

THIS IS THE YEARLY MERCHANDISE ECONOMY EVENT KLAMATH COUNTY LOOKS FORWARD TO FOR A FEAST



Dress Fabric Sale

50c Suitings—39c. 35c English Prints—27½c.

This offering includes exclusive Lin-Fast and Moose Head suitings in solid colors guaranteed fadeless. Fashionable and delightful to wear. Golden Rule Mid-Summer Clearance—yard, 29c.

25c Gingham—18½c.

Included in this is a new assortment of exclusive La France zephyr gingham, fast colors—52 patterns in the latest stripes, colors and checks. Golden Rule Clearance—yard, 19½c.

\$1.00 Crepe la Mode—79c.

Women have found this one of the more desirable fabrics for that frock which is necessary for afternoon affairs where chic and refinement is essential. In small sizes of colors with satin stripe. Golden Rule Clearance—yard, 79c.

\$1.50 Rayon Crepes—\$1.19

These come in a range of few colors, with a high lustre and have the natural durability of all Rayons—some with the fashionable dollar dots so easily used in individual conceptions of manner. Golden Rule Clearance—yard, \$1.19.

\$1.95 Rayon Crepes \$1.37½

39 inch width.

VOILES

Voiles—the favored fabric for summer frocks and adaptable to so many different uses, in solid colors, checks, flowers, combinations and headed patterns. A delightful array for sweet charming frocks.

50c Fancy Voiles—36c.

89c Beaded Voiles—69c.

\$1.00 Fancy Voiles—69c.

1.35 Rayon stripe voiles, 95c

All 39 inch widths.

50c Drapery Voiles—25c.

These come in plain colors only, but their quality and durability and serviceability are well known and the Mid-Summer Clearance Price is exceptionally low for this fabric. Golden Rule Clearance—yard 25c

Challies—yard, 15c.

39 inch width.

Percales—6 yards \$1.00.

39 inch width.

85c Work Shirts 65¢

These shirts are the regular 85c Golden Rule blue chambray shirt, which is so popular with the working men.

Special Thursday and Friday, July 16 & 17

Boys' Overalls 89c

Just received a new shipment of the well liked, hard wearing Stone Wall overall, in full run of sizes—89c.

Blankets

Cotton and Wool

Bliss—64x76

\$2.39

This is a high quality cotton blanket in tan, blue and white and pink border. A new blanket just in by water. The reason for the low price is it is part of a ten case shipment.

Wool Blankets—60x76

\$6.50

All wool blanket, 5 pound weight, suitable for camping and packs as well as beds. Good quality. Regular \$7.65.

Draperies

Curtain Scrims, book fold

15c

35c Curtain Scrims

22½c

Cretannes, 36 inch

19c

Begins Thursday

July 16

Two impelling motives and conceptions—"Style-at-a-Price With Quality Apparent" and "Quality-at-a-Price With Serviceability Assured"—control the efforts of this store's striving for your approval and satisfaction.

Men's Suits Reduced One Lot \$13.50

This special includes one of size 33, one of size 37, two of size 38—all wool, light tan, basket weave, with two pairs of pants.

Every Suit in Stock Reduced Mostly Two Pairs Pants

\$37.50 Suits All wool	\$30	\$35.00 Suits All wool	\$28
\$32.50 Suits All wool	\$26	\$30.00 Suits All wool	\$24
\$25.00 Suits Wool Mixtures	\$20	\$20.00 Suits Wool Mixtures	\$16

Golden Rule Clearance Sale



Sweaters and Sport Shirts

This offering consists of Bradley and Oregon City sweaters, pull-over and coat styles, and Sport Shirts of finest worsted yarn and cloth, with and without collars, variety of colors.

\$12.50 Sweaters	\$8.13	\$10 Sweaters	\$7.50
\$7.85 Sport Shirts		\$6.28	

Dress Shirts—with and without collars and detachable collars, in the plain colors as well as the novelty stripes and checks.

\$2 Shirts	\$1.75	\$2.50 Shirts	\$2.30	\$3 Shirts	\$2.65
\$4.00 Shirts	\$3.60	\$4.50 Shirts	\$4.05		

One lot, all sizes, with and without collars, plain colors and stripes

89c



Boys' Sport Blouses \$1.98

Silk Pongee—ages 10 to 14 years—regularly sold for \$2.35 to \$2.95.

Boys' Blouses 80c 2 for \$1.48

These come in a full range of sizes, 6 to 14 years, in blue and grey.

Suit Cases, Bags and Trunks 10% Discount 98¢ to \$16.50

15 — Holidays — 15

For Allen A

PURE SILK HOSE



Right from pairs these stockings—while they sale.

Biege Black Biscuit

These stockings woven of pure silk and durable top—sized to 10—11

Balboa—89c— 3 Pairs—\$2.50

tees and heels, these come in the banana, white, silver, gravel, harvest sunbeam, airdale—all sizes—3 in

Infants' and Children Fancy Hose—25c.

Cotton half and three-quarters hose, in stripes, checks and plains, double always in demand—25c the pair.

