

Women's Pure Silk Hose

31c Pr.

Your choice of Service or Chiffon Weight, knee or regular length, in this pure silk semi-fashioned hose. An unusual special for Golden Rule Week.

Basement Store

Jergens Soap

3c Bar

Limit 3 Bars to a Customer

Jergens French milled soap in several perfumes. A Golden Rule Week value at only 3c bar.

Basement Store

Golden Seal Sheets

Size 81x99

77c

A good buy in inexpensive sheets, large size, 81x99 Golden Seal Brand is our regular \$1.00 quality, free from starch and gives unusual service. Golden Rule Week Special Price 77c.

Pillow Cases 17c

42x36 Cases with deep hem. A usual 20c value.

Basement Store

Men's Work Sox

7c Pr.

Mottled Rayon plaited or plain colors. A real value at 10c. An outstanding Golden Rule Special at 7c pair.

Basement Store

Boys' Blue Jeans

47c

Made of sturdy Blue Denim and well constructed. Bar tacked or riveted, reinforced at points of strain. Sizes 8 to 16 years. Only a Golden Rule Week brings this low price.

Basement Store

Women's Cotton Vests

7c Ea.

Women's fine mercerized cotton lisle vests. Delightfully cool and absorbent. A close out. Formerly priced to 25c garment.

Basement Store

GOLDEN RULE WEEK

Thousands of Klamath county people look forward to this Semi Annual Saving Demonstration of Super Values! The Golden Rule Store plans months ahead to provide Seasonable Quality Merchandise that measures up to Golden Rule Standards. Prominent mills and wholesale jobbers cooperate with us to make Golden Rule Week the Greatest Value Giving Week of the Season! Thrifty buyers will study Golden Rule Week Super Values carefully and contemplate their summer needs — And will reap the reward these savings bring by shopping wisely and liberally! Practically two stores under one roof — The Basement Store and the upper floors celebrate Golden Rule Week with Dependable Merchandise Specially Priced for Golden Rule Week.

See The Klamath Shopping Guide for Golden Rule Week Specials in the Basement Store

SHEER BATISTE

Regular 19c Yard

10c Yd.

Fine sheer Crisp Batiste in a choice selection of patterns— Ideal for summer frocks and at this low price you can afford several dresses. (Main Floor)

Flock Dot Organdy

Regular 29c Yd.

18c

New for Golden Rule Week— Sheer Organdy in pastel shades with flock dots — Real summer and at Golden Rule Week price, quite inexpensive. Usual 29c yard. (Main Floor)

Broadcloth Suitings

Values to 25c Yd.

15c Yd.

Fine woven smooth finish Broadcloth in novelty stripes of many colors. Will make smart serviceable men or boys' shirts. (Main Floor)

Desert Cloth

Regular 25c Yd.

18c Yd.

Hope Muslin

10c Yd.

Limit 10 Yards to A Customer

Every woman knows the quality of Hope Muslin. There are many uses for this muslin. A Golden Rule Week Special. (Main Floor)

Closing Out Sale of All Draperies

Darvel Cretonnes 25c

Never sold for less than 59c yard, but we are closing this line out. Come early for this special.

Marquisettes

15c Yd.

Fancy floral and Dotted Marquisettes, all guaranteed fast colors and formerly priced to 29c yard.

Drapery Damask

50c Yd.

A few pieces of heavy drapery Damask and Taffetas all 48 in. wide and value to \$1 yard.

Silkoline, 10c

A small lot of white and light colors to be closed out for 10c yd.

Pure Silk Hose

Full Fashioned

58c

Dorrella Hose, a product of Hosiery in summer shades. Full fashioned and pure silk. Sizes 8 1/2 to 10 1/2, chiffon or service weight. (Main Floor)

Holeproof Hose

Regular \$1.35

\$1.15

Our regular \$1.35, 3 thread chiffon, clear and ringless in the new summer colors. You'll spend less for hose if you buy the better quality! (Main Floor)

Smart Summer Shoes Reduced for Golden Rule Week

Group 1, Values to \$5.50

\$3.85



Included in this group are Pumps, Ties and Wide Straps. Kid and Buck in White, Gray and two tone Tans. The shoes in this lot were priced up to \$5.50 this spring. A bargain at \$3.85. (Main Floor)

Group 2, Values to \$4.00

\$2.85



Here are clever styles in wide straps and trimmed oxford styles, buck and calf skin leather with contrasting trims predominating. Others in white tans, grays, browns. Value to \$4.00. (Main Floor)

Printed Silk and Celanese Crepes

Values to \$1.19 Yd.

