

DEPENDABLE MERCHANDISE



JULY CLEARANCE

The Greatest Price-Slashing Sale Ever Staged by This Store

We Must Unload and Do It Now!

Drastic reductions are made on fine summer merchandise. Prices are far below actual cost. We over-estimated our needs—now we stand the loss.

Sale Starts Saturday Morning

There Is a Reason

It's a genuine "Clear the House Sale"—We have no alibi to offer, only that too much merchandise was bought for this season, and now we must unload regardless of price—Hundreds of items are on sale that we haven't room to mention. These money saving prices are offered when you need summer apparel—Every item is practically a double value—Come and see for yourself.

Yours for Greater Values,
GOLDEN RULE STORE.

SUMMER COATS ONE-HALF PRICE

Imagine it—Every Coat in the house cut to just one-half the regular price. This is, without a doubt, the greatest slash in price ever made on summer coats. None reserved—Come and take your choice from these new and stylish coats that represent a double value during this money-saving event.

Think of it—a \$45.00 Coat Now for \$22.50

One Lot of Hats 1/2 Price



SUMMER ENSEMBLES ONE-HALF PRICE

Twenty-One Ensembles go, too, during this sale at one-half the regular price. Coat and dress or coat, skirt and blouse models—Every one new and shown for the first time this season. They are an all-occasion outfit, and can be worn the year 'round. Save half your money by taking advantage of these sale prices. Full range of sizes, colors, and the price asked wouldn't much more than pay for the workmanship in each garment.

Yes, Exactly 1/2 Price



Sensational DRESS SALE

Values to \$35.00 are included in this marvelous group of brand new Summer Dresses. No finer garments were ever offered for double this price—Frocks of silk suitable for the very best of every occasion.

Our regular \$14.85 DRESSES cut in price for this great selling drive. The mark of \$8.50 is below the wholesale cost—Are you going to pass by this noteworthy sale? 43 dresses from which to choose—Come early and take your choice.

Choice of 49 Models

This is an opportunity for the women of this county to select from some of the finest dresses in Southern Oregon at greatly reduced prices. Many of our \$28.50 and \$35.00 dresses are included in this lot. Representing high quality silks fashioned into beautiful models that are suitable for every purpose. Please understand that this is not an "odds and ends sale," but a genuine clearance sale to dispose of our summer stock. Take your unreserved choice for \$14.00.

\$14.00 **CLEARANCE** \$8.50

43 New Styles and worth double this price.

We're sacrificing this lot in order to make a clean sweep—Our \$14.85 DRESSES must leave this store with a happy customer—You have no doubt seen this beautiful line which is of superior values at the regular price, but now you may have any or all models desired for only \$8.50. Full range of sizes and colors. We advise that you make an early selection, as thrifty buyers will rush to this event.



SALE—SILKS

One sale table will be piled high with A1 quality silks from our regular stock—formerly selling up to \$2.95 per yard. Including Canton Crepes and Hoshenara silks. Extra special for this sale.

\$1.75 yd

41 Dresses of Voiles, Rayons and Linens go at this one low price. Formerly sold up to \$6.35

One beautiful lot of frocks, very suitable for house or street purposes. Cut nearly to half price to insure an immediate sale.

\$3.95

SALE—Wash Goods

A sale price is attached to these popular wash fabrics when most needed by you. Including dimities, flaxons, voiles and bastilles. Beautiful designs. Fast colors.

43¢ yd

Prices Cut on This Nationally Known HEALTH SHOE During the Sale Only



This cut is made just to better acquaint the public with this wonderful, good-looking comfort shoe. Try a pair during this sale.

\$4.85

Voiles and Rayons

A complete assortment of high grade voiles, wash taffetas and the famous Aberfoyle Rayon go on sale at an unheard of price. See them and make a comparison. Fast color.

69¢ yd

Imported and Domestic Organdies

Perfect finish, 42-inch to 45-inch wide. In many striking floral patterns. You'll find many useful pieces among this assortment offered at a real saving.

49c, 69c yd

Figured Voiles, Rayons and Lingerie Goods

Placed on sale for a few days only—a super value—unexcelled at this price or the regular price—Buy now, during this sale.

39¢ yd

Sale Ruffled Curtains

The lowest price ever quoted on ruffled curtains. Tie-backs to match, 2 3/4 yards long. With blue and gold whipped edge. All other curtains and draperies 19 per cent off during this sale.

98¢ yd

SALE

LADIES' SHOES

Every pair of shoes on our racks, including ties, pumps, straps and Oxfords, are on sale, representing the newest colors, models and styles. Come and make a suitable choice.

Choice of Any Shoes on the Rack

All sizes and styles.

\$3.85

GOLDEN RULE CORPORATION



ECONOMISTS IN DISTRIBUTION