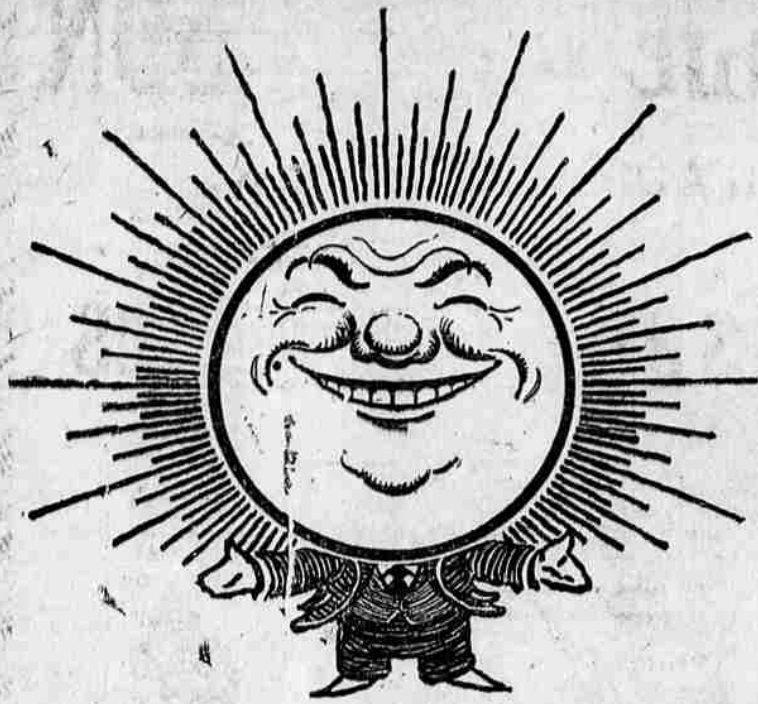


KLAMATH'S GREATEST STORE

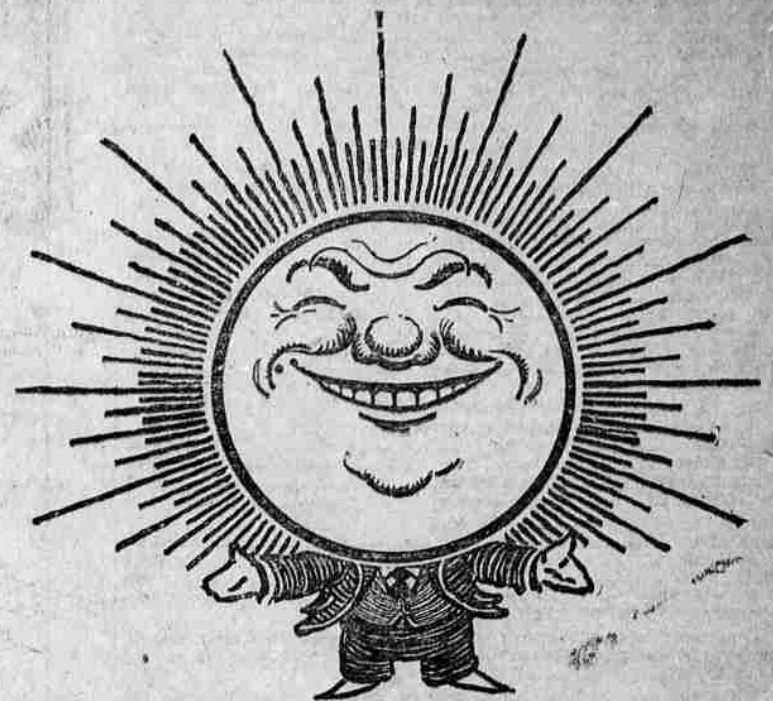
Between the
Two Theatres

GOLDEN RULE
THE PEOPLE'S STORE

630 Main
Street



SUNNY SMILE SALE



STARTS TOMORROW, SATURDAY, AT 8:30 A.M.

WE ARE OVERSTOCKED AND ARE COMPELLED TO SACRIFICE AT LESS THAN WHOLESALE PRICES ALL SEASONABLE MERCHANDISE IN ORDER TO MAKE ROOM FOR FALL MERCHANDISE WHICH IS ARRIVING DAILY. THIS SALE MEANS GREAT SAVINGS TO YOU AND A LARGE LOSS TO US, WHICH WE TAKE WITH A SUNNY SMILE. READ EVERY ITEM, ATTEND THIS GREAT SALE—MANY OTHER ITEMS ON DISPLAY THAT ARE NOT MENTIONED HERE.

27-INCH GINGHAMS
1200 yards of Gingham; plain, large and small checks. Special at yard **12 1/2c**

32-INCH GINGHAMS
750 yards of Gingham; large assortment of patterns and colors. Special at yard **21c**

36-INCH PERCALES
700 yards of Percales; good quality, good assortment of patterns. Special at yard **16c**

36-INCH IMPORTED PERCALES
3000 yards of Imported Percales, beautiful patterns and colors. Special at yard **23c**

33-INCH INDIAN HEAD
Best quality Indian Head. Special at yard **25c**

36-INCH INDIAN HEAD
Get your supply now; good quality. Special at yard **29c**

44-INCH INDIAN HEAD
Wonderful quality, wonderful value; full bleached and shrunk. Special at yard **39c**

JAP CREPES
30-inch Jap Crepes; best quality, good variety of colors. Special at yard **29c**

COLORED INDIAN HEAD
36-inch Colored Indian Head; good assortment of colors. Special at yard **43c**

