

WHY?

By the overwhelming triumph of the Golden Rule Associated Stores buyers we are requested to offer for TWO DAYS—FRIDAY and SATURDAY—specially Twelve Hundred pairs of children's hose at the remarkably low price of TWENTY-FIVE CENTS a pair. This includes a group of shipments this store has received since January the 20th, and proves beyond a doubt that the collective buying of the Associated Stores is to your advantage in quality and sensible in price. The boys and girls as well as the mothers will like these children's stockings—they wear so well, fit so snug—and keep their appearance so long in spite of rough treatment. And during this two day hosiery event, we are petitioned to include men's women's and infants'.



A MAMMOTH TWO-DAY HOSIERY EVENT

Friday & Saturday, April 1 & 2

Featuring The Golden Rule's Buying Power
Every Type Of Hose For Men, Women And Children



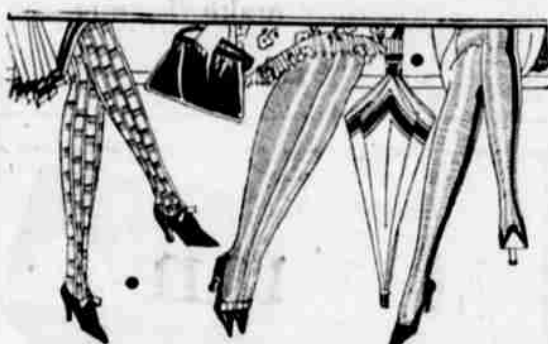
WHAT?

The popular Pine Apple stitch is again very prominent, yet you will find the new 4 in 1 rib with the permanent lace or lock stitch equally as popular, especially in the 7/8 lengths.

There has been an enormous demand for shorter hose the past week on account of sunshining weather. We are all anxious to go to summer and not wait for summer to come to us. The Golden Rule Stores are ready for summer, will be three to five weeks ahead of those who have a winter "grouch."

Women who have seen these new numbers are enthusiastic in their praise of the sheer styles which do more than beautifully comely ankles. Knit-to-fit fashioning makes them follow every contour of the feet, ankles and legs they grace. The sheer beauty of Hole-proof silken fashioning is enticing women to buy complete hosiery wardrobes.

Holeproof & Theme Hosiery Add Charm to Shapely Ankles



Treat your new dress to matching color in the Golden Rule Hosiery department, and see how the general tone of your costume's smartness will be heightened. There is a certain quality of refinement about our silk stockings which ordinary hose do not possess.

This is due partly to the clean, even texture of the fabric and partly to the shaping of the foot.

THEME Chiffon Silk Hose

We know you will be more than pleased with the lovely sheerness and beautiful quality of these women's full fashioned Theme chiffon silk stockings. Knit full length of splendid quality pure silk, very sheer, lightweight, very fine gauge. All sizes.

\$2.00 Per Pair
Box of 3 Pairs \$5.50

A Very Fine All All Silk Stocking THEME

These women's full-fashioned stockings knit of all pure silk are beautiful hose made in the favorite mediumweight that insures striking appearance and excellent wearing qualities.

\$1.95
Sizes 8 1/2 to 10

Holeproof Mediumweight Silk

These stockings combine the stylish appearance of sheer chiffon with just sufficient added weight to give the best service. Full fashioned to insure perfect fit. All sizes.

\$1.65
Box 3 Pairs \$4.68

SHADES IN HOLEPROOF HOSIERY

Fleur-de-Lis
Casino Paris Mist
Renard Maxine
Valerie Grain
Yvonne Chanel Celeste
Dilis Pekale
Black

SHADES IN THEME HOSIERY

Yosemite Rose Dawn
French Gray
West Wood
Pink Parchment
Silver Maple
Desert Sand
Sandune
Honeysuckle
Purple Sage
Shell Mole
Rose Opal
Harmony

Ladies Beautiful Full Length Silk Hose THEME

No matter how many pairs of silk stockings you may have you just cannot resist purchasing these beautiful full length pure silk hose in the new colors that go so well with the stylish shoes of the day. You will be delighted with the splendid wearing features of these women's fine full-fashioned mediumweight stockings.

Sizes 8 1/2 to 10

\$2.00

Box of 3 Pairs \$5.50

Snap, Sparkle and Style Here

Handsome dress socks supplied in this season's latest plaid effects. Knit from silk, reinforced heels and toes. Rayon ribbed tops, will wear well and keep their shape until worn out. A sock that would be hard to duplicate. All sizes.

\$1.00

Smart Unusual Patterns
Here's something new in smart novelty designs. Knit from rayon and mercerized lisle, reinforced heel and toe. This season colorful plaids and stripes. All sizes.

50c Pair

Plain and Fancy Hosiery for Men Who Want the Best



For business, for dress, for sport wear, for every normal need that brings men to the Golden Rule Hosiery Counter to find hose that will fill the bill.

You have a choice of many styles, and a wide range of prices, but whether you buy pure silk or Plain Cotton, you can rest assured you are getting maximum value for your money in hose.

Pure Silk Well Above Knee THEME

Never were stockings more fine and beautiful. Never were colors more dainty than this season. Here's a splendid value in women's good quality pure silk. The silk comes all the way to garter hem. Knit in very serviceable style. Full fashioned, double garter top. All sizes.

\$1.65

Box 3 Pairs \$4.68

Holeproof Hosiery All Silk, Full Fashion

Women's dressy pure silk stockings with the ravel stops, featuring the extra toe that multiplies wear three to four times. The silk comes well over the knee, which you'll appreciate with short skirts. Sizes 8 1/2 to 10.

