

Come On Klamath Falls

And All You Folks For 100 Miles Around:
Be Here Bright and Early Wednesday, Nov. 7th

For at 9 A. M. Vannice Brothers' big Golden Rule Store inaugurates a Reorganization Sale of Gigantic proportion—a store-wide Bargain Carnival, with bigger, better and greater bargains than ever before. An event to be looked forward to by the most economical and best families in Oregon and we firmly resolve to make this the super-bargain event of the year. One that will prove head and shoulders above everything you have ever had the opportunity to enjoy. One that makes all previous sales appear as mere shadows.—COME!!

SALE OPENS WEDNESDAY, NOVEMBER 7th AT 9 A. M.

Lasting For 16 Days — With Supreme Value-Giving in Every Department in This Big Store. **COME!**



35c
KIMONA
FLANNEL
Per Yard 14c

Bright and early Wednesday Morning we will start selling this Handsome Kimona Flannel at only 14c per yard. Our regular 35c quality—but you have to let the breakfast dishes stand and get in line—only 6 bolts to sell at 14c yard. Then stuff's off. Be Here!

EVERY PRICE A BULLS EYE! COME QUICK!

WOMEN'S HOSE 14c
Good quality Brown and Black Hose at a new low price. Be on the safe side and come early.

READ ON

SILKS - WOOLENS - COTTONS

Facts and values which should send your thoughts spinning towards The Golden Rule Store with a determination to buy and save as you have never done before.

\$2.00 Silk Messaline \$1.66

Beautiful quality all silk Messalines in all wanted shades for present wear. A real opportunity to supply your silk wants at a saving.

\$1.50 Colored Shirtings 99c

Handsome silk figured shirtings in all the newest combinations of colorings. 32 inches wide. A splendid Christmas Gift.

\$1.69 Silk Pongee, yd. 99c

This announcement will cause you to pause for nowhere else can you buy such fine quality all silk. 30 inch Pongee at a saving of 70c on each yard.

\$1.15 Coronado Satine; Yard 88c

On sale now in rich colorings suitable for Women's Bloomers, Petticoats and slips. Full 36 inch wide.

50c Scotch Plaids 3 yds. \$1.00

A limited quantity of 4 bolts to sell at 3 yards for \$1.00. An excellent fabric for children's Dresses and skirts. On sale in Blue, Red, Brown and Green Plaid. 32 inches wide. Thrifty Mothers will step lively.

50c Kimona Crepe, yard 33c

A splendid value at the regular price of 50c per yard—and now you can buy this Serpentine Weave in handsome floral designs and save wonderfully.

\$1.25 Imported Crepe, yd. 84c

An excellent Crepe for Afternoon Dresses. 36 inch double fold in Brown, Red, Black Lavender, etc.

42 in. Suitings, yd. \$2.88

Value history will be made during this sale—for now you can buy a genuine \$3.50 quality silk and Wool plaid suiting material in the newest color combinations.

\$2.00 Storm Serge, yd. \$1.66

39 inch French and Storm Serge in shades of Blue, Black and wanted colors who cannot profit by a suit length at this reduced price.

35c Popular Gingham, yard 22c

No matter where you live, it will certainly pay you to visit this Bargain Sale. Here are 32 inch wide quality Gingham at less than wholesale cost. Can we offer more?

35c Belfast Cambric, yd. 24c

The name "Belfast" is proof enough that this is a rare buying opportunity. 80 square, fast color. 36 inches wide, at only 24c per yard.

65c Fine Tissues, yd. 44c

Famous Lorraine Tissue in handsome colorings—full 36 inches wide. Values Galore at every turn

36 in. Silkoline, yd. 19c

The decided economy effective during this sale materially curbs the drain on the family income. We say it with values every day in the year.

75c Cretonnes, yd. 44c

Special lot in the best quality—Beautiful shades and combinations for home decorating purposes. 36 inches wide.

45c Cretonnes, yd. 22c

Unusual quality and rich colorings in this lot at 22c. Some splendid colorings for Holiday purposes. All 36 inches wide.

56 and 58 in. Heavy Coatings, yd. 1.99

Reduced from \$2.75 and \$3.00. Beautiful, rich all Wool heavy coatings at a Bargain price.

