

OUR ANNUAL

PRE-  
INVENTORY

Red hot

BASEMENT SALE

Women's BAGS  
Odd lot. Several styles.  
For Sale Days only.  
Quantity limited.  
**25c**  
Basement

FREE  
With each fine grade suit-  
ing apron we will give one  
sanitary belt—Main Floor.  
**35c**  
BOTH FLOORS

ONE LOT  
Boy's Winter Coats  
**HALF PRICE**  
SECOND FLOOR

H.G. \$1.00  
House DRESSES  
3 FOR  
**\$1.50**  
SECOND FLOOR

Hear More About  
This Great Sale  
Over KFJI At  
7:30 Every Night

Notice

Due to dozens of items being sold  
at far less than wholesale cost, to  
make a quick cleanup, we will not  
permit any sales being made to  
dealers.

GOLDEN RULE STORE

**SALE**

DOUBLE BLANKETS  
Large Size—66x80

A beautiful plaid blanket—fleecey—  
Worth nearly double this price.  
Heavy weight.  
**\$1.39**

—20 Only—  
BLANKETS—MAIN FLOOR

# PRE- INVENTORY Sale

**Begins Today, Ends Saturday, Jan. 23rd**

**OF THE FASTEST SELLING DAYS EVER WITNESSED  
BY THE PEOPLE OF SOUTHERN OREGON**

**—DOORS OPEN AT 9 A. M.—**

Read every word in this ad—there's something listed  
here for every one in the family at less-than-cost-prices

**DRY GOODS SPECIALS**

**HAND TOWELS**  
And Tea Towels  
At a 1912 Price  
It's been years since such a price  
as this was quoted on half linen  
towel of this quality. Good  
size. For Pre-Inventary Sale  
only—MAIN FLOOR.  
**\$1 DOZEN—EACH**

**COMFORT CHALLIE**  
36-inch. Fine assortment of pat-  
terns. An all purpose low price  
material. How many can remem-  
ber of such an extremely low  
price as this ever being quoted  
on Comfort Challie.  
Main Floor SALE—YARD

**BLEACHED MUSLIN**  
36-inch  
Don't miss this buy. This price  
is rock bottom.  
**12 YARDS \$1—YARD**  
MAIN FLOOR

**FAST COLOR PRINTS**  
Guaranteed  
One huge lot of much higher  
priced prints on sale only while  
quantity lasts. Lots of colors and  
patterns. 36-inch. If you miss  
this special you'll miss one of  
our greatest values.  
SALE—MAIN FLOOR

**PLISSE CREPE**  
25c Grade  
Here's a real bargain for those who  
saw. Good assortment of patterns.  
Extra good quality.  
SALE STARTS TODAY  
NOW—SIX YARDS

**BLEACHED OUTING**  
Good heavy weight. For sale  
Days only. 27-inch. MAIN  
FLOOR. **12 YARDS \$1—YARD**

**BATH ROBE FLANNEL**  
29c  
Just a few pieces left so you  
must hurry and be here the first  
hour.  
36-inch—in patterns—YARD

**RAYON PAJAMAS**  
Two piece.  
Contrasting  
colors. Non-  
run material.  
Only a few  
left.  
Basement  
Store

**WOMEN'S SATIN SLIPPERS**  
Regular \$1.49 Values  
Soft soles. Padded heels  
or D'O'ray styles.  
Basement Sale Price  
**49c**

**WOMEN'S NAINSOOK GOWNS**  
Imagine it. On sale  
at less than the  
cost of material.  
In colors. Bas-  
ement Store. Cut To  
30c or Three for  
**\$1**

**Children's All-Wool SWEATERS**  
Coats and Pull-overs—fanciful.  
100% wool.  
Basement Price  
**\$1**

**Children's Wool Hose**  
Wool and Rayon for school, two-  
tone colors, all sizes.  
Basement. Cut To  
**25c**

**Children's Unions**  
Part wool—taped with buttons.  
Ages 6 to 12. Basement  
Reduced To  
**59c**

**Boys' Jersey Coats**  
Fleece lined wind breakers.  
Heather mixtures—with collars.  
Sizes 20 to 34—Basement.  
Cleanup Price—**69c**

**Here's A Sale**  
Of Hose of Give  
Away Prices

**MISSES' HOSE**  
Rayon and Wool  
80c Values  
Odd lot. Most all  
sizes. Full length,  
school hose. Now only  
Pair

**Kiddies' Anklets**  
Sizes 4 1/2 to 6 1/2 Only  
Cleanup price. If you can  
use any of the above sizes  
this is some value. Limit  
4 pair to customer.  
Hose Sale—Main Floor

