

Right in the Face of Merchandise Going Higher and Higher The Golden Rule Company, La Grande, Oregon

Again Makes a Big Cut in Prices on All Lines of Merchandise in An Earnest Desire to

QUIT BUSINESS

\$30,000

Stock of
Dry Goods, Clothing,
Furnishings, Shoes,
Hardware, Etc.
Slaughtered!

An Event of Vital Importance
to every Man, Woman and
Child in this Vicinity.

Colossal
Sensational
Stupendous

is This Mighty
Closing Out Sale!

FOR GOOD!

STORE CLOSED!

Thursday and Friday

RE-ARRANGING THE STOCK AND AGAIN
MARKING DOWN THE PRICES FOR QUICK
SELLING.

STORE OPENS

**Saturday Morning
Nov. 23, at 9 o'clock**

WE HAVE ENGAGED EXTRA SALES PEOPLE TO SERVE YOU PROMPTLY

Thousands of Dollars' Worth of New and Staple Merchandise to be Sacrificed

Read 

Our Mighty Closing Out Sale which we inaugurated some weeks ago has more than surpassed our greatest expectations. Thousands of people have attended this Big Bargain Event, coming many miles to take advantage of the wonderful savings we had to offer. This sale has been the greatest commercial sensation of Union County and without a doubt the greatest merchandise selling event ever witnessed in La Grande. Many thousands of dollars' worth of DRY GOODS, CLOTHING, FURNISHINGS, SHOES, NOTIONS, HARDWARE, etc. remain yet to be sold, and when we announce that again we made still greater reductions and offer another big cut in prices, assures you of one of the greatest opportunities ever offered in this vicinity to save money in supplying your present and future needs, and coming just at a time when other merchants are asking high war prices for the same kind of merchandise.

Our store will be closed two days—THURSDAY and FRIDAY, November 21 and 22, in order that we may go over the stocks and reduce the prices and re-arrange the store in a convenient manner preparatory for the GREATEST BARGAIN CARNIVAL ever witnessed. People by the hundreds, from all over the valley are coming to take advantage of this great opportunity. Automobiles are scattering broadcast throughout the country these circulars announcing this Mighty Sale. We want you to know we are sincere when we tell you this is a BONE-FIDE CLOSING OUT SALE—TO QUIT BUSINESS FOR GOOD—and you will find in many instances that you will be able to buy the very merchandise you need at less than the present wholesale price of today. The store will fairly blaze with bargains everywhere, as it will be our aim to sell every dollar's worth of merchandise within the shortest time possible, for positively the goods must go. So don't buy a dollar's worth of goods till we open our doors on Saturday morning, and be with the crowd—LET NOTHING KEEP YOU AWAY.

A GENUINE CLOSING OUT SALE

Just a Few of the Many WONDERFUL BARGAINS Offered Throughout the Store.

