

GOLDEN RULE CORPORATION
KLAMATH FALLSStyle-At-a-Price
Quality ApparentGOLDEN RULE CORPORATION
KLAMATH FALLSIn the Center of
the Shopping DistrictGOLDEN RULE CORPORATION
KLAMATH FALLSEstelle
Prints
45c Yard

Printed Broadcloths in the popular floral designs in nine different colors and patterns, 36 inches wide, with unlimited variety for use, for misses, growing girls and women.

HERALDING SPRING

Easter in All Glorious

Colorfulness Is

Belding's
Silks

\$3.50 to \$4.85

Superior for quality, pure silk only, perfection in weave, finish and dye. Belding's Enduring Silks offer the ultimate to the woman who desires creations of her own planning and sewing.

Easter the time when all the world doffs its dark and somber colors for the bright and newer garments for Spring



The handkerchief has its own important part to play in the correctness of one's Easter outfit. It must be the right color, in one of the many novel and exclusive designs, of which you will find here a most unusual assortment.

An incidental in the dash of color motifs, so piquant and chic in the Easter day apparel, is a French boutonniere, for the sleeve, collar or for a particular emphasis for some individual note. The variety is quite wide.

Another of the details in the afternoon promenade or drive is a novelty Windsor tie, either flowing or in the new bow style. We are showing them in a hundred different printed and plain color crepe de chine of length.



A piece or two of dainty lingerie naturally will have to be added or your Easter ensemble would be minus the physical satisfaction which comes with the feel of lovely underthings, or hardly be all that you could desire. They're inexpensive.

A bit of jewelry, such as the hoop earrings, beads, bracelets or any of such little fixings which seem to say to the wearer: "Madam, your attire is now perfectly correct." Your favorite jeweler can assist in this exquisite adornment.

Starting from the foundation, comes the properly fitted and correct style corset. Upon that depends the success of your Easter costume, as thereon the elf in modishness build correct figure, posture and the attractiveness of personality.



A New Suit—A New Man

Be Among the Well Dressed

Silk Stripe Soft Color Flannels

Double, Single Breasted Serges

Novelty Hard Finish Worsteds

\$25.00 to \$35.00

New Oxfords
For Easter

\$5.00 to \$6.00

\$6.85 to \$8.00

In the new gold shade, tan, and black; balloons, semi-balloons, and novelty trimmings and counters.

The Finishing
Touches For
The Man Who
Dresser Well

Shirts

\$1.65 to \$4.75

Ties

39c to \$1.50

Hose

35c to \$1.00

High Hat Styles
in

Snap Brims

\$5.00 to \$6.50

With the fancy stripe, plain or novelty puggaree bands in the colors to harmonize with the spring suit. We have regular models for those who desire them.

Slip into a
Bradley
and Out-of-DoorsNew Novelty
SWEATERS

The gayest collection of fancy, novelty and sport sweaters ever assembled in Klamath Falls at one time. For men and boys.

Graceful Frocks for New Season

Express Gaiety, Happiness and Joy, the Glory of Modern Women

Featuring Fashion's
Favorite Modes

\$19.50 to \$35.00

Every charming style trend of the season is seen here in this gay array of dresses for the petite, the medium and the woman of ampler proportions.

Delightful Harmonies of
Materials and Colors in these
Spring Frocks in Silks, Satins,
Prints and Georgettes.

Spring, assuredly, can be nothing else but blithe and full of happiness with the modes of the hour expressed in her own colors, to which have been added bois de rose, moonbeam grey, Italian blue, daffodil, orchid, Lanvin green, black and navy.

Self Service Department
in our**Down Stairs Store**

Featuring Footwear At

\$2.85 \$3.85 \$4.85

In pumps, oxford and slippers, styles and modes in footwear that are continually changing with the seasonal adaptations for women, growing girls and misses, who especially desire popularly priced merchandise.

Spring
Coats

\$12.50

to

\$47.50

Where 'ere you go, in the Easter season, a spring coat is a distinction of correct apparel in spring requirements.