

GOLDEN RULE CORPORATION

OF
KLAMATH OREGON FALLS

and CHILOQUIN

In the Center of Klamath County's Shopping Districts
for Quality Merchandise.

Saturday
January 2
to
Saturday
January 16



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January 16

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Service With Values and Quality Apparent Solves Yours
Problems in Goods and Money

How Is "Value" Judged?

There are many elements in the success and popularity of this store that work will not tell. One of these is the distinctness of Golden Rule Values.

Nevertheless, the expression of differences between things is an incident. It is the ultimate result, the satisfied customer, merchandise that gives a little more than ordinarily expected for the money spent. In similar merchandise there may be many differences—except price—in weight, finish, quality of dye, and in character of pattern. And so it will be in store events—in sales.

Time Tells Rightly

Eventually time expresses the truth in the differences between good values and ordinary things. Silently and without prejudice time establishes truth, establishes convictions and brings relentlessly a verdict on men, on merchandise, on store methods and sales which on the face of things seemingly are the same.

Now, more so than ever, the store's goal of Better Service and Distinct Values is a safeguard to you in supplying you and your family and your homes the needed things.

The New Year Steps In With These Distinct Golden Rule Values—Bargains, Economics, Money Savings

January Sale Offers

In Our

Down Stairs Store

One Lot Women's
Hi Top Shoes

49¢

One Lot Women's
Dress Oxfords

\$3.45

\$5.85 values in brown calf and black kid lace high tops. Good-year welt sole, military leather heel. Slightly out of style, full quality otherwise. Sizes 2½ to 5. Only 50 pairs. Pick your size at 49¢.

In tan, black kid and satins, patents, brown, calf, and patent and satin pumps, in values to \$5.95—all this winter's styles and fashions. Some in runs of sizes, some odd sizes.

\$1 Silk and Wool Dress Goods \$1

Extra Prodigious Reduction

\$3.50 VALUES in basket weave wool dress goods in navy blue and pretty wine tint brown, square check finish. 38-inch width, an extravagant offer during January Sale, yard

\$2.69 VALUES in wool plaids of purple, blue, oxford and brown with yellow, green, purple and light brown stripe, in 40-inch width, exceptional offer, January Sale, yard

\$2.50 VALUES in dress flannels, crepe suitings, basket weaves, stripe serges and some with rayon stripes, in black, navy, light blue, brown, green, tan, January Sale, yard

\$4.50 VALUES in wool plaid coatings in Scotch plaids of yellow, blue and green, green, red and brown, heather mixtures, 56-inch width, unprecedented bargain, January Sale

THIS SILK offering contains some fancy and plain fabrics that are enticing to the thrifty—includes silk and wool poplin, enchanta chenille, spiral crepes and silk reps, values to \$4.85, in a limited yardage, first here best pleased, January Sale

FRENCH and STORM serges in fine quality fabric for dresses and suits, skirts and jumpers, in navy, black, brown and tan, in 40, 42, 44, 54 and 56 inch, January Sale, yard

January Sale Specials

DRY GOODS DEPARTMENT

GOLD SEAL pillow cases, 42x56, a fine grade of muslin, large hems, well made, and included in this first of the year event as a very special attraction, limited amount.

January Sale 29c

TORN SHEETS, Vulcan brand, torn to size before hemming, seamless, size 81x90, sheets which will give a world of service, regular values at \$1.39, 99c and worth it, January Sale

HOPE MUSLIN bleached sheeting in 36-inch width, known everywhere as a standard for quality and serviceableness, limit of 10 yards to each customer, and during the January Sale, yard

12½c

STITCHED BATS made of new snow white cotton of exceptionally high grade, full comfort size, at this time of year a full supply and a wanted article at \$1.50; during January Sale

\$1.19

Towel Special 43c

BIG TURKISH towel of pure white cotton, good heavy material, heavy inches, regular 59c towel in any amount during January Sale

