

For the 23rd Easter The Golden Rule Is Ready With Better Merchandise Than You Can Get Elsewhere for the Money

We Must Tell You About Our High-Grade Suits at \$35 to \$45



—Some women may not know that the Golden Rule features garments at these prices, but it does—and my, such elegant suits they are!
—They possess such character and quality as will satisfy the critical tastes of Boise's best-dressed women.
—In fabrics, style and workmanship they rank with garments that are selling for considerably more in other stores, as comparison will prove.

Tricotine, Poiret Twill and Fine Serges

are the materials most favored because of their beauty, splendid finish and unusual wearing qualities.

—They reflect all that is new, becoming and correct—styles you would feel perfectly right in on Fifth avenue or anywhere else.
—Box coats, belted models and plain tailored styles are featured. The vests used with the box coats are mostly of Fantassi Silk, Tricolette and Shantung, in white, tan and gay colors.

Black and White Checked Suits Are Wonderfully Chic

—And their smartness is accentuated by the liberal use of black military braid and buttons as trimming effects; priced at \$35, \$39.50 and \$45.

We Have Them as Good

so if you are looking for really high-grade suits you will find them at the Golden Rule, and you will also find that, while we have them as good,

We Sell Them for Less



Easter Hats at \$4.98 and \$7.95

—If you really want to economize on your Easter Bonnet, you can do so by coming to the Golden Rule and being "pleased" with one of the many lovely styles now on display.
—We say "pleased" advisedly, for such styles ARE pleasing scores of women every day—to the extent that they are buying them eagerly.
—Another lot of 50 new styles just came in. They're exquisite in their clever shapes and flowery trimmings.
—Golden Rule Hats at \$7.95 are HAND MADE and will compare with many hats selling for \$12 to \$15.
—Those at \$4.98 represent the same proportionate value.
—AND IF YOU BUY IT HERE, YOUR FRIENDS WILL KNOW IT'S PAID FOR.

THE EASTER SILK SALE

is in full swing and will continue all this week, with special values that no woman should allow to pass by. —Among the high-light values are:

- Staple Black, White and Colored Taffetas, Satins and Messalines at \$1.59.
- Fancy Plaid Taffetas at 98c.
- 40-inch all-Silk Crepe de Chine at \$1.39.
- Silk Dress Poplins at 98c.
- 36-inch Shantung Silk at 49c.

Special Easter Sale of 200 Dozen Women's Sample 'Kerchiefs

—There's no other time of year when such a sale could be more welcome unless it would be Christmas. We bought a splendid sample line at a price that enables us to sell them to you at

2 FOR 25^c

—Although these 'kerchiefs were made up for a sample line, they were never given out to a salesman and are therefore fresh, white and clean.

—There are dozens of fascinating designs in colored embroidery designs, as well as imitation madeira designs and plain white embroidered ones.

—They're about the daintiest things imaginable and you'll want to buy several at this price.

Imitation Madeira Handkerchiefs, 29c

—Beautiful machine embroidered handkerchiefs that you'd have to look mighty close at to tell that they were not hand embroidered. They have dainty scalloped edges and are of very nice quality.

An Easter Shirt Event

will be featured this week in the men's section

—The announcement of this annual event is notice to men of Boise that the Golden Rule Shirt section is ready with a large stock of the right Shirts at money-saving prices.
—We've prepared to save you money, as in former seasons by gathering unusually good assortments at all prices and in patterns and colorings to please any man.

Conspicuous Values in Fine Dress Shirts at

\$1.50

—One fifty doesn't ordinarily buy a very good shirt these days but those we offer in this Easter Shirt Event at this price are mighty good ones.
—The materials are Madras and Percale and they are much finer than you'd expect for \$1.50. We are willing to leave it to your own judgment just how much more they're worth.
—Soft or starched cuffs, neckband style.

Time to Buy Light Spring Underwear and Hosiery Now for the Whole Family

—This week we feature our annual Spring Underwear and Hosiery event, which is replenishing time in hundreds of homes. Check up the needs of every member of the family, then make a special shopping trip to the Golden Rule.



Special Purchase of Women's and Children's Underwear

—The announcement of this special lot of Sample Underwear should arouse keen interest because of the good savings to be made. Golden Rule offerings of Sample Underwear are sold out in a short time.

- Divided into four lots, as follows:
- LOT 1—WOMEN'S COTTON VESTS with V necks; made of nice grade cotton; also Children's Combination Waist Unions in Summer weight. CHOICE OF THE LOT **19c**
3 Garments for 50c
- LOT 2—WOMEN'S VESTS AND PANTS—Very good wearing garments in light weight, elastic rib; the Vests come in V or round neck. CHOICE OF THE LOT **25c**
- LOT 3—WOMEN'S VESTS AND UNION SUITS—This lot is comprised of light and medium ribbed garments of excellent quality; vests in V or round neck. CHOICE OF THE LOT **48c**
- LOT 4—WOMEN'S FINE UNION SUITS—Plain band top, "Comfy" cut Unions with loose or tight fitting knee; fine jersey ribbed. Also a few Nainsook combinations for women and children in this lot. YOUR CHOICE **69c**

Men's Mesh Unions, \$1.19

—Men's ventilated Mesh Union Suits, made of fine cotton yarn and woven full of small holes for air circulation; made in short sleeve, ankle length style in sizes 34 to 46; white only.

Lisle Union Suits, \$1.95

—Men's medium light weight mercerized Lisle Union Suits in ecru color; come in ankle length with either short or long sleeves; these are perfect fitting and very comfortable garments; sizes 34 to 46.

Fine Cotton Unions, \$1.50

—A very fine rib, light weight Union Suit made of serviceable cotton yarn; comes in both long and short sleeves with ankle length drawers; one of our very best selling garments that wears splendidly; ecru color, sizes 34 to 46.

Men's Unions, \$2.45

—Men's Glove Fitting Union Suits made of very fine quality Egyptian combed yarn in a medium light weight garment; in white; comes in short sleeve, ankle length style; in sizes 34 to 50.
—Same garment described above except that it comes in ecru color and ¾-length drawers instead of ankle length; price, a suit **\$2.45**

Men's Unions, \$1.50

—Men's medium light weight Union Suits in a fine elastic rib that fits the body nicely; comes in ecru color with short sleeves and ankle length drawers; sizes 24 to 46.

Men's Unions, 79c

—Men's light weight cotton ribbed Union Suits in ecru color; made in short sleeve, knee length or ankle length style; sizes 34 to 46; a very satisfactory garment for this low price.

Balbriggan Unions, \$1.00

—Men's light weight Balbriggan Union Suits made with elastic waistband that gives with the body and insures best of service; color white, with short sleeves and ¾-length drawers; a fine, cool Summer garment.

Men's Unions, \$3.95

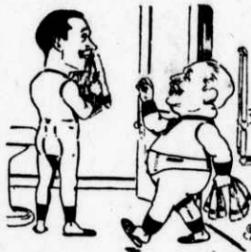
—Men's Woolmixt Unions knitted from a mixture of good quality cotton and Australian wool; a nice, light weight garment; sizes 34 to 46.

Men's Unions, \$2.00

—Men's wool and cotton mixt Union Suits in a medium heavy weight; about 20 per cent wool; an extra good garment for the price; in sizes 34 to 46.

Athletic Unions, \$1.50

—Men's extra fine mercerized, fancy Madras Union Suits that are dippins for service and as comfortable as can be; they are made elastic waist and come in sleeveless, knee length style.



Athletic Unions, \$1.25

—NO. 593C—Men's cool Athletic Union Suits made of nice quality fancy Nainsook that wears and washes unusually well; no sleeve, knee length style, with elastic shoulder seam and waistband; sizes 34 to 46.

Athletic Unions, 79c

—Men's light weight cross bar Madras with elastic waistband that adds to the service of the garment; knee length, sleeveless style; sizes 34 to 46.

Athletic Unions, \$1.45

—This is one of the finest and most comfortable Summer garments in our stock; made of fine mercerized, fancy Madras in a good weight and soft quality; knee length, sleeveless style; sizes 34 to 46.

Boys' Mesh Unions, 65c

—NO. 505C—Boys' and Youths' Mesh Unions in light weight; ventilated with tiny holes wove in; short sleeves and knee length style; closed crotch; ages 6 to 16.
2 Suits for \$1.25.

Boys' Athletic Unions, 50c

—NO. 12BC—Boys' Athletic Union Suits made of good wearing checked Madras in no sleeve, knee length style; sizes 6 to 16 years of age; this is a popular Summer garment that is a good one for the price.