79c

An attractive lot of quality silks in a beautiful lot of patterns formerly priced to \$1.19 yard—You may have a smart frock for a small cost. (Main Floor)

Bath Towels Bed Spreads

Regular 29c

25c

A large Turkish Towel, 22x44, in plain white colored borders, also fancy patterns in colors. Extra heavy weight. (Main Floor)

Regular \$1.19

88c

A serviceable light weight summer spread in attractive conventional stripes. Laundered nicely and a real bargain at 88 cents. (Main Floor)

Junior Dresses

11 to 17 Sizes—Values to \$3.95

\$1.88



Choose from plaids, checks, stripes and polka dots. One and two piece style, some with white collar and cuffs and contrasting trims. This is an unusual Golden Rule special at 1.88. Sizes 11 to 17. (Second Floor)

Children's Dresses

7 to 16 Sizes—Values to \$1.29

88c

In sheers and heavier materials—Select from floral patterns, stripes, plaids, polka dots with contrasting collars and cuffs. (Second Floor)

Children's Coats

Values to \$6.50

\$3.88

Plain colors in Tans, Green and Brown and checks in smart color combinations. Sizes 3 to 6 and 7 to 14. (Second Floor)

Coats and Suits Reduced

For Golden Rule Week

Plaids and checks in navy and browns; tweeds, plain navy and tans, novelty woolsens. Sizes 14 to 46. Also a small lot of suits. Sizes 12 to 15. (Second Floor)

Suits and Coats

Values to \$18.00—Now **\$11.85**

Values to \$22.50—Now **\$14.85**

Values to \$29.50—Now **\$18.85**

All Dark Hats

1/2 PRICE



Closing out all navy, brown and black hats formerly priced \$2.95 to \$6.95. Many prefer dark hats and here's a real value. (Second Floor)

Silk Crepe Dresses

Values to \$12.00

\$4.88

Dozens of dresses taken from racks priced to \$12.00. Mostly dark shades including blues, greens, browns, maroons and purple. Sizes range from 14 to 48—You can use two or more at \$4.88. (Second Floor)

Munsing Quality Rayon Undies

Values to \$1.00

58c

Rayon panties with cuff knee and loose knee—bloomers with elastic knee and several style vests—All sizes. (Second Floor)



Sale of DRESSES

\$11.85

Values to \$22.50

This group includes our better dresses formerly priced to \$22.50. Black, red, green, navy and brown, plain silk crepes in exclusive models, also novelty prints that you will find different. (Second Floor)

Knit Dresses

\$5.00

A clearance of Dark Knit Dresses—Plain skirts with fancy blouses. Colors, brown, red and orchid. Formerly priced to \$12.00. (Second Floor)

No Mend Hose

Regular \$1.00

88c

A Golden Rule special of our regular \$1.00 No Mend Hose in all the new summer shades. Full fashioned, pure silk and ringless. (Second Floor)

Blouses

Values to \$1.95

88c

Dotted Swisses and Piques in white and pastel colors. A few silks also included in this lot. (Second Floor)

Purses

Values to \$1.50

88c

This lot includes fabrics and leathers in black and colors. Envelopes, under arm styles and handbags, with zipper features. (Second Floor)

TISSUE GINGHAM

Dresses

\$1.48

Regular \$1.95

Sheer Tissue Gingham Dresses are practical for summer wear. Beautiful pastel shades in checks, plaids and stripes — Trimmed with white Organdy collars. (Second Floor)

House Dresses

88c

Values to \$1.95

New Summer Prints of the better quality were used in the construction of these dresses. Novelty patterns also stripes and checks. The popular shirt maker model included in this assortment. (Second Floor)

Rayon Slips

Regular \$1.29

98c

Plain tailored and lace trim, fitted slips of Rayon Pannet satin. A Golden Rule special. (Second Floor)