

REMEMBER THE PLACE
GOLDEN RULE STORE
LOOK FOR
THE BIG SIGNS

TREMENDOUS IN THE REALM

AN UNPRECEDENTED CASH The Golden Rule Store, Klamath Falls

The Proprietors of this new and splendid \$45,000 stock and general merchandise have eliminated themselves from the conduct of the business and

Chicago **Lewis Brothers & Co. Mercantile Adjusters** Spokane

Will Assume Full Control And Authority And Will On

SATURDAY, JUNE 29th, AT 9 O'CLOCK SHARP

Open the doors to the greatest Slaughter Sale, Bargain Fest and Rapid Fire Selling of high grade Merchandise ever attempted in this country. The Stock includes Adler's Collegian Clothes, Hats, Caps, Furnishings, Shoes, Dry Goods, Ladies Suits, Dresses, Skirts, Lingerie, Underwear, Hosiery, Lace Curtains. Everything to be found in an up-to-the-minute store--AND ALL TO GO IN ONE GREAT SWEEPING SACRIFICE.

L - E - W - I - S

ONLY SPACE TO MENTION A VERY OF THE THOUSANDS OF BARGAINS

Adler's Mens Clothing Under the Knife

The "Collegian" kind which is recognized standard of High-grade clothing, made the equal in every way of the most expensive clothes made, a line of clothing that is worthy of, and has a national advertising everywhere. When you buy a "Collegian" suit you do not buy an unknown quantity, but you buy the world's standard cloth manufactured into ready-to-wear garments by skilled workmen under the supervision of the best brains in America's clothing centers. "Collegian" clothes don't sell at Forty, Fifty, and even Sixty dollars per suit, for it's only the more progressive stores that are allowed to sell this clothing. Stores that expect to make volume the foundation of success. The day of War Prices, even in Klamath Falls, has ceased, and it does hurt some people mighty bad, too.

Lewis Brothers say these suits must go, and here is a list of prices they have placed on the entire stock.

Regular \$12.50 Suits, reduced to \$6.90
Regular \$15.00 Suits, reduced to \$11.75
Regular \$18.00 Suits, reduced to \$12.90
Regular \$20.00 and \$22.50 Suits, reduced to \$15.50
Regular \$25.00 and \$28.50 Suits, reduced to \$18.75

Here is a Chance for Speculation

One case, thirty-six dozen, Men's New Fall Sweaters just received, colors navy, cardinal and Oxford. A sweater when sold at the regular price of \$4.50 is a bargain. New rough neck style. Unfortunately for Vannice Brothers, these sweaters arrived two weeks too soon, and must go with the balance of the entire stock. The price we have made on these new sweaters should move them the first day of the sale. Any color and size you want, each \$2.95

Men's Summer Underwear Bargains

35c garments now 15c
Blood's ribbed underwear sells everywhere at 50c, sale price 33c
Men's union suits, \$1.50 quality now 95c
Men's union suits, \$2.50 quality now \$1.79

"No Name" Hats

for men represent the best felt hats on the market to sell at regular prices, which are \$3.00 and \$3.50. Every "No Name" hat in the store, no difference the quality, will be sold during this, the greatest merchandising event in the history of Klamath County, at a uniform price of \$1.95
All men's \$1.50 and \$2.00 hats will go at \$1.00

You can Afford to Throw Away the Old Pair Now

Twenty-five dozen men's odd trousers reduced as follows—
\$1.25 trousers now95
\$1.50 trousers now \$1.20
\$2.00 and \$2.25 trousers now \$1.35
\$2.50 trousers now \$1.60
\$3.00 trousers now \$1.90
\$3.50 trousers now \$2.60
\$4.00 and \$4.50 trousers now \$3.20
\$5.00 and \$6.00 trousers now \$4.45

Men's New Summer Dress Shirts

Reduced as follows—
75 shirts now45
\$1.00 shirts now57
\$1.25 shirts now95
\$1.50 shirts now \$1.29
\$2.00 shirts now \$1.55
\$2.50 shirts now \$1.95
Lot 1, extra special—Men's straw hats, worth to \$2.00, at50
Lot 2, extra special—Men's straw hats, worth to \$3.00, at \$1.00

TO THE FIRST TEN MEN ENTERING THE DOOR SATURDAY MORNING, JUNE 29TH, WILL BE PRESENTED, ABSOLUTELY FREE, A PAIR OF 50 CENT SUSPENDERS

GOLDEN RULE STORE

KLAMATH FALLS OREGON

UPHEAVAL OF MERCHANDISE

REMEMBER THE DATE
SATURDAY, JUNE 29
9 O'CLOCK A. M.

UNLOADING SALE Prices and Values Lose their Identity

They enter the question simply and solely as a matter of comparison to emphasize the difference between Prices and Values offered during this Gigantic Sale and former Prices and Values. The GOLDEN RULE STORE MUST HAVE THE MONEY, and WE ARE GOING TO SACRIFICE THE STOCK to get it. You need the goods. Lewis Bros. Sales Manager has orders to stop at nothing to sell the goods. Let this fact sink into your inner consciousness—he has been given CARTE BLANCHE to go as far as he likes in the entire conduct of this Sale, but to sell the goods at ANY OLD PRICE. WE DO NOT EXPECT TO MAKE ONE CENT OF PROFIT.

