

Complete Post Office Service 8 a. m. to 6 p. m.—During Shopping Hours at This Big Store

HOW MANY HIDES HAS A COW, KID A SKIN OR WHAT

Maybe Essential to Your Every Day Happiness, or Daily Labor, but

GOOD FOOT WEAR HAS NO HIDE OUT

Kid Is Kid Whether American Goat or Australian Kangaroo, We Tell You

When Robinson Crusoe landed on the lonely isle, in the imagination of Daniel Defoe, he and his slave Friday had no thought of how many hides has a cow. Yet, Crusoe clothed himself with skins and was glad to have a dog for a faithful companion, along with the parrot and Friday.

In the production of footwear in times since the shipwrecked Crusoe was stranded and left on his uppers, there has arisen the question, "How many hides has a cow," simply because there was a condition in manufacturing which made the consumers think first to themselves, "How many hides has a cow" and then ask it openly.

Eventually that question had to be answered. This store has answered it with footwear that is all leather, full stock calf, cow hide, horse hide, shoes that are leather throughout except for lining, nails and thread, eyelets and strings, buckles or rubber soles and heels. We feel in this day and age, footwear should be the real thing for real money. Real leather for real cash. Where leather is supposed to be in our shoes it is apparent.

Kid may be goat skin, goat or sheep kid, kid kid of Australian kangaroo kid. There is no kidding with us. If it is kid, American goat or Australian kangaroo kid we do not kid you about it. We tell you. We don't sell shoes for kid that kid you or us either.

And thereby has been the success and growth of this store's big "Down Stairs Store"—our shoe department—where man, woman, child, get service with values to solve their footwear problems, get honesty in comparative values of shoe values. That has created confidence in our business policy, our salespeople, and made a large number of folks in this community footwear buyers solely at this store. That is something we enjoy—in fact both of us—you and we—enjoy that to the fullest.

The sun sets, and rises, naturally because of the revolving of the earth whether clear or cloudy. Just so does our big "Down Stairs Store" keep up to the trend of fashions, styles and modes in footwear for both men and women, boys and girls. That means correct taste and pleased customers. Those things are just as essential and mandatory in conducting a successful and up-to-date-foot togger as knowing leather, whether calf, colt, kid, cow, elk, horse, deer, or kangaroo hide leather.

It isn't a question with you in our big "Down Stairs Store" as to "How Many Hides Has a Cow," our footwear is as honest in quality, wear and service and style as the money you pay for it.

The big ad opposite tells only part of the story of the entire offering of shoes and oxfords and boots in our big "Down Stairs Store." Just at the time of completing this ad a shipment of 443 pairs of sandals, pumps, and outing shoes for women, misses, growing girls and boys arrived which will be included in the 8c eight day offer.

All prices end in 8 cents during this 8 day offering of footwear for every age of human in Klamath Falls and Klamath county. Come see. You'll find the bargains are real in quality and the full number of steps allotted for every cent paid for a pair of shoes, oxfords, pumps, slippers, boots, dress or work.

"How many hides has a cow, kid a skin or what?" There is not "Or What" in the Golden Rule's big "Down Stairs Store."

Hide and Price Proof

Men's comfort oxford, semi-dress, Munson last, wide roomy toe, false cap, punk sole and rubber heel\$3.48

Women's moccasin style lacing boot, brown chocolate glove elk, 15 inch top, Goodyear welt sole, rubber heel, neat fitting ankle \$6.88

GOLDEN RULE CORPORATION
Klamath Falls Oregon

Dove Lingerie Beautiful

What a Sale!

In Our

Begins Saturday, June 13 *Down Stairs Store* Closes Saturday, June 20

8c 8-Day Shoe Sale

All prices end in 8

This is a Money Saving Invitation to enjoy the Close Buying Power of the Golden Rule Store. An Invitation to Buy Good Footwear and Wear Good Footwear at a Good Saving of Your Good Hard Working, Good Hard Earned Dollars.

This is not a sale of odds and ends of shoe lines. None of the shoes and oxfords offered have been in stock six months. That means to us and to you good, clean merchandise. That means leathers of prime durability and service, both as to quality and style. A large per cent of the shoes and oxfords in this offering were bought especially for appealing to every man, woman and child in Klamath Falls and Klamath county to have a new pair of shoes in new patterns and styles at low prices.

Besides work shoes and shoes for every day wear, included in this Down Stairs Store Offering are spring and summer styles of footwear for all in the high quality kids and calf skins.