<p>One lot of Fancy Gingham effects, in Plaids and Stripes, regular price 25c, on sale at, per yard 19c</p> <p>One lot of Women's Cotton Fleece Lined Union Suits, high neck and long sleeves worth \$2.00, on sale at per suit \$1.29</p> <p>One lot of Women's cotton fleece lined Undervests and Pants, regular \$2.25 value, on sale, per garment \$1.49</p> <p>Beautiful Dress Gingham, worth 40c per yard, to close out, per yard at 29c</p> <p>Amoskeag Apron Check Gingham worth 35c, on sale, per yard, at 23c</p> <p>We offer 25c Unbleached Crash Toweling per yard, at 18c</p> <p>One lot of White Outing Flannels, worth 35c, on sale at, per yard 23c</p> <p>One lot of Outing Flannels in Light and Dark colors, double width, worth 45c, on sale per yard at 29c</p> <p>One lot of Woolen Dress Goods, values up to \$3.00 per yard, in widths for 36 to 42 inches wide, on sale per yard, at 98c</p> <p>Best quality of Percales, in light and dark colors, double width, worth 45c, on sale per yard 29c</p> <p>One lot of little boys' Heavy Work Shoes, values up to \$3.00, to be closed out at, per pair \$1.98</p> <p>One lot of Woolen Dress Goods, values up to \$4.50 per yard, in widths from 42 to 50 inches wide on sale at, per yard \$2.98</p> <p>Our lot Men's Woolen Union Suits, regular \$5.00 values, all sizes, to close out at \$3.48</p>	<p>One lot of Boy's Overcoats, values up to \$15.00 will be closed out, your choice at \$9.95</p> <p>One lot of Boy's Knickerbocker Knee Pants Suits, values up to \$10, to close out at, your choice \$4.98</p> <p>Men's High Top-Work Shoes, values up to \$12.50, will be sold, your choice, per pair \$8.75</p> <p>One lot of Women's Dress Shoes, values up to \$6.00, lace and button styles, all kinds, your choice, per pair \$3.49</p> <p>One lot of Men's Dress Shoes in lace and button styles in black and tan colors, values up to \$8.50 to be closed out at, per pair \$4.98</p> <p>We offer Men's Work Shoes, values up to \$6.00, to go on sale at, per pair \$3.98</p> <p>We place on sale a lot of Women's 9-inch top, patent leather, genuine leather French heels, worth \$8.00 per pair, now for \$3.98</p> <p>One lot of Women's Dress Shoes, in size from 2 1/2 to 3 1/2 only, in black and tan, lace and button styles, worth up to \$5.00, to be closed out at, per pair \$1.98</p> <p>Men's \$2.00 Khaki colored Work Shirts, all sizes go on sale at, each \$1.29</p> <p>One lot of Children's Shoes, all kinds, values up to \$2.50, to be closed out, your choice, per pair \$1.29</p> <p>One lot Women's Corsets, values up to \$3.50, to be closed out, your choice \$1.49</p> <p>We offer No. 2 Galvanized Iron Wash Tubs, regular \$2.25 values for \$1.49</p> <p>One lot of White Semi-Porcelain Cup and Saucers, worth \$2.00 for set of six, on sale per set \$1.35</p> <p>Heavy Loaded bottom Glass Tumblers, worth \$1.00 for set of six, on sale per set 49c</p> <p>Large size Savory Roasters, worth \$3.00 on sale to close out \$1.79</p> <p>One lot of Horse Collar Pads, in sizes 18 to 22, on sale for 59c</p> <p>One lot of Copper, Nickel Plated, No. 8 Tea Kettles, worth \$3.50, on sale for \$2.29</p> <p>One lot white metal Knives and Forks regular value, \$1.25 per set, on sale for set of six 89c</p>	<p>Extra Special!</p> <p>FOR SATURDAY, NOVEMBER 23, ONLY. On Opening Day we will sell 10 Bars of Crystal White Soap for 50c (Limit 10 Bars to the Customer.)</p> <p>TOYS, DOLLS</p> <p>BIG DISPLAY OF CHRISTMAS GOODS.</p> <p>You will find in the Hardware section a large display of Christmas Gifts, comprising Toys, Dolls, Games, Books, Etc., Etc., all on sale at Closing Out Prices. Do your Christmas shopping early. Come in and look over our assortment and you will save money by doing your Christmas shopping at our store. Every article on sale at</p> <p>CLOSING OUT PRICES.</p> <p>Extra Special!</p> <p>FOR SATURDAY, OPENING DAY ONLY On Opening Day we will place on sale one lot of Women's Untrimmed Hat Shapes, comprising velvets, plushes, felts, beavers, etc., values up to \$5.50; your choice, each 49c</p> <p>One lot of Men's Wool Undershirts and Drawers, regular \$3.50 values on sale at, per garment \$1.98</p> <p>We offer your choice of a lot of Boy's Overcoats, values up to \$9.00, for \$4.98</p> <p>One lot of Men's Dress Shirts, values up to \$2.00, to close out at, your choice 98c</p> <p>One lot of Men's Hats, values up to \$3.50 will be closed out at, your choice \$1.98</p> <p>One lot of Men's Overcoats, values up to \$20.00 to be closed out at, your choice \$11.98</p> <p>Men's Overcoats, values up to \$25.00, go on sale at, your choice \$14.50</p>	<p>Miscellaneous Bargains!</p> <p>GREAT SAVINGS TO BE MADE ON LITTLE ARTICLES IN EVERY-DAY USE.</p> <p>30c PACKAGE OF HAIRPINS, on sale for 15c</p> <p>10c DRESS SNAPS, in Black and White 5c</p> <p>5c HARRISONS in Assorted sizes, cabinets 2c</p> <p>5c CROSS OF HOOPS AND EYES, for 2c</p> <p>10c PEARL BUTTONS, all sizes, per dozen 5c</p> <p>5c PAPERS OF PINS, on sale for 2c</p> <p>5c HAIR BRUSHES, are offered for 15c</p> <p>15c BUNCHES OF STICKER BRAID for 8c</p> <p>10c PACKAGE OF FINISHING BRAID for 5c</p> <p>12 BALLS OF COLUMBIA CROCHET COTTON 8c</p> <p>5c PACKAGES OF SAFETY PINS for 2c</p> <p>10c BALLS OF LUSTRE COTTON for 4c</p> <p>10c and 15c VALENCIENNES LACE for 5c</p> <p>5c WOMEN'S COLORED EDGE HANDKERCHIEFS 2c</p> <p>20c COTTON BATTIS, on sale for 15c</p> <p>50c BLACK HOSE FOR WOMEN 15c</p> <p>50c CHILDREN'S BLACK KIBBED HOSE 19c</p> <p>15c WOMEN'S FANCY HANDKERCHIEFS for 9c</p> <p>25c COTTON TINS, on sale for 15c</p> <p>612 SPOOLS OF CLARES O. N. T. SPOOL COTTON for 25c</p> <p>BEAUTIFUL WIDE RIBBONS, values up to 40c per yard 25c</p> <p>10c TURKISH WASH RAGS, for 5c</p> <p>60c MEN'S LEATHER FRONT GAUNLET GLOVES 29c</p> <p>15c MEN'S TURKEY RED HANDKERCHIEFS 10c</p> <p>50c WOMEN'S HOSE, Black or White, pair 19c</p> <p>50c MEN'S WOOL WORK SOX, pair 35c</p> <p>15c PIE TINS, on sale for 10c</p> <p>25c CANS SPEE-DEE CLEANSER for 15c</p> <p>CHAIR SEATS, Values up to 50c, on sale for 19c</p> <p>10c INK TABLETS, one sale for 4c</p> <p>25c CORN POPPERS, on sale for 13c</p> <p>50c PARING KNIVES are offered for 13c</p> <p>50c FLEUR DE LIS PATTERN HINGES, per pair 15c</p> <p>THREE-INCH COPPER COAT AND HAT HOOKS 1c</p> <p>10c MINT-SCENTED TOOTHPICKS for 4c</p> <p>10c WIRE EGG-WHIPS for 5c</p> <p>15c TAPER FILES, on sale for 9c</p> <p>25c COMBINATION MOP STICKS for 17c</p> <p>15c PACKAGES OF ENVELOPES, on sale for 9c</p>	<p>Extra Special!</p> <p>FOR SATURDAY, NOVEMBER 23, ONLY. On Opening Day only we will sell 10 dozen Clothes Pins for 10c (Limit 10 dozen to the customer.)</p> <p>FOR SALE</p> <p>In order to close up all our business affairs, we offer for sale the following La Grande property, owned by the Golden Rule Company.</p> <p>One 5-room House and 2 lots; 13-14, Block 2, Sugar Addition, 1709 Y Avenue.</p> <p>One 6-room Modern House, Lot 1, Block 78, Chaplin's Addition, 602 N. Avenue, corner N and Cedar.</p> <p>One 5-room Modern House, Lots 14, 15, 16, 17, 18, Block 19, Fredmore Addition 1417 X Avenue.</p> <p>One 5-room House Lot 13, Block 118, Chaplin's Addition, 2006 N. Ash.</p> <p>Two Warehouse Lots, 12, 13, Block 116, Chaplin's Addition, between Fir and Greenwood on Jefferson.</p> <p>One Quarter Block 73, Chaplin's Addition, corner N and Second.</p> <p>Three-Quarters Block 17, Coggin's Addition, between N and M and Seventh and Eighth.</p> <p>Also about 105 Cords of Dry, Four-foot Store Wood.</p> <p>Extra Special!</p> <p>MCCALL PATTERNS, 5c</p> <p>Beginning Saturday, Nov. 23, and continuing all during the sale, we will sell your choice of any McCall Pattern in the store for 5c</p> <p>8 Quart gray granite, triple plated Preserving Kettles, regular \$1.25 values, for 69c</p> <p>\$5.00 Carpet Vacuum Cleaners, will be closed out at each 98c</p>
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Don't Forget!—DOORS OPEN SATURDAY, NOVEMBER 23, AT 9 A. M.

