

NEWS IN BRIEF

Meet This Evening—
The ladies' auxiliary of the Veterans of Foreign Wars will hold their regular meeting this evening at 8 o'clock in the Eagles Hall, Ninth and Walnut streets. A report will be given on the state convention held last week in Bend. All members are urged to be present.

Spending Week Here—
Mrs. S. E. Cooley, grandmother of Mrs. William Akins, is spending a week here as a guest in the Akins home in the Marion apartments. Mrs. Cooley has been visiting her grandson and grand-daughter, Mr. and Mrs. C. H. Lucas, in Grants Pass.

To Attend Institute—
Mrs. C. C. Miller of 422 Washington, who was recently appointed Charis representative for this district, left last night for Portland, where she will attend a training institute being held there this week under the direction of Mrs. L. E. Benlow.

Business Visitors—
C. T. Stawson, general agent for the Union Pacific, and George C. Howard, traveling freight and passenger agent for the same company, are spending a few days in the city from their headquarters at Sacramento.

Enjoying Vacation—
Mr. and Mrs. Paul Fahnlander left the fore part of this week for Crescent City, Calif., where they will spend their vacation. Mr. Fahnlander owns the Standard Cleaning establishment in this city.

Harmony Circle to Meet—
Members of the Harmony circle of the First Christian church will meet with Mrs. George A. Wirtz at 529 Jefferson on Thursday afternoon at 2:30. It was announced this morning. A full attendance of the members is requested.

Visiting Friends—
Percy Louis Evans, son of Mr. and Mrs. Sydney Evans, has left for Hly. where he will spend a week or so at the home of Mr. and Mrs. Fred Clogston and family.

To Discuss Plans—
Discussion of plans for the annual picnic will take place at a regular meeting of the Mt. McLoughlin council, Knights of Columbus, this evening at 8 o'clock at the Lyceum parish hall.

Miss Cooper Left—
Miss Maxine Cooper of Sacramento, Calif., who has been visiting Mrs. Catherine Wright here for a few days, left last night for Montana, where she will visit her father, L. E. Cooper.

Left on Vacation—
Rev. and Mrs. A. O. Broyles and family have left by motor for a several weeks' vacation trip. Rev. Broyles is pastor for the Immanuel Baptist church.

Accepts Position—
Miss Helen Anderson has accepted a position in the offices of the California Oregon Power company for the summer months.

The care you take in mixing cake batter is similar to the care taken in roasting HILLS BROS COFFEE

You add flour to your cake batter a little at a time in order to blend all the ingredients evenly. Hills Bros. roast their coffee a few pounds at a time to secure an even roast. This continuous process—Controlled Roasting—develops a flavor no bulk-roasted coffee has.

Fresh from the original vacuum pack. Easily opened with the key. Look for the Arab on the can.

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CYCOLOGY SEZ:
SUCCESS SOMETIMES BRINGS POISE—BUT MORE OFTEN—AVOID DUPOIS.
Electrical contentment brings poise. An electrical home is one of real hospitality and comfort.
Don't ask, "How good is the article?" but, "How good is the guarantee?"

THE ELECTRIC SHOP
GARCELON'S
107 MAIN PHONE 127
KLAMATH FALLS, OREGON

HERE IS THE C-D-D- AND THE FAMOUS 15 YOU HAVE BEEN WAITING FOR

CUSTOMERS' DIVIDEND DAYS

THUR—FRI—and—SAT

WE'LL MAIL YOU A BANK CHECK FOR

15%

Just pay the regular prices and on next Wednesday we'll mail you a check for 15 per cent of your total purchases amounting to \$1.00 or more.

Buy in any department—any amount you desire—15% cash dividend on sales of \$1.00 or more—It's a store-wide event—shoes, hosiery, dry goods, furnishings, etc.