AFFIDAVIT

STATE OF OREGON,
COUNTY OF KLAMATH, ss.

Comes now E. W. Vannice and F. L. Vannice and depose and say that they are the proprietors of the GOLDEN RULE store, Klamath Falls, Oregon, that for purely personal reasons and of no interest to any but themselves they have waived every consideration of profit and loss in the conduct of their General Merchandise business and placed same in the hands of Lewis Bros. of Spokane and Chicago, THE GREAT MERCANTILE ADJUSTERS, for quick disposition in a 15-days' sale at whatever sacrifice they may think necessary. They have absolute authority to make prices, and as they have pledged to make a clean sweep of everything the public may come expecting much without fear of disappointment, as we are prepared to back up every representation they make.

Subscribed in my presence and sworn to before me by the said E. W. Vannice and F. L. Vannice on this, the 24th day of June, A. D. 1912.

[SEAL]

E. W. VANNICE,
F. L. VANNICE,
E. L. ELLIOTT,

Notary public in and for the State of Oregon, residing at Klamath Falls, Oregon. My commission expires August 7, 1913.

B - R - O - S - C - O -

LOOK THEM OVER CAREFULLY. WATCH PAPERS FOR FURTHER PRICES

Slashing Shoe Specials

Peters Diamond Brand Shoes for men, women and children.

Packard, Weyenberg and Original Chippawa Shoes for men.

Selby Dress Shoes for women, and E. C. Skuffer Shoes for children.

Nothing reserved. No restrictions.

MEN'S LOW SHOES.

Black and tan, button and lace—
Reduced from \$3.50 to \$2.60
Reduced from \$4.00 to \$2.90
Reduced from \$5.00 to \$3.75

LADIES' LOW SHOES, PUMPS AND OXFORDS.

Reduced from \$1.50 to \$1.15
Reduced from \$2.00 to \$1.55
Reduced from \$2.50 to \$1.90
Reduced from \$3.00 to \$2.35
Reduced from \$3.50 to \$2.75
Reduced from \$4.00 to \$2.95

MEN'S DRESS SHOES.

All colors and styles, both button and lace—
Reduced from \$2.50 to \$1.79
Reduced from \$3.50 to \$2.90
Reduced from \$4.00 and \$4.50 to \$3.10
Reduced from \$5.00, \$5.50 and \$6.00 to \$3.75

MEN'S WORK SHOES.

Both regular and high top—

Reduced from \$2.50 to \$1.79
Reduced from \$3.50 to \$2.75
Reduced from \$4.00 to \$2.85
Reduced from \$5.00, \$5.50 and \$6.00 to \$3.95

WOMEN'S REGULAR AND HIGH TOP SHOES.

In black, tan and white Nubuck, tan calf, gunmetal, patent and vici leathers, both button and lace. The entire stock of high grade dress shoes will be sold as follows—

Regular price \$2.00, now \$1.55
Regular price \$2.50, now \$1.90
Regular price \$3.00, now \$2.35
Regular price \$3.50, now \$2.75
Regular price \$4.00, now \$2.85
Regular price \$5.00, now \$3.95

CHILDREN'S SHOES

and low shoes of every description—

\$1.50 reduced to \$1.20
\$2.00 reduced to \$1.55
\$2.25 reduced to \$1.70
\$2.50 reduced to \$1.95

Boys Clothing

Here is a list of boy's underwear which at regular prices represent excellent values. Every garment in this department as well as every other department in the big store has been sacrificed for this, the sale of sales.

Boys' shirts and drawers, regular price per garment 25c, now 15c
Boys' union suits, regular price .35, now 19c
Boys' union suits, regular price .50, now 34c
Boys' union suits, regular price \$1.00, now 50c

"Best Ever" suits for boys are all wool, rain proof and moth proof. You can't buy better boys' suits than "Best Ever" suits are, and during this sale you will be able to buy these suits for less money than most merchants have to pay for them.

\$13.50 and \$15.00 boys' suits \$9.00
\$8.50 and \$9.35 boys' suits \$6.19
\$7.85 boys' suits \$4.95
\$6.50 boys' suits \$3.95
\$5.00 boys' suits \$3.85
\$2.50 boys' suits \$1.65
\$2.00 boys' suits \$1.25

Men's Dress and Work Gloves

Reduced as follows—
75 gloves now39
\$1.00 gloves now65
\$1.25 gloves now90
\$1.50 gloves now \$1.20
\$2.00 gloves now \$1.45

Sale Conducted By Lewis Bros.

F. S. BOYD In Charge

TO THE FIRST TEN LADIES ENTERING THE DOORS SATURDAY MORNING, JUNE 29TH, WILL BE PRESENTED A DRESS PATTERN OF FANCY FIGURED BATISTE