



A Gigantic, Price Slashing Sale

Thousands of Dollars Worth of New and Choice Merchandise

Sacrificed at Prices Which Demand the Attention of Every Man, Woman and Child in Klamath County

It's
Our

GREATEST JANUARY SALE

IN HISTORY!

A Great Garden of Super-Values
That Will Be Harvested By the Thrifty

SALE STARTS FRIDAY MORNING
Great Bargains Await You

A personal message to every man, woman and child in Southern Oregon—

We guarantee every article to be exactly as advertised and we furthermore guarantee that you will find this a great opportunity to replenish your needs at greatly reduced prices. This is Our Greatest January Sale—prices have been slashed—it's a wonderful offering to every person in Southern Oregon—Thrifty people will recognize this sale as the greatest ever held in Klamath County.

Be among the crowd that will enter when the doors open Friday morning.

Regular \$1.95 value
3 pair—\$5.00
Women's Hose
Every regular priced \$1.95 hose, except Theme which is restricted merchandise, goes at this price—any color or size.

Regular \$1.50 value
3 pair—\$3.90
Regular \$1.00 value
3 pair—\$2.69
Your choice of any 3 pairs of dollar hose at a real saving. Make it a point to prepare for future needs.

Regular \$1.00 value
3 pair—\$2.69
Your choice of any 3 pairs of dollar hose at a real saving. Make it a point to prepare for future needs.

CLEARANCE OF GIRLS
Coats and Jersey Dresses

Every girls coat and Jersey dress go at exactly half price. This makes them far below the wholesale cost—We advise an early selection as the thrifty will immediately heed this call.



CHILDREN'S HOSE
Reg. 39c value
The regular 39c hose on the rack—several colors—all sizes—Dandy school hose—4 PAIR
98c

BOYS' BLAZERS
A wonderful blazer at a wonderful saving—Heavy, all-wool—ages 10 to 14—Values to \$3.69—NOW
\$2.89

MEN'S HI TOPS
Odd lots and sizes of Men's Hi-Top shoes—reduced \$3.00 and \$4.00 pair. We will have a complete range of sizes at beginning of sale. Select early.

SPECIAL MEN'S SUITS
One small group in small sizes—good serviceable suits
\$9.98

WOMEN'S SHOES
All \$4.85 shoes on the racks have been placed in one group and marked at this astonishing low price—every style, size and color.
\$3.49

Greater Sale of Dresses!

The greatest cut in prices on new winter dresses ever made by the Golden Rule—Dozens of these fine garments are marked several dollars below cost—All are grouped in two lots that means a genuine saving to every purchaser.

LOT—1

Values to \$29.75 are included in this lot—beautiful new frocks worth nearly double this price.

\$16

WOMEN'S SWEATERS

Fine V neck and coat style sweater. Values to \$5.00. In all colors—light and heavy weight.

\$3.95

CHILDREN'S HATS

All children's felt hats marked at only one dollar—Come and take your unreserved choice.

\$1.00

LOT—2

Values to \$45.00—Our best and finest dresses—Greatly reduced to insure immediate sale.

\$26

WOMEN'S HATS

Every woman's hat in the house—Values to \$6.00 must go at \$1.00. First come first served—Your choice.

\$1.00

FINE CORSETS

On a value table in the ready-to-wear department will be found a large assortment of corsets—specially reduced for this sale—Be sure to see them—they represent double value.

SALE OF BLANKETS

Regular \$2.89 values—Double	\$2.39
Regular \$1.95 values—Double	\$1.69
Regular \$2.25 values—Double	\$1.89
Regular \$2.69 values—Double	\$2.39
Regular \$3.39 values—Double	\$2.89
Regular \$3.98 values—Double	\$3.39
Regular \$5.85 values—Double	\$4.89
Regular \$2.98 values—Robes	\$2.39

Prices on Pendleton blankets not reduced—restricted merchandise.

