

Shop the Golden Rule for Holiday Needs!

You'll Have a Better Selection of Summer Apparel - - and the "Better Values" Will Meet With Your Budget Idea!

Tom Sawyer Shirts

Only in Tom Sawyer Shirts can you acquire the nonchalance of complete confidence that style-wise you are right. Smart collar, roomy shoulders for youthful muscles, and expert tailoring give it that fine custom look you find always in Tom Sawyer Shirts. Sizes 6 to 12 years and 12½ to 15 neck size.



85c &
\$1.00

Boys' Slacks

Made of Sanforized shrunk wash fabrics in medium and light colors. Sizes 6 to 18 years.

\$1.35 to \$1.65

Kaynee Wash Slacks

Mothers know and appreciate Kaynee quality boys' wear! Plaids and checks wash fabrics with an elastic belt "to hold 'em up" and belt of same fabric. Sizes 2 to 10 years.

\$1.49

Flannel Slacks

Plain or plaid flannels in light grays and tans. Sizes 2 to 8 years. Have belt and suspenders of same fabric. Priced

\$2.25

For larger boys, sizes 10 to 18 years, pleated fronts with waist band. Priced

\$2.65 to \$3.95

Boys' White Oxfords

Smartly in smooth leather with wing tip and leather soles.

Sizes 2½ to 6 \$3.45

Sizes 6½ to 9 \$3.65

Narrow width may be had if required



Little Men's Oxfords

In smooth leathers with cap toe and leather soles. Sizes 10 to 2.

\$2.50

Swim Suits

Mat. Latex, Rayons, Silks and Wools in Novelty Weaves

\$1.95 to \$7.95



Colors include White, Maise, Ciel Blue, Rose, Wine, Brown, Navy. The largest selection of Swim Suits you'll find. 2nd Floor

Sale!



Brims! Brims! BRIMS!

Brimful of flattery and so very smart... you'll love these hats. Whether it's a tiny or tremendous brim you're set on... we're set to let you have it! Straws, felts, White, colors.

\$2.95

Jantzen Swim Trunks

Smart new styles in Navy Blue, Royal Blue, Wine, Green and Black. Plain or zipper front styles.

\$2.95 and \$3.95

Also
Webfoot Swim Trunks, in all colors \$1.95
Made by Jantzen

Wash Slacks

All new, fresh patterns in plain and pleated front styles. Every pair Sanforized for permanent fit.

Prices \$1.29, \$1.59,
\$1.95 and \$2.35

Flannel Slacks

Gabardines in smart checks. Flannels in neat checks and plaids. Plain grey flannels. You'll find them all in our large selection.

\$2.95 to \$8.50

Straw Hats

Snappy Sailors at \$1.65

New Washable Straws in All Shades

\$1.49 to \$1.95

Toys — \$1.00 and \$1.45

Interwoven Sox

New Fresh Patterns for Summer Wear

ANKLETS — 25c, 35c & 50c

REGULAR STYLES — 25c, 35c & 50c

Shirts and Shorts

Skit Shirts and Shorts by Munsingwear. Ideal for hot summer days. 50c a garment. Regular Full Cut Broadcloth Shorts 50c.

Others at 25c a Garment

Essley Shirts

A beautiful range of colors and patterns to choose from at—

\$1.65 and \$1.95

All sizes from 14 to 18.

Shirtcraft Shirts at \$1.35

"Buckaroo Days" Outfits

FOR MEN

Bright Colored Shirts \$1.98 to \$3.95
Silk Handkerchiefs 50c
Satin Scarfs 65c
Studded Jewel Belts \$1.00
Big Hats (with colored designs) \$1.95

FOR BOYS AND GIRLS

Big Hats (with colored designs) \$1.65
Big Hats (black with white) 98c
Cowboy Boots \$4.95
Little Men's Boots \$2.95
Leather Chaps \$3.50

Cool, Delightfully Feminine

Ice Cream Pastels

for Midsummer

\$3.95 and \$5.95

Icy Blues! Creamy Pinks! Lemon Yellows! Lime Greens!



These luscious colors look good enough to eat... flattering feminine colors every woman loves... every man admires. And can't you imagine the prints? Bolero and young "smoothie" styles in sheers, laces, nets. 12 to 20.

No-Mend Hose



Clear ringless chiffons and service chiffons. Giveable tops and regular styles. A few of the new summer shades. Colorado Sun Beige, Bermuda Sun Beige, California Gold, Regular Chiffons.

\$1.00 to \$1.35

Giveable Tops \$1.25

New! Earth Red

(SIMILAR STYLE TO CUT)



One of the new colors in summer shoes. Shown in a smart swing strap style with medium covered heel. Decidedly smart, and only

\$4.95

Other new styles in Beige Bulk, Beige Gabardine with Paddock Brown Trim, Natural Linen with Saddle Tan Trim.

MAIN FLOOR

Store Closed
All Day Monday

Golden Rule Stores
ECONOMISTS IN
DISTRIBUTION
THE NAME OUR POLICY

Store Open Until
8 p. m. Saturday