



Annual House Cleaning Sale



AND JANUARY WHITE SALE COMBINED

The Reason of Our Annual Cleaning Sale

Every store doing the great volume of business that we do—is sure to accumulate many short lines and broken sizes of seasonable merchandise. There are only two ways to dispose of them—**The First** is to carry them along, mix them with new merchandise and by smooth salesmanship sell them to customers in the future. **The Second** is to sacrifice the price on all short lines and clear the shelves of every seasonable article, thus offering the customers only the newest, freshest stock at the beginning of each season. **WE CHOOSE THE LATTER METHOD AND SWEEP OUR SHELVES CLEAN.**

Both Sales Start
MONDAY
January 3rd
1916

Our January White Sale and Why it Offers Greater Savings

Months ago we began planning on this January White Sale and by watching the market secured some exceptional values in white goods.—All bought before the recent advance in all cotton goods.

NOW COTTON GOODS OF ALL KINDS ARE HIGHER—but during this January White Sale you can save on every white undergarment, all embroideries and etc., at prices lower than even our former low prices.

JANUARY WHITE SALE WILL BE IN DRY GOODS BALCONY.

Sweeping Reductions on Broken Lines and Winter Merchandise in Every Department.

With half the winter still ahead you will find hundreds of seasonable bargains on which you can save in every department. Not merely slight reductions—but prices cut right down to bedrock on seasonable, high grade merchandise throughout the entire stock.

COME EARLY DURING THIS SALE TO SECURE YOUR CHOICE—Sale continues during entire month of January but many lines will be closed out soon at these unparalleled low prices.

Clean Sweep Prices on Men's and Boys' Suits

WINTER UNDERWEAR SAVING
150 Garments, Men's \$2.00 and \$2.25 fine wool underwear, house cleaning price, each **98¢**
Broken line Men's winter union suits reduced 20 per cent.
One lot Boys' Worsted Ribbed Drawers, regular 50c to 75c, house cleaning price, each **24¢ to 34¢**
Wright's Health Underwear for Boys regular \$1.00 suits, house cleaning price, suit **79¢**
Boys' fleece lined Suits and Drawers regular 30c to 40c, house cleaning price **24¢ to 34¢**

BARGAINS IN RUFFNECK SWEATERS.

\$1.00 Grade **67¢**
\$3.00 Grades **\$2.00**
\$6.50 Grades **\$4.34**
All other grades at reductions like above.
Men's 50c Work Shirts **37¢**
One lot Men's \$3.00 Hats **\$1.50**

One lot Men's \$2.00 Hats **\$1.00**
Men's 65c Negligee Shirts, both soft collar and military styles **49¢**
Broken line Men's Dress Pants at exactly Half-Price.

BROKEN LINE MEN'S DRESS SHIRTS.

\$1.00 Dress Shirts **63¢**
\$1.25 Dress Shirts **73¢**
\$1.50 Dress Shirts **93¢**

CLEAN-UP PRICES ON BOYS WEAR.

Boys' 60c Negligee shirts **49¢**
Boys' 35c Work Shirts **23¢**
Broken line Boys' Knickerbocker Pants—exactly Half-Price.
Boys' \$1.25 and \$1.50 Flannel Shirts, military collars, all colors, house cleaning price, each **95¢**
Boys' 65c Dress Hats **45¢**
Boys' \$1.25 Dress Hats **89¢**
Boys' \$1.25 Sweater Coats **84¢**
Boys' \$1.00 Sweater Coats **67¢**

Tempting Prices on Seasonable Dry Goods and Notions

Ladies' \$1.25 finest wool Underwear, choice **87¢**
Ladies' \$1.00 fine wool Underwear, choice **67¢**
Silk Crepe Petticoats worth regularly \$2.68, now **\$1.69**
Messaline Petticoats with fancy pleated flounce, regular price \$3.68 now **\$2.69**
Finest Silk Jersey Petticoats, with silk flounce. Regular price \$3.98, now **\$3.19**

1200 Yards of best quality 12 1-2c Outing, in both light and dark shades, special, yard **7¢**

Reductions worth while on entire line of **FANCY SCRIMS AND LACE CURTAINS.**

One lot \$1.25 Striped Waists, choice each **63¢**
Entire line Child's and Misses Dresses at clean-up prices.

Broken lines Wool Dress Goods—White Goods—Art Goods—Fancy Goods—Notions, at clean-sweep prices.

JANUARY WHITE SALE IN DRY GOODS BALCONY. Exceptional savings on Embroidery flouncings, Corsé Cover Embroideries, All Over Embroideries, Muslin Underwear—Corset Covers, Child's White Dresses.

EVERY LADIES SUIT-COAT-DRESS-SKIRT AND HAT MUST GO

Not one garment must be left on our racks after this sale—Not one garment reserved—Absolutely everything in our ready-to-wear department on sale at a great saving—many even below the cost of making for quick disposal.

Every Ladies', Misses' and Child's coat in the store HALF-PRICE.	One lot Misses' Coats worth up to \$8.50, choice \$1.98	Broken line Dress Skirts, values to \$12.50, choice \$2.98	Choice of any trimmed hat in the store \$1.98	Ladies' Suits worth up to \$17.50, choice \$4.98
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A Few House Cleaning Prices in Our Shoe Dept.

Broken line of Women's House Slippers, clean-up price **48¢**
A big line Women's fur-top leather sole House Slippers, choice **89¢**
Comfy Slippers and ribbon trimmed slippers, choice **98¢**
Men's leather House Slippers **\$1.19**

One lot broken sizes in Ladies' Shoes that sold up to \$3.50, clean-up price **98¢**

One lot Ladies' Shoes that sold up to \$4.50—mostly colored tops and tan button **\$2.48**

BROKEN LINES CHILDREN'S SHOES AND HOUSE SLIPPERS AT HOUSE CLEANING PRICES.

House Cleaning Time in Our Hardware Dept. Too

Odds and ends in brass ware at less than cost.

Exceptional bargains in broken lines of high grade Silverware.

Odd pieces of Donatello China at sacrifice prices.

ENTIRE LINE OF HEATING STOVES AT REDUCED PRICES.

All Statuary reduced.

ATTRACTIVE SALE PRICES ON ALL HAND PAINTED GERMAN CHINAS.

Broken line of Men's and Young Men's \$12.50 Suits for \$6.25	Broken line of Men's and Young Men's \$15.00 Suits Now \$7.50
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THE PLACE TO BUY THAT OVERCOAT IS HERE—THE TIME IS NOW

Men's and Boys' overcoats worth up to \$9.50, now \$5.48	Men's and Young Men's Overcoats worth up to \$15.00, now \$8.48	Men's and Young Men's Overcoats worth up to \$18.00, now \$10.98	Men's and Young Men's Overcoats worth up to \$22.00, now \$13.58
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PHONE OR MAIL YOUR ORDERS—THEY WILL RECEIVE THE SAME PROMPT ATTENTION AND CAREFUL FILLING AS THOUGH YOU CAME TO SELECT.—BUT COME IF YOU CAN AND SEE THE MANY CLEAN-UP BARGAINS NOT LISTED.

Bargains Like Above Throughout Every Dept.

THE GOLDEN RULE CO.

The Store. Of Better Service and Better Values