Men's Socks

- MEN'S WORK SOCKS in medium weight blue and brown 2 pair **25c**
- MEN'S HEAVY WORK SOCKS in blue and brown mixt cotton, a pair **25c**
- BLACK COTTON SOCKS in medium weight, 2 pair **25c**
- BLACK COTTON SOCKS in light weight and soft quality, a pair **25c**
- MERCERIZED COTTON SOCKS in black and colors, a pair **25c**
- SILK FIBRE SOCKS in black, gray, tan and white, a pair **50c**

Women's Unions, 79c

—Nice Cotton Unions with French band top and tight fitting knee; large sizes, 44, 46, 48 and 50.

Women's Unions, 59c

—Jersey ribbed cotton Unions with plain tape top and lace trimmed armholes and knees; sizes 34 to 44.

Women's Unions, 89c

—Excellent Summer weight cotton Unions that are elastic and splendidly made; French band top, lace trimmed or tight knee.

Women's Union's \$1.19

—SILK top, bodice style Unions in white; tops are of good quality glove silk and the bottoms a medium fine cotton rib; sizes 34, 36 and 38.

Women's Unions, \$1.50

—Extra fine knit cotton Unions, made of good, white, long-fibre cotton yarn; low neck, no sleeves or Dutch neck, elbow sleeves, ankle length.

Women's Vests, 19c

—Swiss ribbed Vests with taped ribbon top and armholes; sleeveless or wing sleeve style.

Women's Vests, 25c

—Fine bleached cotton Vests in Swiss rib; V neck and sleeveless style; mercerized ribbon top.

Women's Vests, 29c

—Nice grade, elastic Swiss ribbed Vests with silk taped top and armholes; no-slip shoulder straps.

Child's Waists

- "Bud" Knit Waists, each **59c**
- "Cub" Waists, 2 for **25c**
- "Bear" Brand Waists, each **35c**

Child's Unions, 59c

—"Bear" Brand Waist Unions with reinforced tape over shoulders and down front and sides; extra durable; sizes from 2 to 12.

Fibre Silk Hose, 75c

—Black or White Fibre Silk Hose with double garter tops and reinforced feet; unusually good value.

—Other Fibre Silk Hose at 35c and 39c.

Mercerized Hose, 50c

—Fine, lustrous, light weight mercerized Hose in seamless style; black and white.

Fine Cotton Hose, 35c

—Made of fine, long-fibre cotton with double garter tops and double toes and heels.
3 Pairs for \$1.00.

Good Cotton Hose, 25c

—Serviceable Summer weight black cotton Hose with reinforced heels, soles and toes. 2 Pairs for 45c.

Children's Hose

- WHITE LEATHER COTTON HOSE, 2 pairs for **25c**
- GOOD COTTON STOCKINGS for boys and girls at 2 pair for **45c**
- CHILDREN'S LISLE HOSE, pair **35c**
- 3 pairs for **\$1.00**
- BOYS' HEAVY RIBBED HOSE, pair **95c**
- 50c; 2 pairs for

Men's Thoughts Turn to Spring Clothes

—The fellow who insists on sticking to his rusty winter suit these days must know how uncomfortable a last year's bird nest feels in a budding tree.

—So much for that—and now that you've decided to brighten up in a new Easter Suit, the question arises, "where to get it."

—The buying of a new Spring suit is a matter of common sense and fashion sense and dollar sense, and nothing anyone can write or say can make it anything else.

—We have assembled a stock of men's clothing this season which we believe will satisfy the common sense, the dollar sense and the fashion sense.

—For the man who really wants to put his dollar sense into practice, the man who wants the right kind of Spring clothes and who doesn't want to pay more than he should for them, this is the store—not because we say so, but because the suits we sell PROVE it.

Good Suits at \$20.00, \$22.50, \$26.50 and \$30.00

—It will be well for any man to see the suits the Golden Rule sells at the above prices before he spends \$5.00 to \$10.00 more for a suit elsewhere that may not be one whit better.

Men's Easter Shoes \$6.50 and \$8.50

—Shoes made on correct, comfortable lasts of dressy, soft Calf leathers that assure the kind of service you want. Golden Rule shoes are not high priced, but they're good.

Mahogany Brown Shoe, \$6.50

—A snappy, dark Mahogany Brown Shoe on a comfortable English last; nice plump, soft upper stock and heavy single soles.

Tan Calf Shoe, \$8.50

—Men's Mahogany Tan Calf English Lace Shoe with select oak tanned soles, broad shank and low, broad heels; a classy, metropolitan style that will please particular young men.

Black Calf Shoe, \$6.50

—Black Calf English Lace Shoe with smart narrow forepart; excellent wearing upper stock and serviceable oak soles; rubber heels and invisible eyelets.



Golden Rule

— MAKE IT RIGHT — STORES