**WOMEN'S RAYON AND WOOL HOSE**  
70c values. Plain colors.  
All sizes. Sale Days only.  
MAIN FLOOR—4 PAIRS—**\$1**

**Infants' WOOL HOSE**  
Black only—  
Just a few  
pair left. Your  
choice.  
Basement  
Store

**Women's OVERSHOES**  
Not All Sizes.  
4 buckles. Fleece  
lined.  
Basement Store  
**59c**

## 1 SHOE SALE

— 200 PAIRS —

Pay Regular Price For One Pair And You Get Another Pair For Only One Cent.

In going through our stock we find we have about 200 pairs of women's new winter styles that are broken  
sizes—consequently to make a quick sale they go at a One Cent Sale. All styles, sizes, colors, leathers and  
heels are included.

QUANTITY LIMITED TO 200 PAIRS—COME EARLY—TAKE YOUR CHOICE  
**One Cent Sale—Mezzanine**

**THEME HOSE**  
You no doubt have worn this well known hose—if so  
you'll certainly appreciate this low price quoted. Now  
only about half price.

ENTIRE STOCK OF \$2.00 VALUES CUT TO  
**\$1.25**  
HOSE SALE—MAIN FLOOR

**SUIT and DRESS SALE**  
Basement Store  
Regular \$4.98 Values

Our stock consists of only 15 Wool Jersey two and three-  
piece Suits and 15 Silk Dresses. Most all sizes.  
To be sold during Pre-Inventary Sale at  
less than actual cost. We sincerely advise  
an early choice.  
**\$2.98**  
BASEMENT STORE

**Women's New Winter Footwear**  
On Sale While  
Quantity Lasts

**SILK DRESS SALE**  
One Rack—Values to \$15.00

One special rack of fine winter dresses. Lots of  
style and colors. Here is the greatest \$5 dress sale  
ever offered in Klamath Falls. We urge you to  
make an early choice before stock is depleted. All  
sizes.

**\$5**  
SALE—2ND FLOOR

**Winter Coats**  
Entire Stock Cut To  
Practically  
**HALF PRICE**  
And Less

Our complete coat stock is  
included in this yearly sale.  
12 Coats Only

8 coats only. Values to  
\$65.00. None of these  
coats have ever sold for  
less than \$45.00.

Values to \$30.00  
\$45 to \$65 Values  
**\$15 \$25**

**Women's Jackets**  
— HALF PRICE —  
Entire Stock—11 Only—As Illustrated  
Regular \$ 6.50 Jackets cut to \$3.25  
Regular \$13.00 Jackets cut to \$6.50  
SALE—SECOND FLOOR

**WOMEN'S BAGS**  
Regular \$1.98 and \$2.69  
values. Genuine leather.  
Equipped with talon fast-  
eners. On sale at less  
than cost. Good assort-  
ment of styles and colors.  
**98c**  
2ND FLOOR

**ALL BOYS' WINTER COATS CUT TO COST PRICES**  
2ND FLOOR  
**\$1.50**

**Save Golden Rule Sale Slips for Valuable Premiums**  
**Golden Rule Stores**  
ECONOMISTS IN DISTRIBUTION  
THE NAME OUR POLICY

**WOMEN'S CORSETS**  
Odd lot of all kinds to be sold at this  
unheard of low price. Values up to  
\$6.00.

Your Choice  
**50c**  
SECOND FLOOR

You'll find many other items on sale  
throughout the store that space does  
not permit to describe in this ad.

**PURE SILK OR RAYON BLOUSES**  
Here's a real buy. Don't  
overlook this one. Broken  
stock. Several colors. Just a  
few at this below-cost price.  
**\$1.49**  
2ND FLOOR

**COTTON BLOUSES**  
Values to \$1.98  
Odd lots. All sizes.  
Many styles. About 24  
to choose from.  
**98c**  
2ND FLOOR

**CHILDREN'S GOWNS**  
Regular 98c out-  
ing gowns. Only  
a few left. Ages  
7 to 14 years.  
3 For  
2ND FLOOR

**Infants' Quilts and Blankets**  
Various  
sizes. All  
colors.  
Values  
\$1.00. Cut  
to—  
2ND FLOOR

**WOMEN'S RAYON AND WOOL GOWNS**  
Heavy outing material two-  
piece pajamas. Gowns in all  
sizes.  
YOUR CHOICE  
**98c**  
2ND FLOOR