Makes of shoes in this Down Stairs Offering are Hamilton Brown's American Gentleman, Peters Diamond Brand, Endicott-Johnson, Rohn, Ball Band, Miller-Lerch Bone Dry Logger for Men—Arch Fitter, Martha Washington, Peters Diamond Brand, Hamilton Brown's American Lady, Godman, Bradford, Holders, Buster Brown and Keds for women, misses, boys and girls,

Men's Footwear	28 Pair	Women's Footwear	Women's	Misses'
Peters fine calf skin oxford, black and brown soft calf, light Goodyear welt sole, rubber heel, very clever French last \$5.88	Godman brown elk, stitch down, ventilated oxford, blucher style rubber heel very flexible, cool, easy and desirable shoe of summer \$2.88	Black satin, patent trim, gore pump, new French spike heel, one of the season's favorite sellers in short vamp \$5.88	Women's soft patent leather strap slipper, military heel, wide widths only \$3.88	Grey elk, stitched down, lace shoe for infants and children; flat flexible sole, larger sizes with rubber heel. \$1.98, \$2.28, \$2.48
Peters young man's model, French last, oxford light tan calf, all sizes, medium single sole rubber heel \$3.98	8 inch tan, moccasin boot, made by the Petaluma Shoe company, full goodyear welt double sole leather heel, full leather lined vamp \$5.48	Patent leather, three strap, military rubber tap heel, slipper, popular short vamp, light weight sole \$4.88	Misses' Footwear Patent leather, two strap, cut out slipper for misses. Flat heel, flexible sole, sizes 5 to 8 \$1.98	Child's brown calf skin stitch down oxford, good looking, sturdy shoe, dressy and durable \$2.28
Coble young men model oxford, French last, soft French toe light tan calf, brass eyelets, all sizes, medium wt. sole, rubber heel \$4.88	Peter's brown calf skin blucher shoe, Goodyear welt soles, rubber tap heels, medium toe \$4.88	Women's fine black kid, patent trim two strap pump, medium short vamp and spike heel, clever new summer style from a reliable manufacturer \$6.88	Girls' Footwear One combination of sizes for Misses, light elk, moccasin style, lace slipper, flat and low rubber heel, medium sole, patent leather and grey suede, strap and cut out pattern rubber heel \$2.48	Patent and tan calf combination slipper, very dressy, low rubber capped heel, perforated cut-out vamp \$4.68
Miller and Lerch dandy men's shoes black kid, celluloid eyelets, nice dressy blucher shoe, all sizes, medium sole, rubber heel \$4.88	Work Ball Band work shoe, with punko sole, best grade of retan leather, one of the best work shoes for long wear on the market, very special price \$4.98	Women's One table of women's black patent and satin straps gores and ties, military and Spanish heels, 18 pair \$4.68	Misses' and youths' lightweight brown sandal style slipper, two strap, rubber covered sole and low rubber heel \$1.88	Growing girls' patent leather one-strap Peggy slipper, low rubber heel, nice appearing and fitting footwear \$3.48
Peters brown elk, plain toe work shoe medium single sole, rubber heel, blucher style at \$3.48	Coble army last shoe, tan calf, punko sole and rubber heel, well sewed, a dressy army last—fine value at \$4.48	Ladies medium light tan calf, step-in pump, trimmed with lighter tan shade of diamond shape underlays, Spanish heel, beautiful for afternoon or evening wear \$6.88	Same for women \$2.48	New tan calf skin, French strap slipper, with instep bow, low rubber heel, very chic for all occasions \$3.88
Bone Dry Logger, 12 inch top, pack and plain toe, the bone dry footwear for men who work and walk, you know them for good "bone dry" footwear. This sale \$12.88	Peter's extra high grade scout, brown retan leather shoe, heavy punko sole and rubber heel \$3.68	Women's Martha Washington dress slipper, of fine black kid, military heel, one strap, hand turned sole combination last \$5.48	Women's and girls lace oxfords, light weight brown calf, medium sole for heavy service; good comfortable walking or street shoes, rubber heels \$2.98	Black satin, one strap dress slipper, satin covered heel, with rubber top, gun metal trimming, very neat \$3.88
				Outing Shoes For women and girls we have grey elk, brown elk. These come with low rubber heels, durable flexible soles, lace oxfords for outing wear \$2.98, \$3.38, \$3.88

Service With Values Solves Your Problems



Hosiery to Match Helps to Harmony

Between the two Theatres—Window Shop on These Big Footwear Bargains