\$1.95

Box of 3 Pairs \$5.35

Silk and Rayon Outsize Hose At a Bargain Price

Women's dressy mediumweight pure silk outsize stocking with ravel stop, which checks runs that start in garter tops. Extra stretch ribbed top, perfectly fitting stocking. Colors, satin blond, grain, muscadine, piping rock and black. All sizes.

\$1.85

Silk and Rayon Outsize Hose At a Bargain Price

Splendid value. Dressy outsize hose of silk and rayon, mediumweight, including elastic double garter tops. Colors, blush, dove grey, gunmetal, nude. All sizes.

\$1.00

Box 3 Pairs \$2.75
Sensible Everyday

At a Bargain Price

Mediumweight cotton stocking built for service and specially priced. Knit of good quality yarn with reinforced heels and toes. Double garter top. Color, black and brown. All sizes.

35c

Box 6 Pairs \$2.70

Holeproof Mediumweight Silk

These stockings combine the stylish appearance of sheer chiffon with just sufficient added weight to give the best service. Full fashioned to insure perfect fit. All sizes.

\$1.65

Box 3 Pairs \$4.68

Girls' and Misses' Plaid Sport Stockings

If you want the very latest novelty get these Girls' and Misses' dressy Mercerized Stockings of Rayon plated on mercerized lisle. Mediumweight and newest color combinations. Colors, beige, grey, French nude, sunset peach.

50c

Box of 6 Pairs \$2.70



Rayon Silk Hose

All the girls like these rayon silk fine ribbed stockings for dress-up wear. They are knit in very fine rib of high-grade rayon silk thread. Colors black, white, cordovan. Sizes 6 to 10.

75c Pair

Box of 3 Pairs \$2.00

Pre-School Age Rayon Silk Stocking

To add a final touch to your little one's dress-up frock you will like these stockings of lustrous rayon silk. Serviceable, mediumweight. Sizes 4 to 6 1/2.

35c Pair

Box of 6 Pairs \$1.88

Misses 3/4 Length Stocking

These stockings are knit of a fine rayon silk thread in plain colors and fancy ribbed with a cuff of bright coloring, making a very attractive and durable stocking. Colors French nude, sunbeam, ponce, grey, green and buttercup. All sizes.

\$1.00

Box of 3 Pairs \$2.75

Twelve Hundred Pairs Children's Stockings Boys—25c—Girls

These are the hose that we were petitioned to sell at 25c per pair during these two days of hosiery event, featuring the Golden Rule's buying power. We are offering you exceptionally good values in these Misses' and Boys' stockings of mediumweight makes them adaptable for wear and giving excellent service. Colors black and brown. In all sizes.

25c Pair

Box of 6 Pairs \$1.38

Durable Socks Moderately Priced

Plain colored socks knit from good quality cotton yarns. Reinforced heels and toes for extra wear. Close fitting, ribbed tops. Colors black and tan.

5 Pairs for \$1.00

25c Pair

Box of 3 Pairs \$1.00

Children's Hose

Rayon silk mix of plain colors and fancy cuffs giving the right touch to your boy's and girl's new sport outfit. Sizes 7 to 9.

59c Pair

Box of 3 Pairs \$1.65

Boys' Durable Socks

Every boy wants real socks to wear with his new "Longies." These are made like dad's. Reinforced heels and toes. Colors blue and tan.

35c Pair

Boys' Fancy Socks

Boys' full-fashioned dress socks made of a fine quality mercerized lisle. The full fashioned knitting insures a trim, smooth fit. Colors black and white.

40c Pair

Children's Fine Rib Stocking Dressy and Serviceable

Many mothers prefer a fine ribbed stocking for their girl's and the girl likes them too. Exceptionally durable. Colors black, white, cordovan, African brown. Sizes 4 to 6 1/2.

25c

Box of 6 Pairs \$1.38

25c Sport Hose 7/8 Length

We are offering you a big value in these sport stockings for children. They are knit of the fine cotton lisle yarn in the season's smartest shades. They will give excellent service. Colors tan, beige, biscuit and crash, in all sizes.

Box of 6 Pairs

Misses' Sport Hose

Girls all like these dressy new seven-eighths length stockings of rayon. (artificial silk) plated on lisle, fine ribbed to toe lisle heels and toes. Fancy striped turnover cuff in bright contrasting. In all sizes. Colors beige, brown, biscuit, stroller tan. Sizes 1/2 to 10.

50c

Box of 3 Pairs \$2.70

Here's Quality Wool and Rayon

Every man will want a pair of stylish plaid golf socks for summer outing wear, and here is the newest thing out in men's Plaid Golf Socks. Fancy knit and novelty cuff.

\$1.50 per pair

Heavy All Wool

Real value for men who want fine wool socks for heavy shoes or boots. Knit in a comfortable heavyweight very soft and warm close fitting heavy ribbed tops. Our best wool sock values. Colors medium grey and white.

69c Pair

GOLF HOSE

Girls' and Misses' Dress Wear

Your older daughter will like these pretty new Hosettes (knee length) stocking with turn over cuffs, and you will be delighted to secure these at this money saving price. Knit of rayon plated over mercerized lisle, dressy yet serviceable. Colors grain, champagne, Rose Marie, grey and maize. All sizes.

69c Pair

Box of 3 pairs \$1.90

Mercerized Lisle

Our best quality mercerized socks for men. Knit of highly mercerized two-thread cotton yarns in a fine smooth stitch. The double thread gives extra wear. Colors alderdale, stone grey, all sizes.

35c Pair

Children's Rayon Novelty Hose

Very stylish, popular, fancy ribbed stockings for boys and girls. They're very dressy and exceptionally durable. Knit of very good quality yarn. Colors tan, bark, wild rose, ponce. Sizes 6 1/2 to 10.

43c Pair

GOLDEN RULE CORPORATION
OF
KLAMATH FALLS
OREGON