These are fine suits. Try on a few of these suits. We would like you to know how well they are made, how well they fit, and what good pure wools they are tailored from. The coats are hand made, the cloth thoroughly and carefully cold water shrunk. Every stitch is carefully sewed by master tailors, who specialize in tailoring the highest quality suits. During this sale they are cut to

Men's Suits \$17.80 and \$26.90

Men's Fall Style Hats \$2.94

Values range up to \$5.00—Showing all that new in shapes and shades. In this lot are some of the best known makes in America.

Boys' 2 Pants Suits at \$9.88

Everybody knows that our suit department is a wonder for value-giving at all times—and now that we announce this sale you may come expecting super-values. All sizes. Shop early.

Men's \$1.50 to \$1.95 Dress Shirts \$1.10

Any sort of a shirt is a bargain these days at \$1.10—but when the Public learn that we are selling shirts from our regular stock at \$1.10 the big rush will be on. All sizes, colorings and weaves. Don't delay!

Men's All Wool Sox, 54c

Very high grade medium weight all wool Oxford and black, fine yarn socks in all sizes if you hurry.

Men's \$5.50 Wool Jackets \$4.33

Just in time for the sale—Bradley make fine Wool 2-pocket jackets in Brown Heather, Oxford and Dark Oxford. Sizes up to 42.

Men's Wool Underwear \$1.94

The values at this price are amazing—this lot contains shirts and Drawers from famous makers of fine garments—Perfect in fit and Fabric. All sizes at \$1.94 per garment.



SHOES

More Shoes for the Family
PRICES SLASHED

Womens \$8.50

Shoes, \$4.44

High lace walking Boots with military heels and Goodyear Welted soles—Durable, stylish, Brown Calfskin—All sizes—widths AA to C.

Womens \$3.50

Comfort Shoes \$2.44
Made from quality Black Kid in plain toe style. Rubber heels, all sizes.

Womens \$8.50

Oxfords \$4.44

A great Bargain lot in finest Black and Brown Kid leather. Rubbed up military heels and Goodyear welted soles. All sizes. Hurry!

Growing Girls \$5.00

Lace Boots \$3.77

Made from Black and Brown leather with double welted flexible soles, low rubber heels. Sizes 3½ to 7 on a broad easy last.

Boys and Girls \$5.00

Shoes \$2.19

Every odd pair in our stock goes into this sale at \$2.19. Sizes 8½ to 11 and 11½ to 2. All styles and widths. Made from best Kid, Calf and Elk skin.

Mens \$5.00

Shoes \$3.88

Stylish Brown and Black Calfskin Dress Shoes—Rubber heels and Goodyear Welted—All sizes.

Mens \$5.00 Comfort

Shoes at \$3.88

Men's plain toe Kid Comfort Shoes with rubber heels and Goodyear welted soles. Built on a wide last. Sizes 6 to 11.

Drastic Underpricing

Of Women's and Misses

Winter Coats

\$21.50 to \$85.00

A wonderful variety to pick from—The group in this range of prices includes coats selected from our regular stocks. Beautiful models in all the wanted colorings for this season's year, in the very newest modes. Long straight line, side button style, dressy wrap effects and the very popular belted models. Some have panel backs, others have loose panels at the side. Collars of self material or fur. All the newest shades. Prices cut deep.

SILK and WOOL DRESSES

Your opportunity to purchase a Frock while prices are astonishingly low—Our entire stock slaughtered for this wonder event.

Silk Dresses \$19.75 to \$59.50

Wool Dresses \$13.75 to \$49.50

In many instances prices are under wholesale costs.

Women's Coats \$2.44

Serges, Fancy Plaids and Black Silk Coats of fine quality.—Take your pick Wednesday at only

Most Commanding Event of the Times — Appealing! Amazing! Beneficial

Folks—Cold type cannot tell you one half the story of the wonderful savings you can lay aside at this "Big Event". You must come and let your own eyes see the visible proof of this slashing and hammering down of prices. Hundreds upon hundreds of bargains could not be listed here for lack of time—printers have been at work day and night in order to get this big announcement to you on time—so that you can plan to be here Wednesday at 9 a.m. Remember—This sale is for 16 days only—Closing November 24th at 9:30 p.m.—BE HERE—every day will be a Bargain Day.

GOLDEN RULE
THE PEOPLE'S STORE

Klamath Falls
630 Main St.
Between
The two
Theatres