



In the Center of the Shopping District, Between the Two Theatres.

16th



Service With Values Solves Your Problems, Quality Is The Standard

APRIL 1910

ANNIVERSARY

APRIL 1926

Celebration of Golden Rule's Successful Dry Goods Service in Klamath County, Begins Thursday, April 15th, Ends Saturday, April 24th

A Pleasant Occupation

This anniversary celebration is not being held in a spirit of pride, but as an occasion to command attention and impress the facts of the service this institution has offered in these past few years. In the nearer we come in our effort to give each full value and service in merchandise the deeper will be the confidence each citizen of Klamath county will have in the Golden Rule. In that is our sincere hope and determination.

16 Layers Of Birthday Cakes



16 Prizes In Cash and Trade



For Babes, Girls, Boys, Men and Women



Extra Feature For Women During Anniversary

Semi-Chiffon Silk Stockings \$1.00 Pair 3 Pairs Special \$2.69

Colors— Moonlight, white, biscuit, beige, maple cream, gun metal, blush, cannon, shell, parchment, nude and French nude. Sizes 8 1/2 to 10.

This full fashioned hose has a pure Japan silk boot, mercerized top, foot, heel and toe. This is a regular \$1 hose the year around with the Golden Rule, having an enviable Reputation for Service and Quality. Feature in Golden Rule's 16th Anniversary Celebration.

Rayon Hose, pr 89c Women's rayon hose of fine quality in light colors, variety of sizes, but not in all colors. Golden Rule 16th anniversary.

Children's Fancy Hose 59c, 69c, 89c, \$1 Fancy and plain cuff novelty hose in 1/2 and 3/4 length hose for children, fancy stripes, patterns and plain colors, cotton in honeycomb rib, rayons, and silk and rayon mixt, in a large assortment of colors.

Dove Rayon Undergarments \$1.00 to \$6.50

Every woman appreciates the finer-intimate articles of apparel, and Dove is well known for meeting this personal requirement. We have just received Dove undergarments in colors of honeydew, pink and orchid, nightgowns, envelope chemise, pajamas, bloomers, vests, French pants, and costume slips.



Slip into a Bradley and Out-of-Door! SWEATERS \$2.75 to \$8.50 For Boys, Girls, Men and Women



We Do Not Have Any Storks, But Our Fine Baby Department Has the Clothes

One 8-Layer Cake Cut 3 p. m., April 15th One 8-Layer Cake Cut 3 p. m., April 16th

PRIZES

The Prizes are Distributed Indiscriminately Throughout the Cakes.

Cash Prizes

In the Birthday Cakes are Cash Prizes of Three \$5 Gold Pieces and One Silver Dollar. Come, Get a Piece of the Birthday Cakes.

To each recipient of a \$5 gold piece, who buys \$5 in merchandise with the \$5 gold piece on the day the gold piece is received, will be given an additional Dollar's Worth of Merchandise, which the customer may choose.

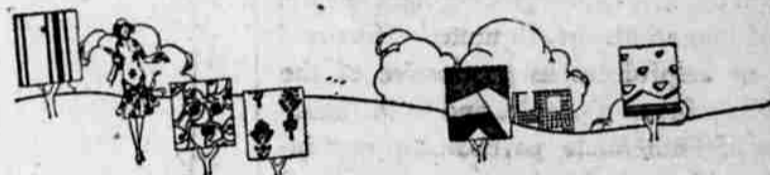
Merchandise Prizes

Within the cakes are slips calling for Free Merchandise—One pair men's \$5 oxfords, one pair boy's size 13 1/2 to 5 shoes up to \$4, one 3 to 4-yard dress pattern of LaFrance color fast gingham, one pair women's Allen A \$1.50 silk hose, man's \$1.95 dress shirt, one silk cap for baby, one pair men's corduroy trousers, pair of baby booties, one child's wash suit, one 3 to 4-yard dress pattern of percale, one pair men's 7/8 silk hose, girl's gingham dress.

Notice

Prize drawers will please report with their slips of paper call for prizes, to the office and give their names.

Both men and women are invited to come for a piece of cake which may contain a prize. Cake will not be given to small children.



New Spring Fabrics

- Cambrics, yd.23c Printed Belfast cambrics, guaranteed fast against sun, light and laundry, 52 different patterns and colors, one of the most attractive dress fabrics being shown for house, aprons and street dresses.
- Edna May Zephyr, yd.50c Plain color zephyr gingham, soft, smooth and firm, exclusive with the Golden Rule, guaranteed fast color, 32 inches wide, a delight to the seamstress. Golden Rule Anniversary.
- Merit Percales, yd.23c High grade percales in an excellent range of colors and designs, many with the printed ground and pattern.
- Roubaix Voiles, yd.98c These are fancy printed voiles of extra quality in very desirable patterns. To sew now is to be ready for the coming warm days. Golden Rule Anniversary.
- Coola Crepe, yd.69c Lovely light weight cotton crepe in a variety of medium colors with floral and combination prints. Prepare for the warmer days with this fine cloth.
- Bordeaux Voile, yd.75c Beautiful high finish plain coral voiles which make the more attractive and pretty frocks for the coming days when sheer dresses are so enjoyed. Golden Rule Anniversary.
- Silk Crepes, yd.\$2.25 Fancy printed crepe de chine in a large assortment of bright and popular spring shades for selection.
- La Reine Voile, yd.50c A good quality voile, wide selvage, plain colors of the spring pastel shades and white. Exclusive with the Golden Rule, year in and out. Golden Rule Anniversary.
- Trouseau Chiffon, yd.89c This mellow weave cloth is especially adapted for fine undergarments, so soft and lovely to the touch, cool and sheer. In pink and white. Golden Rule Anniversary.
- Ginghams, yd.23c La France gingham, guaranteed fast color against sun, light and laundry, high grade fabric in solid colors and patterns. Golden Rule Anniversary.
- Estelle Broadcloth, yd.45c An exclusive printed English broadcloth with the Golden Rule in Klamath county. Fifteen different colors and designs in this wanted dress fabric so lovely to sew. 16th Anniversary.
- Maybelle Prints, yd.50c One of the finest and softest printed gingham on the market today, guaranteed fast color, 19 beautiful patterns in the desirable shades and combinations, 32 inches wide. 16th Anniversary.
- Work Hose Medium weight cotton hose, extra quality, in grey, blue and brown, English rib shank, pair25c, 5 pair \$1

Work Clothes For Men and Boys

Boys' Overalls

- Stonewall, bib89c
- Blue Straks \$1, \$1.25
- Boss of Road \$1.25, \$1.45
- Waist Style \$1.35, \$1.45
- Bib Overalls
- Stonewall and Pinnacle brands, mostly high backs \$1.09
- Super-crown, guaranteed not to fade or shrink, 8 oz. blue denim, high or low backs \$1.95
- Levi Strauss, a quality with a reputation, known for its unvarying reliability \$1.95



Waist Overalls

- Levi Strauss, 9 ounce, copper riveted, reinforced blue denim, the world's best \$2.25
- Golden Rule Special, copper riveted, triple seam, 8 ounce special built garment \$1.50

Work Caps

- White Duck25c
- Blue Steifel cloth caps for railroad men35c
- Black Sateen with wire covered transparent green visor35c
- White and blue stripe and khaki cloth caps50c

Lion Brand Work Shoes

- \$3.95, \$5, \$5.50
- Lion Brand work shoes, exclusive with Golden Rule in Klamath, regular and high-tops, a feature with us for men who want shoes that work \$5.00
- Jumbo, extra size for fat and broad feet, in all leather, dark chocolate \$5.50