

Fifteen Days of Extra Special Bargains

— IN —

SUMMER MERCHANDISE

Beginning Wednesday, July 15th

Ending Saturday, August 1st

THIS is not one of those Hurrah Special Sales like you have been told about so much the past few weeks, only to find after making a careful examination that you were asked more for the merchandise than you could buy it for at regular retail price anywhere, but a genuine, bonafide clearance of such merchandise as will not be seasonable after the middle of September—Merchandise that was bought for CASH and bought at the lowest possible wholesale prices.

Cost will be made a secondary consideration in pricing the different lines, which we have to offer for a Quick Clearance for two distinct reasons, viz., First we realize that a price low enough will move this merchandise and move it quick, and in this way reduce our expense of advertising and selling same to a minimum. Second when we advertise that we are offering merchandise at UNUSUAL BARGAIN PRICES you may rest assured that we are going to make our word good, for we expect to remain in Klamath Falls in business for years to come.

A partial list of the merchandise we offer as follows: Men's and Boy's Clothing, Men's, Boy's and Children's Hats, Women's, Misses' and Children's Dresses, Women's and Misses' Suits, Skirts, Muslin Wear, Dressgoods, Gloves, Laces and Embroidery; several lots in Women's and Children's Shoes, Hosiery, etc. There is but one way for the buying public to know the values we have to offer, and that way is to call at the store and personally inspect the merchandise.

You are invited to do this with our assurance you will not be asked to buy unless you wish to do so.

YOU WILL BE REPAYED FOR YOUR VISIT TO THIS STORE TOMORROW OR ANY DAY DURING THE FIFTEEN DAY CLEARANCE SALE.

GOLDEN RULE
THE PEOPLE'S STORE

WE WILL GIVE 25¢ GREEN TRADING STAMPS DURING THIS SALE WITH EVERY PURCHASE REGARDLESS OF THE PRICE AT WHICH THE MERCHANDISE IS SOLD.

STORE CLOSSES AT 6 p. m., EXCEPT SATURDAY