

AND NOW BASEMENT SELF SERVICE STORE

Serve Yourself and Save
Listed on this page are only a few of the hundreds of items to be found in the Golden Rule's BASEMENT THRIFT STORE

SATURDAY MORNING, AUG. 31

See 8th Street Windows
The prices and merchandise listed on this page will give you a conception of the completeness of the SELF SERVICE BASEMENT STORE

To the People of Klamath County—

A special invitation is extended to every man, woman and child to visit our new self service basement store which opens Saturday morning. Golden Rule has expanded so rapidly and grown so fast, due to your faithful patronage, that we have found it necessary to add this new department, which every other city over the United States now has.

Only popular priced merchandise will be carried, but you are assured of finding everything here in the wearing apparel line—all conveniently marked and displayed that you may do your own shopping by the self service plan which enables us to quote these low prices.

By the addition of the basement store it gives to the people of this vicinity four big stores in one—all operating under the same roof. A convenience undreamed of five years ago in Klamath Falls.

Porto Rican Gowns
All Hand Work
In pleasing colors
69c

Womens Coolie Coats
Of Flowered Sateen
Bright colors and patterns
98c

Womens Jersey Bloomers
In Colors
3 for \$1.00
All Sizes

School Hose
FOR CHILDREN
Sizes 5 to 10
Black and Colors
10c

Five Piece Curtain Set
All Colors—Rayon Trimmed
79c

Misses Rayon Combinations
Very good quality—in colors—
built-up shoulders
89c

Black Sateen Bloomers
FOR CHILDREN
Saddle Seat
39c

Mens Bib Overalls
220 Denim. Bar tacked.
Hi Back
90c

Boys Polo Shirts
Sizes 24 to 34
Colors of green and peach
\$1.00

Mens Sweat Shirts
All Sizes
98c

GUARANTEED SHOES FOR ALL THE FAMILY

Women's PATENT PUMPS
A popular style in a shoe that will be a great surprise for only \$2.98. Covered Cuban heels.
\$2.98

OUR CHOICE LINE OF Ladies' Footwear
In suede, dull kid and patent leather. Full breasted heels. Colors predominating are brown, blue and black. New styles. Hundreds to choose from.
AND TOO— WE HAVE ARCH SUPPORT SHOES
At the same price which have everything that you could expect in those retailing for \$10.00. All first grade well shoes with steel shank support. Try them on.
\$4.98

WOMEN'S Patent One Strap
With Colored Insert
All Sizes
You cannot appreciate the appearance of this shoe until it is seen. Flat or Cuban heel.
\$1.98

WOMEN'S Sport Oxfords
Tan or green calf and Patent Leather. Fancy trims
A type of shoe that can be worn on most all occasions. Black heels.
\$2.98

OUR CHOICE LINE OF Men's Oxfords
GENUINE CALFSKIN
BLACK OR BROWN
Gents, here is one line of dress footwear that demands your attention—Every pair genuine calfskin—Goodyear welt and they truly represent the values offered in the Self-Service Store—Note the basement price.
ALL SIZES—MANY STYLES
\$3.98

Police Shoe FOR MEN
You no doubt have seen this shoe, but never at this price. Genuine calfskin. Damp-proof welt double sole—Our basement price.
\$4.48
COMFORT SHOES
Black kid. Plain toe. Cushion insole. Extra wide and easy.
\$3.48
MEDIUM WEIGHT Knock-About SHOE
Here is a shoe you will want as soon as you see it. Munson last. Brown or black calfskin broad toe, heavy sole.
\$3.98

Boys' Oxfords
Genuine calfskin. Brown or black. Many styles and just the kind you will want for school wear. See them at once.
Sizes 11 to 13½ **\$2.59** Sizes 1 to 5½ **\$2.98**

Boys' Shoes
Dress shoes—with the no mark composition sole. Goodyear welt. Black or brown. Your choice from many styles.
Sizes 11½ to 5½ **\$2.98**

Arch Supports
In Brown Kid, Black Kid and Patent Leather

Just try on a pair of these friendly arch support shoes and you will readily see that they are worth far more than the price quoted. Styles are ties, oxfords, straps and pumps.

Our Leader **\$3.48**



Growing Girls' FOOTWEAR

In models of ties, straps, pumps and oxfords. Brown or black. Some numbers even have arch supports at this price. All finished with one-inch black heels.

\$3.48

EXTRA WIDE widths in popular and practical numbers

We carry a full line of arch support ties and straps in extra wide widths up to EEE. In brown or black kid.

