



THE 67 ASSOCIATED  
GOLDEN RULE STORES GREATLY  
INCREASE OUR BUYING POWER

**GOLDEN RULE**  
VANNICE BROTHERS

THE MARKET  
**Price Reduction**

THE FIRST IMPORTANT ANNOUNCEMENT OF GREAT PRICE REDUCTIONS IN KLAMATH FALLS. REDUCTIONS ARE THE ORDER OF THE DAY, THAT IS IF MERCHANTS ARE TO PLAY FAIR WITH THE FLUCTUATIONS!

EVERY DEPARTMENT IN THIS STORE WILL BE AFFECTED BY THESE REDUCTIONS!  
It Is Not What an Article Costs, but What It Can Be Replaced for Today, IS WHEN ALL MERCHANDISE WAS ADVANCING BY LEAPS AND BOUNDS, OUR PRICES NECESSARILY HAD TO BE HIGH. MANY CUSTOMERS THAT WE SHOULD REDUCE PRICES TO MARKET LEVEL, REGARDLESS OF THE REASON. OUR NEW YORK REPRESENTATIVE, MR. NATHAN ROUNDS, IS KEEPING US POSTED ON THE EXACT STATE OF THE MARKET. PRICE REDUCTIONS TO CONFORM WITH THE PRESENT MARKET.

You Do Not Have to Ask for Lower Prices in This Store. We Are Making Them. SHOULD LOWER THAN PRESENT PRICES BE QUOTED AT ANY TIME, BY EITHER WHOLESALER OR RETAILER. THE LINES WE CARRY ARE MANY, AND VARIED. SOME ARE REDUCED MUCH MORE THAN OTHERS. A PRICE CUT MET BY THE AVERAGE STORE WOULD MEAN BANKRUPTCY, YET IN A STORE LIKE THE GOLDEN RULE STORE, NEVER IN THE HISTORY OF THIS STORE HAS IT PLAYED SO IMPORTANT A PART IN PROTECTING THE INTERESTS OF OUR CUSTOMERS.

**Note Some of These Prices!**

**25% DISCOUNT 25%**

OUR ENTIRE STOCK OF WOMEN'S, MISSES' AND CHILDREN'S COATS, SUITS AND DRESSES GO ON SALE AT A UNIFORM DISCOUNT OF 25%. This includes our complete "La Vogue" line, a line which contains only the finest of ALL-WOOL Garments, Beautifully Tailored in the Latest Styles. It also includes House Dresses and Children's School Dresses in a wealth of materials and styles. Remember, we sell Ready-to-Wear at the regular, low, dry goods per cent of profit, and that 25% off this regular price is a tremendous discount.

**25% DISCOUNT 25%**

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**10% OFF ON MUNSINGWEAR 10%**

There has been ABSOLUTELY NO REDUCTION TO US on Munsingwear, but on account of the reductions we are making in our other departments, we are taking the Liberty of making this reduction on our own account.

REMEMBER, 10% OFF ON ALL MUNSINGWEAR, BOTH MEN'S AND WOMEN'S!

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**36-INCH DAISY MUSLIN AT 25c A YARD!!!**

This is the greatest reduction we have been able to give in many, many days! Only a few days ago we advertised Daisy Muslin at 33c a yard, and at that time we were selling it at very close to cost! Since then the wholesale price has dropped, and WE ARE GIVING YOU THE ADVANTAGE OF THIS DROP IN PRICE! It is 36 inches wide, contains absolutely no filling of any sort, and is the greatest value for the money on the market today! PER YARD **25c**

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**MEN'S FIBRE SILK SHIRTS AT \$7.00!** These are wonderful value at the price, and we have them in a splendid assortment of patterns. SEE THEM! EACH **\$7.00**

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**EXTRA HEAVY CANTON FLANNEL GLOVES**, which were formerly priced at 35c a pair have been reduced to A PAIR **25c**

**GOOD GRADE CANTON** formerly 25c, are now **20c**

**A LARGE LOT OF OVERALLS** priced at \$1.25, \$1.50, \$2.00, **REDUCED TO PAIR**

**HEADLIGHT BOYS' OVERALLS**, in fact at \$3.00 a pair, now **2.00**

**DREADNAUGHT BOYS' OVERALLS**, Large Size. This store is selling it for **\$2.00**

**BOYS' OVERALLS** customers the advantage

**CHILDREN'S PLAY** Neck, have been greatly reduced and are now reduced

We are exclusive agents for these goods. They are made like the best. Come in and let us show you.

**PEMBERTON FLANNEL** lot of Shirts which were formerly priced at 25c, being of wonderful appearance. **REDUCED TO 20c**

If you expect to buy a lot of clothing suitable for Coats and Breeches, etc.

We Do Not, Under Any Circumstances, Ever Mark Goods One Cent a Cut in Price, It Is a Cut in the Price we Have Been Selling for.