BLEACHED TOWELING
15-inch Toweling; good weight, colored border. Special 8 yds. **\$1.00**

SERPENTINE CREPES
30-inch Serpentine Crepes; beautiful patterns and colors. Special at yard **29c**

36-INCH CRETONNES
New patterns and colors; good heavy quality. Special at yard **23c**

WHITE GABARDINE
36-inch White Gabardine; good quality. Special at yard **57c**

RATINES
36-inch Ratines; good variety of colors. Special at yard **79c**

BURLINGAME SILKS
40-inch Silk and Wool Tweed Mixtures; good colors, regular \$4.85 values. Special AT YARD **\$3.69**

Entire Stock of
**Summer
Dresses**
1/3 OFF

Gingham, Voile, Organza, Ratine and Dotted Swiss Summer Dresses; all are of this season's newest creations. Come in and make your selection at this Sunny Smile Reduction.



One Lot Of

KHAKI SPORT JACKETS

Just what you need for your outing; good style, pleated backs, belt-all-around models, all sizes; good heavy khaki. Values up to \$6.00. Sunny Smile Sale price. **\$2.50**

Entire Stock Of

KHAKI OUTING GARMENTS

Get your Outing Garment now at this reduction—Breeches, Knickers, Middies and Blouses, also children's Bloomer Suits; all sizes. Special during this sale at **15% OFF**

SPECIAL!

WOMEN'S CANVAS OXFORDS AND PUMPS

Our entire stock must go at this price. Low heels, many are trimmed with black or brown leather; all sizes. Your choice at **\$2.95**

Women's and Misses'
SILK DRESSES

1/3 OFF
Of Our Regular Low Prices

Our entire stock of Silk Dresses to choose from at this reduction. We are compelled to sacrifice them to make room for the new Fall Dresses.

CHILDREN'S GINGHAM DRESSES

A wonderful assortment of Children's Dresses—our entire stock—to clean them up we are offering them at **20% OFF**

Women's Muslin

Undergarments

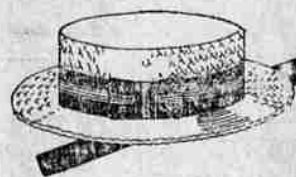
"Dove" Undergarments, which includes Gowns, Chemise, Step-Ins, Bloomers and Princess Slips; neatly trimmed with lace and medallions—white, flesh and orchid; all sizes. A beautiful assortment to select from.



Sunny Smile Sale Price

20% OFF

Men's Straws at a Reduction



Best styles and all straw weaves, including Panamas, at—

\$1.19, \$1.69, \$2.65, \$3.19

36-INCH VOILES

36-inch Voiles; dark patterns, good designs. Special at yard **19c**

FANCY SILKS

40-inch Fancy and Paisley Silks. Special at yard **\$1.49**

\$3.50 PAISLEY SILKS

40-inch Paisley Silks; large assortment of patterns. Special at yard **\$2.49**

SILK GEORGETTES

40-inch Silk Georgettes; all the wanted shades. Special at yard **\$1.39**

SILK TAFFETAS

36-inch Silk Taffetas in any shade or color. Special at **\$1.98**

SILK SPORT CREPES

\$4.50 Silk Sport Crepes; 36 inches wide. Good colors and patterns. Special at yard **\$3.39**

CHILDREN'S KOVERALLS

Levi Strauss Koveralls; khaki color, trimmed with red or blue; regular price \$1.00. Special at **89c**

WOMEN'S MERCERIZED HOSE

Black and brown Mercerized Hose; slightly imperfect; regular 50c value. Special at **29c**

WOMEN'S SPORT HOSE

Fancy Silk Sport Hose; blue and gold; brown and gold; black and silver; black and tan. Many fancy mixtures. Special at **\$1.00**

CHILDREN'S HALF HOSE

Plain colors and fancy harmonizing colors; all sizes. Special at **25c**

MEN'S ATHLETIC UNION SUITS

Men's Nainsook Athletic Union Suits; well made, serviceable and comfortable. Special at **79c**

MEN'S \$1.50 UNION SUITS

Men's Flat Knit Union Suits; in ecru, with short sleeves, ankle length. Special at **\$1.00**

MEN'S POROSKNIT UNION SUITS

Men's Porosknit Union Suits; in ecru, short sleeves, ankle length. Special at **\$1.15**

Closing Out Our Stock Of DISHES and GLASSWARE

Our entire stock of Dishes and Glassware to go at this reduction; must have the room for other fall merchandise. Your choice at **25% OFF**



SUNNY SMILE

DOWN STAIRS STORE VALUES

BATH TOWELS

35x17 White Turkish Bath Towels; good weight and quality at **19c**

TURKISH BATH TOWELS

43x22 extra heavy White Turkish Bath Towels; pink, blue and plain borders at **43c**

72x90 SHEETS

Extra heavy, good quality Sheets, no filling; hemmed ready for use at **\$1.50**

63x90 SHEETS

Good quality and weight; no starch, all hemmed ready to use at **\$1.39**

72x90 SHEETS

Hemmed, good quality Sheets, no filling, very serviceable. **\$1.43**

WOMEN'S HOSE

Black and brown Cotton Hose; all sizes. Special at 2 pair **25c**

CHILDREN'S HOSE

Ribbed Hose, black or brown; all sizes. Special 2 pair **25c**

81x90 SHEETS

Extra large and extra heavy, no starch, hemmed, good value. Special at **\$1.55**

GOLDEN RULE
THE PEOPLE'S STORE

WE SAY IT WITH VALUES