\$3.98

Our Best PURE SILK LADIES' HOSE

Ladies, do not fail to examine and compare this hose as we are exceptionally proud of this pure silk hose for the price quoted. Silk to top. Panel heel. Fine gauge. Reinforced heel and toe. Basement store price—

\$1.39

LYK-LACE SILK HOSE

This is a popular fall hose for all sports and street wear. Silk to top—practically runner proof—long wearing.

69c



Basement Blanket Offerings

Double Plaid Part Wool Camp Blanket
Double, part wool blanket, size 66x90. Warm and fluffy. Beautiful patterns in many colors. Silken bound edges.
\$3.39

Double Cotton Blanket
Double cotton blanket, size 60x74. Dark gray with borders. Serve yourself and save.
\$1.39

Women's and Misses Rayon Underwear

Womens Rayon Assortment

In this large assortment you'll find a splendid showing of useful rayon undergarments at prices that will mean a big saving. Bloomers, panties, step-ins, etc.—In all the light colors. Your choice—
\$59c

Our Best Rayon Underwear

For better rayon undergarments see this exclusive lot. Fine gauge rayon panties, bloomers, step-ins, chemises and gowns, beautifully trimmed in contrasting colors. Also angel satin slips.
98c

Misses Bloomer and Vest Sets
98c

Misses Rayon Combinations
Bodice top, drop seat. Ages 6 to 16 years.....
98c

Misses Bloomers
Misses striped satinette full cut bloomers. Light colors. Ages 6 to 16 years.
45c

Rubber Gloves 23c
Mavis Talcum 08c
COVER-ALL
Rubber Aprons 49c
STAMPED HEMSTITCHED
Pillow Cases 49c

Delustered RAYON HOSE

Excellent quality hose that has all appearances of being pure silk. Good fitting—rich looking and a hose anyone would guess to be worth \$1.00 per pair—Our price,
49c

Women's Mercerized HOSE

All light colors—very fine gauge—all sizes. Also we have at this same price a ribbed hose that some prefer.
25c

MEN'S FANCY TIES—39c
(Four-in-Hand)

PURE SILK HOSE
"Fine Feathers" Brand
Pure silk from top to toe. Very fine gauge. Clear weave. All new fall colors. French or double pointed heel. Perfect fitting, will not sag or wrinkle. Basement Price—PER PAIR
98c

Women's Cotton Slips
Rayon stripes, satinettes and broadcloths. In a splendid assortment of colors.
49c

Cotton Bloomers
A large assortment of cotton jersey, permanent crepe and rayon striped broadcloth—all at one self service price
49c

Rayon Outsize Slips
An outsize slip at an ordinary price. Pastel shades. Hemstitched bodice tops.
98c

Women's Smocks
Never before have we been in a position to offer such a marvelous value as this 98c smock. In colors of blue, rose and green. Single and double breasted models.
98c

Women's Girdles, 49c
Women's Brassieres, 25c
Wide Girdles, 79c

Women's Sockettes
A very popular number—fancy tops and in all colors. Sizes 7 to 10. See this number.
25c

Men's Fall UNION SUITS

A wonder basement underwear value that will be a surprise to you for only 98c. Grey mix. Medium heavy weight. Long sleeves and ankle length. All sizes.
98c

Men's Broadcloth DRESS SHIRTS

A wonderful showing of "PERFECTO" shirts. Made of high grade broadcloth. Rayon striped madras. Men, don't fail to see this number.
98c

Self Service Super Values

WE CAN SAVE YOU MONEY ON THESE

- 2-in-1 Polish 9c
- Mercerized Shoe Laces 2 pair 5c
- Cork Insoles 12c
- Women's Hose Savers . . . 15c
- Composition Soles 49c
- Heavy Shoe Laces, 2 pair 5c
- Brockmans Shoe Stickers 49c
- Colgates Dental Cream 18c
- Listerine Dental Cream 18c
- Woodbury's Facial Soap 18c
- Men's Wide Web Garters 23c
- Men's Silk Arm Bands 15c
- Hinds Honey and Almond Cream 38c
- Hinds Cream, small 8c
- Cuticura Soap 18c
- Pepsodent Tooth Paste . . 18c
- Men's Bow Ties 25c
- Men's Suspenders 49c

SEE THIS ONE!
Genuine Aluminum
Waterless Cooker
that has a retail value of \$5.50
presented you for only
\$1.98
(Limit one to a customer)

Complete with base, two half round pans and rack.
The modern way of cooking is without water. This marvelous, heavy aluminum cooker is our greatest opening special—as stated above, it sells in most stores for \$5.50. A whole meal can be prepared at one time—the rack and two pans provide for the roasting of one meat and the cooking of two vegetables. All foods retain their natural flavor. Our supply is limited so be here early Saturday morning to assure yourself of getting one of these values \$3 less than half their actual worth.

ECONOMISTS IN DISTRIBUTION