January Clearance PIECE GOODS

WOOL COATING

The regular price of this fine material is \$2.95—Now marked below actual cost. Will sacrifice at this price to insure immediate disposal—priced at only

\$2.59 yard

WOOL DRESS GOODS

Values to \$4.00 per yard are included in this lot. Plain wool dress goods, 54 inches wide. Serge, Tricotine and Poiret twill. In navy, black, brown and taupe.

\$1.95 yard

FIGURED VELVETS

Only a few numbers in this beautiful material left and to close them out we have marked them at a real cut price.

\$1.95 yard

TWIN BED SPREADS

Reduced more than 20% for a complete clean-up. Extra heavy crinkle spread 68x105. In blue, rose, gold and lavender stripes.

\$2.25 each

CRETONNES

Values to 49c yard. 1 to 5 yard lengths. \$2.95—Now marked below actual cost. Will sacrifice at this price to insure immediate disposal—priced at only

19c yard

CHALLIES

36 inch challies—in extra good quality and designs—January sale price.

6 yards—\$1.00

TURKISH TOWELS

Large size; double thread; good weight; in green, rose, yellow and blue borders.

29c each

RAYONS and FANCY VOILES

Fine assortment of high grade materials—greatly underpriced for the Golden Rule's latest January Sale.

75c yard

MEN'S PANTS
Values to \$6.50. They represent a drastic reduction.
\$4.39

DRESS SHIRTS
Values to \$1.50
Over 100 beautiful dress shirts—collar attached—all must go at this unheard of price
98c

All Wool Blazers
Reg. \$5.85 value
All-wool; heavy weight in good colors and patterns. Our greatest January Sale
\$4.89

Boys O'Coats

Our entire line of boys overcoats are being sacrificed at a great loss. Grouped in three lots to guarantee quick sale.

Lot 1—Values to \$6.50 are included in this great money saving lot. See this group.

Lot 2—Values to \$9.85. For a better garment at a saving of 25 percent to 35 per cent see this lot now.

Lot 3—Values to \$16.50. Such a sale price was never before quoted. We advise an early selection.

\$4.00

\$7.00

\$9.98

CLEARANCE OF BOYS' SUITS

73 of our boys suits must be sold and at one-half price they are the greatest values ever offered. Two and three piece—some with short pants; some with long. Every mother should be here at eight in the morning when the doors open.



SALE: MEN'S SUITS

The Men Will Gather for This Great Event.

Like a thunderbolt from the sky the prices are smashed on every man's suit in the store. If you need a suit or will ever need one you certainly cannot pass this great opportunity.

LOT 1—

Values to \$20.00. Young Men's models. Sizes 33, 34, 35, 36 and 37.

\$14.85

LOT 2—

Values to \$30.00—all sizes, materials and colors.

\$22

LOT 3—

Values to \$42.50. Including our very best suits. All sizes.

\$29

O'Coat Prices Smashed

Every Overcoat in the store carries a sale tag which represents a wonderful saving to the purchaser. Until you see them you cannot possibly realize what wonderful buys they really are.

LOT 1—

Including our entire line of \$18.50 and \$22.50 coats.

\$15

LOT 2—

A genuine sale price—all regular \$25.00 coats.

\$19

LOT 3—

The very best coats in the store. Regular \$28.50 values.

\$23

MEN'S SWEATERS
Values to \$5.00

Genuine Bradley Sweaters. 69 in this particular lot. Slip-on and Coat style, heavy weight and light weight reduced for sale only.

\$3.95

MEN'S U-WEAR

Regular \$3.50 value. With long legs and long sleeves. A dandy winter garment for our January Sale.

2 SUITS

\$5.95

WOMEN'S SHOES
Values to \$6.85

Values to \$6.85. Odd lots and odd sizes of our finest shoes have been placed on the self service racks at below wholesale cost. All styles, leathers, sizes and colors. Your choice.

\$4.49

GOLDEN RULE CORPORATION
KLAMATH FALLS

A price slaughtering event that will be the talk in every home in Klamath county—You owe it to yourself to attend this great event—Klamath's Greatest Sale Klamath's Greatest Store.