**CHILDREN'S PAJAMAS**  
Heavy outing material two-  
piece pajamas. Gowns in all  
sizes.  
YOUR CHOICE  
**\$1.50**  
2ND FLOOR

**ALL BOYS' WINTER COATS CUT TO COST PRICES**  
2ND FLOOR  
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**Golden Rule Stores**  
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**FOR YOUR INFORMATION**

Profits are positively forgotten during this five day event—  
Our fiscal year ends January 31st, consequently, to reduce  
stock and to eliminate odd lots of merchandise, before in-  
ventory, prices have been made that warrant your attention  
and ones that guarantee to us that the merchandise will be  
sold immediately. Due to such low prices we cannot guar-  
antee quantities—we advise that you shop early.

**COTTON PRINT DRESSES**  
Take your choice of any of our  
high quality \$1.98 dresses at  
this price. Fast colors. Large  
assortment of styles. All sizes.  
For Pre-Inventary Sale only.

Your Choice  
**\$1.29 Each or 2 For \$2.50**

**CHILDREN'S GOWNS**  
Regular 98c out-  
ing gowns. Only  
a few left. Ages  
7 to 14 years.  
3 For  
2ND FLOOR

**Infants' Quilts and Blankets**  
Various  
sizes. All  
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Values  
\$1.00. Cut  
to—  
2ND FLOOR

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Heavy outing material two-  
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sizes.  
YOUR CHOICE  
**98c**  
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Heavy outing material two-  
piece pajamas. Gowns in all  
sizes.  
YOUR CHOICE  
**\$1.50**  
2ND FLOOR

**ALL BOYS' WINTER COATS CUT TO COST PRICES**  
2ND FLOOR  
**\$1.50**

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**CHILDREN'S SATON BLOUSERS—Slips and Underwear.** Odd lot of fine grade merchandise grouped on one table.  
YOUR CHOICE  
**10c**  
SECOND FLOOR

**BOYS' WINTER UNIONS**  
Ages 6 to 16 years  
Winter weight. Long  
legs and sleeves. A  
special for Sale Days  
only. Limit Two Suits  
to a customer.

**25c**  
SECOND FLOOR

**LEATHERETTE HELMETS**  
About 3 dozen  
Boy's Helmets at  
this final clean-  
up price.  
**10c**  
SECOND FLOOR

**KOVERALLS**  
Ages 3 to 8 years.  
Levi Strauss brand.  
80c values.  
2 For \$1  
BOY'S DEPT.

**BOY'S "RAIL CHIEF" BIB OVERALLS**  
\$1.50 value one year ago. Super denim.  
Heavy. Ages 4 to 15 years. A regular 98c  
value. Now cut to only 69c.  
BOY'S DEPT.—SECOND FLOOR

**ENTIRE STOCK—BOY'S CAPS**  
Take your choice. Regular 98c values. Dress  
styles. All sizes. About 3 dozen left to  
choose from.  
BOY'S DEPT.—SECOND FLOOR

**Boys' Dress Sox** 10c **Boys' Wool Boot Sox** 25c **BOYS' HATS**  
Odd Lot HALF-PRICE

**ALL BOYS' O'COATS**  
Ages 2 to 7 Years  
BOY'S DEPT.—2ND FLOOR

**WOMEN'S HATS**  
Entire Stock Grouped in Two Lots. Come  
in and Take Your Choice.  
Values to \$10.00  
Two Groups  
**50c and \$1**

**BOYS' HI-TOPS**  
Size 8 1/2 to 9 Only  
\$2.79 Value  
All leather. Black. Regu-  
lar stock. Peter's brand.  
Only a few pairs at  
**\$1.98**  
SECOND FLOOR

**BOYS' HI-TOPS**  
Size 12 1/2 to 14  
This is our famous "B"  
feature—guaranteed all  
leather boot. Buy them  
for next year.  
**\$3.98**  
SECOND FLOOR

**BOYS' GOWNS**  
Ages 8 to 15 years. Only  
24 at this price. Regular  
stock to go at this give-  
away price—  
**10c**  
EACH  
SECOND FLOOR

**BOYS' WAIST OVERALLS**  
Ages 6 to 16 years. Just  
a few left. Belt top. Bell  
bottom.  
Cut To  
**50c**  
2ND FLOOR