

Style-at-a-Price In the Center of the Shopping District

GOLDEN RULE CORPORATION
Klamath Falls Oregon



Priced Right!
FALL HATS

First quality and style are given chief consideration—then they're priced unusually low. That combination makes for the best value possible.

Felts and Velours
\$4.50 to \$6.50

In All Autumn Shades

Caps for Men and Boys
35c to \$2.95

Special!
Fall Ties

Here they are—in the newest patterns and color tones, including the pansy shade all the rage, bows and cravats for the fall season. In domestic and foreign silks.

Bow Ties 50c
Cravats \$1, \$1.50

Mothers
Dress
them in
good
clothes



75 to \$19.50

suits, short pants, long pants, two pairs pants, some with vests. They would be just as well dressed as the boys. for just and proper pride in themselves and their appearance.



Cotton, Wool Mixt
and All Wool
\$1.98 to \$13.75

Including Nashua, Beacon and Jacob Oregon City robes and blankets.

CORRECT FALL STYLES

For Well Dressed Men and Women Go Arm-in-Arm In Ready-to-Wear

Style-at-a-Price, With Quality Assured, Solves Your Problems Economically for Smart Dress and Pride in Appearance.

Every girl wants a better husband. Indeed, she wants the best husband in the world—a man she can be proud of, before her family, her friends, before everybody. To get the best man in the world she dresses to succeed in that ambition. On achieving that, the forever road to his heart is through his stomach. Every man ought to know that to attain the sweetest little woman in the world—that the way to her heart—is through her eyes. Both may achieve that purpose by the styles, quality and values obtainable here for good dress and smart appearance. It pays to do so year after year, day after day. It pays to dress well every minute of the day.



Sport Coats

\$24.50 to \$48.50

Generally of the single breast-styled, princess modeling on moulded lines, tailored close fitting creations with flared skirts. Mostly imported Scotch and English tweeds and coatings. Belding silk lined.

Sterling Coats

\$19.50 to \$98.50

Sterling coats for women stand in the superior class of ready-to-wear, for style, quality, price and individuality. Sterling fabrics are the prevailing colors of the seasons; their style creations appealing.

Smart Dresses

\$19.50 to \$48.50

Silks, flat crepes, satin back crepes, chenilles, balbriggan wools, in an array gorgeous in the vision, radiant to the desire, in all the foibles and fancies of cut and adornment so precious to the feminine heart. Exclusive styles.

Little Girl's Coats, ages 2 to 4, now in stock

Men's Suits
\$18 to \$35

In the style of the season; for fabrics that assure value; of tailoring that is equally good; the suits for men and youths' here allow for every man to be well dressed in a fashion that fits his money.

Men's O'coats
\$18 to \$35

Regardless of where you may go, wearing one of our University brand overcoats, you'll always appreciate the fact of being in style, of appearing in company with men who have no edge on you in style, or value received.

Smart Sport Dress Hose
50c, 75c

In autumn colors and beautiful stripes and checks, in a variety of patterns. Ask for sport hose in Ironsox. These come in cotton and Rayon.

Other dress hose, cotton, mercerized, rayon and silks, 25c to \$1.50.



Super-Crown OVERALLS

GOLDEN RULE CORPORATION
Klamath Falls Oregon
and Chiloquin

Oregon City BLAZERS

All sizes in boys' overalls now, both waist and bib style

GOLDEN RULE CORPORATION
Klamath Falls Oregon

MUNSING Wear

Cotton, wool mixt, all wool, silk and wool,

50c to \$7.50



Munsingwear has no equal in quality, style, fit, or variety of types and prices to suit individual preferences; everything from day old sizes to extra sizes.



Women's Hankies
5c to 50c

Whatever madame or miss may wish in the way of handkerchiefs, from 5c cotton plain white to the sheerest of the sheer for correct formal occasions, and the smartest of the novelties in color and design, we believe we have it.



New Showing Purses, Hand Bags and Vanity Cases

\$1.35 to \$4.89

New stylish leather purses, hand bags and vanity cases just in stock. These will be a pleasure to view. Front show case on right as you enter. Children's 15 cents up.



Gowns—Pajamas Women, Misses
\$1.98 \$2.39

These are new Glover's Brighton-Carlbad sleeping wear which have arrived recently from the factory. In all sizes and plain and fancy outing flannel, plain and fancifully trimmed. Special Women's Kayser Silk Top Vests **\$1.00**

Fur Chokers



Natural gray squirrel, opossum, and stone martin. Also furs for trimming dresses and coats.