

FRIDAY, JANUARY 3, 1919. LA GRANDE EVENING OBSERVER. FOUR. FIVE. LA GRANDE EVENING OBSERVER. FRIDAY, JANUARY 3, 1919.

NOW FOR THE LAST BIG DRIVE!

Never Before Such a Slaughter of Prices in the History of La Grande
 Positively Every Dollar's Worth of Dry Goods, Furnishings, Shoes, Hardware, Etc., Must be Sold in This Final Effort

THE END!

On Saturday Morning, January 4, we open our doors to OUR LAST FINAL EFFORT TO CLOSE OUT OUR ENTIRE STOCK OF MERCHANDISE, and we assure you that if prices will move the goods, such prices as we have made on the balance of our stocks will entirely clean our shelves within a very few days, as in this last effort we have entirely overlooked the cost of the merchandise, sacrificing all profits, and marking the goods with but one thought in mind--PRICES TO SELL QUICK!

Never before in the history of La Grande have you had such an opportunity. Positively everything must go. Our store has been closed for the past ten days, and we have rearranged the stocks, marked down every article of merchandise and you will find the greatest array of bargains ever saw--so come prepared to get your share of the good things before it is too late--as positively this is the LAST FINAL CALL and the end of this store's history in the city of La Grande.

OF THE GOLDEN RULE COMPANY'S CLOSING OUT SALE

Doors Open Saturday, January 4th, 9:00 A. M.

NOW FOR A WHIRLWIND FINISH TO THE GREATEST BARGAIN SALE EVER HELD IN UNION COUNTY. JUST THINK WHAT THIS MEANS TO YOU WHEN YOU CAN BUY DRY GOODS, SHOES, FURNISHING GOODS, CLOTHING, HARDWARE, ETC., AT PRICES FAR BELOW THEIR ACTUAL COST OF TODAY. WE OFFER THE REMAINDER OF OUR ENTIRE STOCK AT PRICES THAT DEFY ANY COMPETITION. OUR STOCKS ARE ALL IN GOOD CONDITION--SELECTIONS ARE GOOD AND WE WANT TO IMPRESS IT UPON YOU THOROUGHLY THAT THIS IS THE LAST CALL. SOON WE CLOSE OUR DOORS FOR GOOD, SO LET NOTHING KEEP YOU AWAY FROM THIS GREAT EVENT. ANTICIPATE YOUR FUTURE NEEDS, BUY AS YOU NEVER DID BEFORE. COME EVERY DAY. BRING YOUR FRIENDS, AS THIS WILL BE A SALE LONG TO BE REMEMBERED IN THIS VICINITY.

DURING THIS SALE

THOUSANDS OF BARGAINS LIKE THESE AWAIT YOU AT OUR STORE

Best quality of Dress Gingham. Values up to 40c. Final close out price, per yard— 23c	Heavy Outing Flannels, in light and dark colors, also plain white. Worth 40c. