

Back to School



The Largest and Most Complete Stock of Boys' and Girls' School Clothing is Now Ready for Your Selection. It's Advisable to Do Your School Shopping Early for Selections Are Better and Prices Lower! The Golden Rule Features Well Known Standard Quality Merchandise That You Can Depend On—and You'll Find the Prices Right!

TOM SAWYER SHIRTS



New Fall Patterns for school. Tom Sawyer shirts are full cut, pre-shrunk and fast colors. It's economy to buy your boy Tom Sawyer shirts. Sizes 4 to 12 years and 12½ to 15 neck size.

Tom SAWYER
WASHWEAR For Real Boys

85¢ and \$1.00

BOYS' FALL SWEATERS

Button and Zipper styles in plain and novelty weaves. Colors include Navy, Royal, Maroon, Brown, and Tan.

Little Fellows, sizes 26 to 30 \$1.95

Boys' Campus Quality, sizes 28 to 38. Several styles to select from \$2.45

Boys' Braverknit Quality, sizes 32 to 38 \$4.50

ROB ROY HEALTH SHOES

KEEP ACTIVE FEET HEALTHY

LAST over which shoe is built anatomically correct.

COUNTER moulded to last and guaranteed to outwear shoe.

HEEL built to support the foot correctly.

SHANK scientifically designed to support the arch of the foot properly.

OUTSOLE of best quality and attached by Goodyear welt process.



Oxfords, \$3.75 Shoes, \$3.95

Sizes 2 to 6 — Widths B, C, D

LITTLE BOYS' OVERCOATS



A splendid weight all wool navy blue cloth man-tailored with raglan sleeves. This is a real quality coat and will give exceptional wear. Sizes 1 to 6 years.

\$4.50

Admiral Style Cap to wear with coat \$1.00

BOYS' OVERCOATS

Woolwear Overcoats are made of fine all-wool coatings and are man-tailored. Smart belted models with raglan sleeves.

Sizes 5 to 10 \$9.50 Sizes 11 and 12 \$12.50

Boys' Fur Fabric Jackets

A real smart jacket for boys. Leather-like sleeves and trim with zipper front. This jacket is Neva-Wet processed. Smart looking and reasonably priced.

Size 6 to 18 years \$3.45



BOYS' "BOBBY ROVER" SUITS



Exceptional clever styling and expert tailoring make "Bobby Rover" suits the outstanding line for boys, age 6 to 12 years. You may choose from blue, grey and brown checks and plaid. Also plain navy blue chevrons.

Special Value \$9.50

Extra Trousers \$2.50

BOYS' COLLEGIAN CORDS

Built on collegian lines of high quality corduroy. Colors: Navy, Brown, Castor and Suntan.

Sizes 6 to 11 \$2.29 Sizes 12 to 16 \$2.49

BOYS' WOOL SLACKS

New Fall Slacks in grey, brown, blues and tan, plain or pleated fronts. In checks, plaids or plain colors. Sizes 6 to 11.

\$2.65

Sizes 12 to 18 \$2.95

Other New Wool Slacks \$3.95



BOYS' WOOL JACKETS

"Buckskin" All Wool Jackets with zipper front and pleated back. Sizes 6 to 18 years.

Plain Blue Melton Cloth \$3.45

Novelty Woolen Plaids \$3.95

BOYS' "WOOLWEAR" SUITS



Decidedly youthful models that are right clever for boys age 12 to 18 years. The coat is smartly designed with pleated back and the trousers have pleated front with plain or zipper fly. Only the best of woolen fabrics are used in the construction of Woolwear suits. A splendid value!

\$15.00

FOOTBALL SWEAT SHIRTS

All the boys will want one of the Football Sweat Shirts. Several colors to select from with an imitation leather football on the front.

Special \$10.00

CHILDREN'S COATS

An extensive assortment of new Fall Coats for children age 3 to 6 and 7 to 14. The colors include wine, brown, blue, grey. Either tailored or fur-trimmed. Some have plaid flannel linings.

Specially priced for School Opening

\$6.50 and \$9.85



SPECIAL REDUCED PRICES ON BOYS' WEAR

Boys' Tom Sawyer Polo Shirts. Reg. 79c. Sale Price 58c

Boys' Sanforized Wash Slacks. Reg. \$1.35. Sale Price \$1.00

Boys' Wool Sweaters. Regular \$1.45. Sale Price 98c

Boys' Kaynee Wash Slacks. Reg. \$1.49. Sale Price \$1.15

Boys' Whipcord Trousers with leather trimmed pocket. Sizes 6 to 18 years. Will stand rough wear \$1.50

Boys' Levi Strauss Blue Jeans 98c

Boys' Copper Riveted O'alls 98c

Boys' Rayon Sox 15c

Boys' Sport Sox 25c

YOUR CHILDREN WANT



Style Too!

And Here It Is . . . In the Latest Fall Shoes. Smart new swing straps and Empire effects in suedes and smooth calfskins—Sturdy oxfords in black and brown calfskin or in brown suede. Sizes for children 8½ to 3. Sizes for misses 3 to 7.

\$2.95 to \$3.95

Darling Shirley Temple styles
NEW AND SMART FOR SCHOOL!

Tasseled zipper, belted back, and notched plaid collar smartly accent this SHIRLEY TEMPLE style. Printed plaid. Sizes 3 to 12.

SHIRLEY TEMPLE princess in permanent finish Zephyr print. Scalloped front, piping, and collar with fascinating insert. Sizes 3 to 12.



Part of every little girl's charm is the way she's dressed—that's why more and more clever mothers choose these adorable back-to-school styles "just like Shirley Temple's".

Look for photographic tag and Cinderella Coach label to assure authentic styling, tested fabrics, and fine workmanship. Sizes 3 to 12.

\$1.95



NEW STAR OF SCREEN AND RADIO

Deanna Durbin
inspires

TEEN-STYLES

as gay and sparkling as herself

Frocks that will go smartly to school and after-school events, too—joyous fashions that capture the charm and vivacity of this new star of screen and radio.

Many new styles for Fall, designed for Deanna Durbin, are now available. New block zipper front, diamond shape pockets. Suedene belt on fine zephyr. Another popular model: Military collar, pom pom zipper, swing skirt, permanent finish zephyr print—and many others. Sizes 12 to 16.

\$1.95

Golden Rule Stores
ECONOMISTS IN DISTRIBUTION
THE NAME OUR POLICY