OF YOUR TOTAL PURCHASES ON THUR—FRI—AND—SAT

READ THIS EXAMPLE

We'll suppose you came to the store, purchased \$3.00 of merchandise in the men's department, \$1.50 in the hosiery department, \$2.50 in the basement store, \$9.00 in the ready-to-wear and \$4.00 in the boys' department. On next Wednesday you would be mailed a bank check for 15% of the total amount. No matter how much you buy—\$1.00 to \$1,000.00, you'll get a refund for 15% of total purchases. THREE DAYS ONLY.

Thursday, Friday and Saturday of this week we are holding our First Customer's Dividend Sale. Unique and unusual as it may appear, you are going to find this sale the most interesting and representing the most profitable purchasing period you have witnessed this year in Klamath Falls.

Our Re-adjusted New Low Prices which have been in effect for the past two months on every item which has shown a price decline, prevail throughout the store.

This Customer's Dividend Sale is a double-header to prove supremacy of value-giving which other stores dare not attempt.

The Golden Rule Stores buying power is amply sufficient to secure (and does) the lowest possible cash

prices on dependable, high-grade merchandise direct from mills and factories and too, without an Eastern Executive Administration Cost which requires Extra mark-up before dividends can even be considered. Our stores are our hobby: Southern Oregon and Northern California is the part of the United States we are most interested in. The people of these two big communities are the people we are trying to serve. No financial dictators to hamper operations. We buy as we please, when we please and what we please provided we know our purchases are going to please our greatest assets—our customers.

Signed E. W. VANNICE

GOLDEN RULE'S GUARANTEE

We believe that it's almost useless to even mention our sincerity in maintaining regular prices. We also firmly and honestly believe that practically every man and woman in Klamath county knows the Golden Rule every-day prices and their reputation for square dealing. Please understand that this store positively guarantees that no price has been changed for this event and everything is exactly as represented.

Next Wednesday We'll Mail

you a regular bank check, cashable any place. It will represent a refund of exactly Fifteen per cent of your total purchases from any department in the store.

Thursday
Friday
Saturday



here and there sold at less than cost is not evidence of unusual values throughout a store. In fact, it is splendid evidence of a weakness that exists somewhere, either in the stocks of merchandise, or with the executives in the organization. We are merchandising today with the twentieth century people, all of whom agree the world is round.

Klamath's Greatest Independent Store

Home Owned—Big City. County and State Taxpayers—and Back of Community Enterprises

Golden Rule Stores

ECONOMISTS IN DISTRIBUTION THE NAME OUR POLICY

Nine separate, complete and distinct departments offering new, useful and practical merchandise at a 15 per cent cash dividend.

Just purchase in the regular way—keep your sales slips, and we'll mail you a bank check for your dividends.

OUR PLAN—DETAILS—ETC.

There isn't one thing hard about CUSTOMERS' DIVIDEND DAYS. Just come in, pay the regular everyday Golden Rule money saving price for any article in the store, give the salesperson name and address—Next Wednesday a check will go forward to you for 15% of total purchases of \$1.00 or more. Now is it not easy? Of course it is—it's a greater money saving event than any sale ever held—WHY, because you can select from any merchandise in the store—15% of your money back in cash.

WHAT THIS EVENT REALLY MEANS TO YOU

Just this—The fifteen cents on every dollar of merchandise you purchase will be returned, in one dollar's worth of goods cost on these three days only 85c. The difference you save will buy many things that the average family needs every day of the year. As fast as it's possible we will mail your dividend check. Some will be mailed Tuesday and the balance Wednesday. Mailing will begin with names starting with A—then B, etc.

A FEW WORDS ABOUT OUR EMPLOYEES

Is money all—we should say not. What's the use of hoarding gold—making money by taking it out of employees' wages who directly make it; never doing one thing for society, yet settling back and telling the world how much in dollars and cents you're worth. That is not the golden rule of the GOLDEN RULE STORES way of doing business. Every employee receives a good living wage—each girl makes enough to be self-supporting; each man's salary will care for his family—give them the things they need and keep the children in school. We are extremely proud of our sales staff and appreciate the work they do.