SALE CONTINUES EVERY DAY UNTIL EVERY ARTICLE OF MERCHANDISE IN THIS STORE HAS BEEN SOLD.

FREE--On Opening Day!!
100 FREE PRIZES GIVEN AWAY!

On opening day we will give to every customer entering the store Free Numbers; 100 of these numbers will draw Prizes; the prizes will be on numbered cards, displayed in plain sight throughout the store. Everyone is to look for their own numbers. The numbers are FREE, and everyone will be entitled to numbers.—COME, LOOK FOR YOUR PRIZE!

Competition-Defying, Unparalleled Bargain Event!

When we say that we are again to make ANOTHER BIG REDUCTION in the already low prices, in our earnest desire to close out this stock, means to you an opportunity unparalleled. Everyone is aware of the fact that all kinds of merchandise, especially Dry Goods, Clothing, Shoes, Hardware, etc., has gone sky high in price, owing to the war conditions, and each day finds them going higher. RIGHT NOW is the time to anticipate your present and future needs. Our assortments are good and everything is priced for quick disposal, so by all means take advantage of this great opportunity to save, and come prepared to witness the greatest bargain feast ever attempted in this vicinity.

Everything Marked in Plain Figures—Big Price Cards Tell the Story!

NOTICE!

All Fixtures are For Sale
COMPRISING SAFE, CASH REGISTER, SHOW CASES, MIRRORS, TABLES, COUNTERS, ETC., ETC.

THE GOLDEN RULE CO.

We Quit Business for Good! — LA GRANDE, OREGON — Never Again Such a Sale!