

Picture Yourself in These ADVANCE AUTUMN FASHIONS

Golden Rule is ready to fill the family needs for fall and winter. Klamath county has been coming to the Golden Rule for years for fine quality and fair prices. Make Golden Rule Store your Klamath Falls headquarters.

For You - who can't decide between a Plain or a Fur-Collared coat



Enjoy them both—wear a TWO-TIMER Coat with a Fur Collar for dress and warm winter wear, which zips off on a Talon slide fastener—leaving smart tailored neckline. You get both for the price of ONE! Other tailored and fur trimmed coats

Tailored \$18 to \$35
Fur Trimmed \$18 to \$65

The Detachable FUR COLLAR COAT

\$29⁰⁰

Exclusively Here

Ladies!!!
... these two patterns are setting the pace for Fall ...



Style Leaders

Stop in...try them on...then you too will know why they're "leaders."

ONLY

\$3⁹⁵



PETER'S SHOES

YOUNG MEN'S SUITS

\$19⁵⁰



Fine quality wool fabrics constructed into the new models for fall, including the new and different Sport Backs. You'll note the difference and like 'em. The favorite fall colors are blues, browns and greys in checks and plaids. Size 36 to 44.

Fall 1936 HATS

Are Different And you'll like the difference!

Smart Fall Hats

\$2.95



The new autumn colors in styles for young men and the man who favors conservative styles.

Extra Special BOYS' SUITS

\$9⁹⁰

Former values to \$16.50. About 15 "Wool Wear" suits, size range, 12 to 18 years. Colors include browns, greys, blues in checks and plaids. An unusual suit value!

SCORE A FASHION TOUCH-DOWN
in these clever crepe-and-wools designed by **Kitty Fisher**



Lollypop \$5.95
Luxedo \$6.95
Pinafore \$5.95

Here's something to cheer about! A brand-new, grand-new lot of fall-firsts fashioned of delightful nubby crepes. Skirts with just enough flare to give them a saucy swish. Sleeves as jaunty as a jumping-jack. And all the gay buttons and tricky trims that back-to-schoolers adore. Get yours now. You'll find your "pet" here, we know.

HEAD OFF IN New Headlines

BERETS!
TURBANS!
HIGH CROWNS!
OFF FACE HATS!
NAPOLEONIC TOQUES!

Nothing quite surpasses the chic of the new Fall hats! Daringly different and decidedly smart... they'll get you off to a flying start! Black, wine, toupé grey, brown and green. Sizes 21½ to 23.

\$1.95 TO \$6.50

Boys' FALL SUITS

\$13⁵⁰



New Wool Wear Suits for boys, age 12 to 18 years. Smart youthful patterns in blues, browns and greys. Single and double breasted models. Coat has the new and different sport back, trousers have pleats and zipper fly or plain if preferred.

Boys' Melton Jackets

\$2.45

Navy Blue Wool Melton cloth with zipper front. Ages 6 to 18 years.

For little fellows, ages 3 to 6 years \$2.45

Other Jackets including gay plaids—Ages 6 to 18 years. \$3.45

Shirley Temple and Cinderella Frocks

Fine fabrics, clear colors, exquisite finishing

Shirley Temple Dresses
Ages 3 to 12 and 12 to 16

\$1.95

Special Rack of Cinderella Frocks

\$1.19

New fall prints—Ages 3 to 12

Shirley Temple Hats

\$1.95

We are featuring different style Shirley Temple Hats—Scotch Lassie, Poor Little Rich Girl, Breton Sailor, Curly Top and Dimples. In her recent picture, Shirley wore these style hats—Also Shirley Temple Berets in colors at \$1.—The new Hollywood Beret is also featured in colors at \$1.95—Be sure to see the new Shirley Temple style hats.

Boys' Boby Rover SUITS

\$8.50

Built like the larger boys' and very finely tailored. New patterns include grey, brown, blue, checks and plaids. Ages 6 to 12 years.

Boys' Leather JACKETS

Block built Cossack style. Ages 4 to 10

\$7.45

Boys' Zipper Sport Suits

\$4.95

Ages 4 to 8 years. Decidedly clever and practical jackets, have zipper front and sport back. Trousers have pleats.

Boys' Tom Sawyer Shirts

New Fall patterns in this high grade boys' shirt. Full cut and expertly tailored to fit properly—Size 6 to 12 and 12½ to 14½

79c

Sizes 12½ to 15 with permanent starch collar **\$1.00**

Keynote and Tom Sawyer Polo Shirts

Cottons in novelty weave and fancy rayons. Choose from nautical, Gaucho or zipper neck style—Medium and light colors including also navy and brown. Sizes 6 to 18 yrs. Regular \$1.00—Special **68c**

Children's Blouses

\$1.00

LINEN, SILK and COTTONS. Sizes 8 to 16 years \$1.00 to \$1.95

Golden Rule Stores

ECONOMISTS IN DISTRIBUTION

THE NAME OUR POLICY