Children's Seven-Eighths

Regular 1.00 quality, silk and Rayon black and tan, no white—all sizes—79c

Men's Underwear and Undergarments

Harvard Athletic

\$1.35

Of high quality broadcloth and superb tailoring, regular \$1.75. A real undergarment for the man who prefers clothes. Run of sizes to 44.

E. & W. Unions

98¢

A hot knit garment, short sleeves, ¾ length, necked and faced accordingly. Regularly sold at \$1.15 to \$1.40.

Munsingwear Union

\$1.43

No need to say more, as to quality, fit or durability—sleeves and long legs, white and tan, regularly sold at \$1.75 to \$2.00. Sizes up to 50, also tall and shorts.

Boys' Munsingwear \$1.25 at 98c

Mens' Silk Hose 75c

These are the famous Allen A all pure silk hose, which are sold at \$1.50, in sizes 10 to 11½, in plain colors of airdale, black, nutmeg and brown. The dressiest and most comfortable hose in town.

Work Sox Special

15c Medium weight in black, brown; 8 pairs \$1 25c Heavy Weight in black, brown; 6 pairs

MAKES THIS INSTITUTION THE MOST THOUGHT OF AND MOST POPULAR TRADING PLACE IN KLAMATH FALLS

Closes Saturday

August 1



Sport's Wear for everywhere

Style-At-a-Price With Quality Apparent

Silk Sweaters and Wool Sport Blouses

\$7.85 to \$10.00 at\$6.39

\$4.50 to \$6.95 at\$4.19

Vests and Knickers \$7.50

Corduroy Blouse and Skirt \$12.00

Combination

Skirts—No Two Alike

Separate Skirts of wool and flannel in light and medium weight, in three groups. These are in modest colors, most of them pleated.

Group 1—\$5.50 to \$7.50. Group 2—\$8.50 to \$10.50 at \$4.97.

Group 3—\$11.50 to \$15.50 at \$10.89.

Outing Skirts\$3.50

Outing Suits \$12.00

All wool tweed coat and knickers, were \$28.50, now in Golden Rule Clearance\$12.00

Muslin Special 17c

Medium weight of good bleached musline, regular seller at 21c the yard, in this Golden Rule Clearance, yard17c

Between the Two Theatres—This place of business is the logical and most convenient window shopping section. Always remember, when in town or down town, you can mail your letters or packages at the postoffice in this store.

SUMMER DRESS SALE

Style-At-a-Price With Quality Apparent

Silk dresses, in the shades so popular and fashionable are lace and embroidery trimmed, some with the smart jabot, some with the tunic style blouse, in four groups.

Group 1—Priced from \$12.39 to \$14.50 in this Golden Rule Clearance\$9.98

Group 2—15 priced at \$19.50 each different, in this Golden Rule Clearance\$14.48

Group 3—Priced from \$24.50 to \$28.50, in this Golden Rule Clearance\$21.48

Group 4—Priced from \$32.50 to \$35.50, in this Golden Rule Clearance\$25.38

Ensemble Suits

Fashion continues to decree ensemble suits as a convenient and conventional garb for various events. These we are selling at one-half the original cost in the Golden Rule Clearance. This includes silks and wools.

\$28.50 Ensemble Suits\$14.25

\$35.00 Ensemble Suits\$17.50

\$57.50 Ensemble Suits\$28.75

\$32.50 Ensemble Suits\$16.25

\$55.00 Ensemble Suits\$27.50

Aprons and House Dresses

Style-at-a-Price Here Also

67c Aprons\$.60

\$1.00 Aprons\$.85

\$1.29 Aprons\$ 1.19

\$1.49 Aprons\$ 1.33

\$1.89 Aprons\$ 1.47



DRESSES

Voile and Rayons

\$2.69

to

\$8.75

Girls and Misses Wash Dresses

In Gingham Linene, Broadcloth, daintily embroidered, in a large variety of colors and patterns.

\$1.69 to \$3.50



Womens Purses

All Leather

Less 25%



SHOE SALE

Group No. 1\$3.89 Group No. 4\$3.29

Women's gray and dark fawn front strap slippers, Spanish heel, kid trimmed, sizes 4 to 8, regular \$6.85 seller, in the Golden Rule Clearance\$3.89

Men's crepe rubber soled canvas shoe, leather faced and stayed, blucher style, regular \$3.95 seller, during the Golden Rule Clearance\$3.29

Group No. 2\$3.69 Group No. 5\$1.58

Growing girls' smoked and brown elk blucher oxfords, ties, Goodyear welt sole, rubber heel, sizes 2½ to 8; in the annual Golden Rule Clearance Sale\$3.69

Brown and smoked elk sandals for children; smoked has heavy flexible soles, brown have panko soles, regular \$1.88 seller; Clearance\$1.58

Group No. 3\$4.89 Group No. 6\$1.89

Brown calf blucher oxford with crepe rubber sole, for growing girls and women, sizes 2½ to 8; regular \$5.45 seller, Golden Rule Clearance\$4.89

Misses' and growing girls' and boys' brown and smoked elk sandals, same as above in soles and values, only larger sizes; regular \$2.28 seller, now\$1.89