

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

GOLDEN RULE CORPORATION
OF
KLAMATH FALLS, OREGON

Begins Thursday

July 16

A Mid-Summer Clearance Sale

Closes Saturday

August 1

GOLDEN RULE CORPORATION
KLAMATH FALLS, OREGON

Fabric Sale

50c Suitings—39c.

These offerings include exclusive Lin-Pac and Mowse Head suitings in solid colors guaranteed fadeless. Fashionable and desirable to wear. Golden Rule Mid-Summer Clearance—yard, 39c.

25c Ginghams—18½c.

These come in a range of new colors, with a high luster and have the material durability of all Rayons—some with the fashionable dollar dots so easily used in individual conceptions of manner. Golden Rule Clearance—yard, 18½c.

\$1.00 Crepe la Mode—79c.

Women have found this one of the more desirable fabrics for that look which is necessary for afternoon affairs. Where chic and smartness is essential. In small range of colors with satin stripes. Golden Rule Clearance—yard, 79c.

\$1.50 Rayon Crepes—\$1.19

These come in a range of new colors, with a high luster and have the material 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

These come in a range of new colors, with a high luster and have the material durability of all Rayons—some with the fashionable dollar dots so easily used in individual conceptions of manner. Golden Rule Clearance—yard, \$1.37½.

VOILES

Voiles—the favored fabric for summer frocks and adaptable to so many different uses, in solid colors, checks, flowers, combinations and lovely 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 36 inch widths.

50c Drapery Voiles—25c.

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

35c English Prints—27½c.

Summer patterns which are lovely, becoming and desirable in the shades, stripes and summer prints that make lovely creations to blend admirably with your preferred modes in summer fashions. Golden Rule Clearance—yard, 27½c.

75c, 85c Broadcloths—62½c

These come in a range of new colors, with a high luster and have the material durability of all Rayons—some with the fashionable dollar dots so easily used in individual conceptions of manner. Golden Rule Clearance—yard, 62½c.

59c Shantung—49c.

Blue Ridge Shantung, a wonderfully appealing dress fabric, which lends itself to clever adaptations for many ideas in evening wear. Golden Rule Clearance—yard, 49c.

39c Dress Crepe—27½c.

Book Fold, 32 inch. Crepe is the summer one of the preferred fabrics to which women turn in time of emergency for something chic, cool and colorful. The range of colors is medium, but of high life and very acceptable. Golden Rule Clearance—yard, 27½c.

Soyzeen—yard, 32½c.

These are fancy crepe tissues in bright colors and flowered figure combinations, suitable in a great variety of modes and very chic. Golden Rule Clearance—yard 32½c.

59c Crepe Tissues—42½c.

These come in plain colors only, but their quality and durability and serviceability is well known and the Mid-Summer Clearance Price is exceptionally low for this fabric. Golden Rule Clearance—yard 42½c.

Challies—yard, 15c.

These come in plain colors only, but their quality and durability and serviceability is well known and the Mid-Summer Clearance Price is exceptionally low for this fabric. Golden Rule Clearance—yard 15c.

Percales—6 yards \$1.00.

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

65c Work Shirts 50c

These shirts are the regular 65c 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 with 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 parks as well as beds. Good quality. Regular \$7.65.

Boys' Suits Reduced

This clearance of boys' suits includes the famous Oregon City make and others of similar character, some with vests like dad's and most of them with two pairs of pants.

\$19.50 Suits, All Wool \$16.00 \$17.50 Suits, All Wool \$14.00

\$16.50 Suits, All Wool \$13.20 \$14.50 Suits, All Wool \$11.60

\$12.50 Suits, Wool Mix \$10.00 \$11.75 Suits, Wool Mix \$9.40

Golden Rule Clearance

Draperies

Curtain Scrims, book fold 15c

35c Curtain Scrims 22½c

Cretannes, 36 inch 19c

Suit Cases, Bags and Trunks

10% Discount

98¢ to \$16.50

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 36, 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

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 prizes clothes. Run of sizes to 44.

E. & W. Unions

98¢

A flat knit garment, short sleeves, ¾ length, sewed with thread and faced accordingly. Regularly sold at \$1.25 to 44.

Munsingwear Union

\$1.43

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

Boys' Munsingwear

\$1.25 at 98c

Mens' Silk Hose 75c

These are the famous Allen A all pure silk hose, which is 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

\$1

15c Medium weight in black, brown, 6 pairs.

25c Heavy Weight in black, brown, 6 pairs.

15 — **HOSE** — 15

For Allen A

PURE SILK HOSE



Right from pairs these stockings while they are on sale.

Biege Black Biscuit

These stockings woven of pure silk, heels and toes reinforced, durable and elastic, to 15-17½.

Balboa—89c—

3 Pairs—\$2.50

toes and heels, these come in the banana, white, silver, gravel, herring, sunbeam, airdale—all sizes—3 in 1.

Infants' and Children Fancy Hose—25c.

Cotton half and three-quarters hose, all sizes, has drop stitch, roll, always in demand—25c the pair.

Children's Seven-Eighths

Regular \$1.00 quality, silk and Rayon black and tan, no white—all sizes—

Novelty Stockings—92c.

on and Filanec and Allen A. mercerized stockings, in stripes, checks and plains, double All sizes in Topsy Rayons. 92c the pair.

Stockings—36c.

half hose, silk and fibre, regular 50c seller; 36c.

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

A Mid-Summer Clearance Sale

Closes Saturday

August 1

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—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 \$32.50 Ensemble Suits \$16.25

\$35.00 Ensemble Suits \$17.50 \$55.00 Ensemble Suits \$27.50

\$57.50 Ensemble Suits \$28.75

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

\$1.69 to \$3.50

Womens Purses

All Leather

Less 25%

July SHOE SALE

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

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

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

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

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

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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 \$12.00

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 at \$7.93

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