



GOLDEN RULE
VANNICE BROTHERS

BROKEN AT LAST

Every Department

Selling Price!

TO EXTENT, AND MORE SLOWLY, THAN IN OTHER STORES, SO THAT WE FEEL THAT IT IS ONLY JUSTICE TO OUR

WHICH ENABLES US, AS ONE OF THE 67 ASSOCIATED GOLDEN RULE STORES, TO BE AMONG THE FIRST TO GIVE

Feel That Our Customers Are Entitled to Them!

STORE WILL BE THE FIRST TO MEET THE MARKET QUOTATIONS !

OUTINGS, MUSLINS, SHEETINGS AND SCRIMS, SHOW THE MOST IMPORTANT DECLINES, DECLINES WHICH IF
LE IMPORTANCE, EVEN THO THE LOSS IS CONSIDERABLE.

amath County as It Can, and Will, During the Remainder of This Year, 1920.

Use Them for Comparison!

20c

both Leather and Wool, were
\$1.00

WELL KNOWN MAKES OF
\$2.50

Heavy Cheviot, made in Extra
at the place we were \$1.50
at EACH

ing with our policy of giving our

... with Long Sleeves and High
... for \$2.00 a suit, ... **\$1.50**

ON CARLSBAD PAJUNIONS.
If you have not seen them,
Rule Low Prices.

MEN. We are selling a great
are well worth their former
and in ap- **\$2.55**

come in and look over our stock
a specially good buy in Corduroy
They are low in price, too.

In This Store you can get the best values in MEN'S SUITS that are to be found in Klamath Falls today. There are no pretended values offered you here! You will find a Dollar's worth of Value is given you for every Dollar you spend, and there is a Dollar's worth of Satisfaction thrown in for good measure!

ADLER'S COLLEGIAN AND MARX AND HAAS CLOTHES FOR MEN.

WE HAVE 200 PIECES OF GINGHAM, which were formerly priced at 45c, which are greatly reduced. Some time ago they were placed on sale at 39c, but now **35c** the **REGULAR PRICE HAS BEEN REDUCED TO, A YARD**

A short time ago OUR \$1.00 GRADE OF SATEEN WAS REDUCED TO 90c, and from today YOU WILL BE CHARGED ONLY 75c for the same fabric. It is highly mercerized, and we have a full line of colors. A YARD 75c

We have just received a shipment of "TRICO," an All-Silk fabric, between Tricolette and Jersey. It is much finer than Tricolette,, drapes beautifully, and altho it cost \$4.75 at the mill less than a month ago, we are selling it at, A YARD \$4.50

A fine lot of GEORGETTE CREPE, the regular \$1.85 grade, is to be found here, in a good line of colors at A YARD..... \$1.35

THE BEST GRADE OF POPLIN, highly mercerized, and in a full line of colors, **50c**
formerly selling for 65c a yard, reduced to **A YARD**

ALL PERCALES, which were 40c a yard are now priced at the reduced price of, A YARD 35c

YARD WIDE OUTING FLANNEL, which we have been selling for 50c a yard, **39c**
will hereafter be sold at the reduced price of **A YARD**

WHITE NASHUA TWILL OUTING, the same weight as Daisy, has been reduced from 50c to **A YARD** **35c**



That We May Give Fictitious Values for Sale Purposes. If We Make Price Raised for the Occasion.