43c

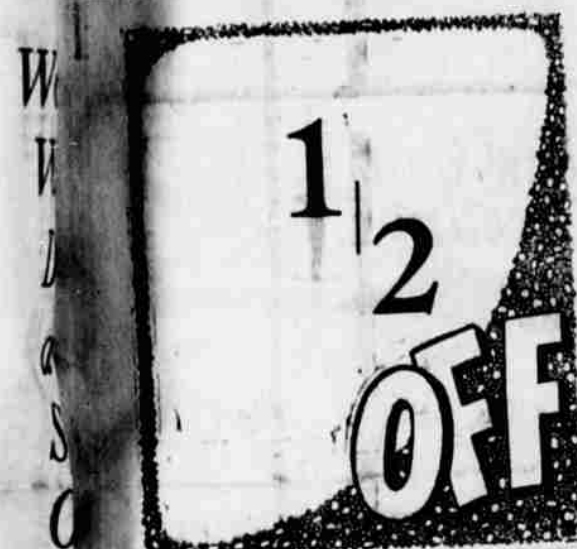
Towel, Soap Special 99c

COMBINATION TOWEL and Palm Olive Bouquet Soap Special—towel a fine Turkish towel, 18 inches by 34 inches, fancy blue stripe, with one box of 12 bars of white toilet soap

99c

Coat and Dress

This Attractive Stock



Women's
Stylish
Silk
and
Wool
Dresses

Wonderful Saving Opportunity!

Stylish fashion, all in the fashions of the winter season so popular, fine wearing apparel one long to be remembered, and an opportunity delayed.

\$125

Dresses to \$35

1/2

Original Price

Truth is the possibility of such reduction is as fiction, the truth of it is, Bolivians, coatings, travenstis, everything included, mostly there is one, all, at One-Half Original Price cost.

Nothing pleases womanhood more than to be smartly frocked in the best of style and latest variation of the mode. Here with this wonderful showing of georgettes, satin back crepes, flat crepes and crepe de chine with the latest flaires in trimmings, this One-Half Original Price offers the long sought opportunity to be so frocked.

Tremendous Bargains in Men's Department

Men's

LEE and CROWN fine quality khaki, and other regular \$2.75 to \$3.25, 19c

Men's

FINE VALUE in

reg \$1.35 and \$1.45

Boys' Knee Pants

WOOL MIXED knee pants in a wide range of colors in solid, stripes and heathers, regular khaki styles, in heavy weight cloth, mostly lined, sizes to 14 years.

Values to \$2.69

\$1.00

Boys' Blouses and Shirts

LARGE VARIETY of colors in most all sizes of boys' blouses and shirts, in a fair run of sizes; shirts 12 to 14 years, blouses 6 to 16 years; stock limited; January Sale

\$1.25

Work Sox

EXTRA HEAVY cotton work sox in blue, brown and gray, all sizes, and any amount to a customer, a warm durable sox which will be a special attraction to men, January Sale

25c

Work Gloves

CANTON FLANNEL gloves, extra heavy strong weave cotton, knit wrist, regular 20c seller, no limit to quantity, especially desirable for maximum warmth, January Sale

15c

Silk Dress Hose, 25c

SILK HOSE, Allen A \$1 and \$1.50 men's full fashioned all silk and mercerized foot, with fine Japan silk boot, in brown, airdale, gray and black, to close out, January Sale

25c

Men's Overcoats Below Cost



MEN—Here is an opportunity to get an overcoat at a price which is so ridiculously low that not one of you can afford to do without. Especially is this so when you mostly get such stylishly made Oregon-made-all-wool coats as these lined with skinnings. Make it snappy to be happy.

\$18 to \$20 Values
In Fine Overcoats

\$13

\$25 and \$27.50 Values
In Fine Overcoats

\$17

\$32.50 and \$35 Values
In Fine Overcoats

\$23

Boy's Overcoats

\$6.50 Heavy Chinilla lined, belted, brown and gray

\$4.95

Values to \$14.50. In Youth's Overcoats

\$7.95

Men's Bath Robes

Cotton and Wool

MEN'S COTTON flannel bath robes in medium and large sizes, plaid colors, well bound, with frogs and cords to match, heavy weight material, regularly priced \$3.85, January Sale

\$2.98

OREGON CITY all virgin wool bath robes in conventional and Indian patterns, known all over the United States as the best in quality bath robes, in January sale, only four of these.

\$25.00 Bath Robes \$19.50 \$19.50 Bath Robes \$13.00