 10 to 16 years, **\$1.50**

Boys' Tom Sawyer Shirts

New Fall patterns in this high grade boys' shirt. Full cut and expertly tailored to fit properly. Size 6 to 12 and 12 1/2 to 14 1/2, **79c**; sizes 12 1/2 to 15 with permanent starch collar, **\$1.00**

Kayne and Tom Sawyer Polo Shirts

Cottons in novelty weave and fancy rayons. Choose from nautical, Gaucho or zipper neck style—Medium and light colors including also navy and brown. Sizes 6 to 18 years. Regular **\$1.00**—Special **68c**

Boys' Zipper Sweaters

Brush wool with half zipper front in navy, brown and red. Sizes 28 to 36, **98c**—Full zipper coat style fancy back Cossack style, 28 to 36, **\$1.98**—Others in novelty plaids and plain colors. Sizes 28 to 36, **\$2.45** to **\$3.45**



Boys' Sweat Shirts

Grey color, Jersey rib flat knit for athletic use, etc. Sizes 28 to 36—**75c**

Boys' Melton Jackets

Navy blue wool Melton cloth jackets with zipper front opening. Sizes 6 to 18 years, **\$2.45**—For little fellows, age 3 to 6, all wool zipper style, **\$2.45**. Others including gay plaids at **\$3.45**, size 6 to 18 years.

Boys' Leather Jackets

Block built in novelty leathers Cossack style, full zipper and pleated backs, age 4 to 10, **\$7.45**—12 to 18, **\$7.95**.

Boys' School Shoes

New styles in Oxfords including grain leather brogues and smooth calf skin leathers with wing tip, crease tip and stock tip. Size 10 to 13 1/2, **\$2.95**—1 to 6, **\$2.98** to **\$3.95**—Boys' shark tip shoes, sizes 10 to 2, **\$2.69** to **\$2.95**



Boys' Boots

Very popular and real practical in browns and black. Cowboy style—Field boots—English Riding Boots—Office Boots. Sizes small 6 1/2 to large size 6—Prices range **\$2.45** to **\$5.45**



Boys' Lace Boots

Lace high tops with Compo soles, sizes 9 to 2, **\$2.98**—Lace high tops for dress, sizes 9 to 2, **\$2.98**—Heavy lace high tops with leather sole, sizes 3 to 6, **\$4.98**