

THE STARTLING ANNOUNCEMENT OF THE HOUR THE GOLDEN RULE CO. GOING OUT OF BUSINESS

\$40,000.00 Stock of Merchandise Sacrificed

CLOSING OUT SALE OPENS SATURDAY, SEPT. 21st at 9 a. m.

One lot of Women's Dress Shoes, values up to \$5.00, on sale to close out, per pair
\$2.49

One lot of Men's Solid Leather, High Top, Lace Boot, Work Shoes, values up to \$10.00, for
\$6.98

One lot of Women's Dress Shoes, values up to \$6.00, choice to close out, per pair
\$3.58

One lot of Children's Extra Heavy, double knee, black, ribbed hose, all sizes, 25c value on sale, per pair
19c

One lot of Women's Oxfords, values up to \$3.50, choice to close out, per pair
49c

One lot of Women's Extra Quality, black Hose, 35c value, on sale per pair
25c

One lot of Children's Shoes, values up to \$3, on sale to close out, per pair
\$1.98

Many people will be surprised at this startling announcement that we have decided to quit business for good. Our only reason is that we have decided on a dissolution of the Company and wish to discontinue the La Grande store. In place of selling this immense stock to some broker to be shipped elsewhere, we decided to give the people of La Grande and vicinity an opportunity to economize and save by disposing of this **ENTIRE STOCK** at retail during these war times and war prices, when everything you eat and wear is beyond all reason in price; **SO THINK WHAT THIS SALE MEANS TO YOU**, coming as it does, right at a time when you are thinking of buying your Fall and Winter needs. We have gone into this sale with the firm determination to rid the store of every vestige of merchandise in the shortest possible time, and there will be no let-up to the cutting and slashing of prices until every article in this store is sold out completely. Useful articles for the home, farm and everyday needs, wearing apparel and shoes for men, women and children, will actually be sold for less than present wholesale value. It really tells a story of the most wonderful bargain event and surprising merchandise sale ever held in this vicinity. Tell your neighbors and friends about it, for it is a sale and opportunity never to be forgotten as long as you live.

One lot Women's high neck, long sleeve, ankle length, elastic ribbed Merino Union Suits, \$2 values, on sale at
\$1.49

One lot of Boys' Shoes, values up to \$3.75, on sale to close out at
\$2.49

One lot of Men's shoes, values to \$5.50, choice to close out, per pair
\$3.49

One lot of Fancy Dress Gingham, worth over 35c, on sale to close out, per yard
29c

One lot of Men's Dress Shoes, values up to \$7, one sale to close out
\$4.79

One lot of Men's Heavy Work Shoes, values up to \$6.00, closing out at, per pair
\$3.98

One lot of Men's Suits, values up to \$18.50, on sale to close out at
\$7.98

One lot of Men's Suits, good styles and materials, values up to \$20, for
\$13.25

One lot of Men's Suits, values up to \$27.50, on sale to close out at
One lot of Men's Hand
\$19.75

Tailored Suits, values up to \$35.00, choice to close out at
\$24.75

Men's \$10.50 Mackinaws will be closed out at
\$7.79

One lot of Boys' Suits, values up to \$10.00, on sale to close out
\$5.98

One lot of Heavy Coat Sweaters, regular \$7.50 values, on sale at
\$5.85

3 Pound, full comfort size, stitched cotton batts, \$2.00 value, on sale at
\$1.48

One lot of fancy useful glassware, values to 35c, choice, to close out
10c

Regular 75c 8-oz. thin blown water glasses, closing out, for set of 6
49c

6 qt. gray enamel preserve kettles, regular 65c values, on sale to close out at
23c

1 lot of China dishes, values up to 50c, will be closed out at
23c

1 lot of decorated Japanese teapots, values up to 85c, choice to close out
49c

Beautiful plaid woolnap Nashua Blankets, full size, reg. \$8 values for
\$4.98

(Limit 10 bars to a customer.)
Crystal White Laundry Soap, will be closed out, 5 bars for
25

(Limit 10 doz. to a customer.)
One lot of clothes pins goes on sale to be closed out at, per dozen
1c

Big lot of ink School Tablets, special to close out
4c

10 qt. tin Dish Pans, reg. 45c values, on sale to close out
23c

One lot of Crepe Toilet Paper will be closed out, 4 rolls for
25c

No. 13 Queen Coal Heating Stove, regular price \$12.50, on sale to close out
\$7.89

One lot of White and Colored Outing Flannel, heaviest and best quality, worth 40c, on sale, per yard
29c

LOOK FOR THE BIG PINK CIRCULAR GIVING FULL DETAILS AND COMPLETE ANNOUNCEMENT

The Golden Rule Company, - - La Grande, Oregon
GOING OUT OF BUSINESS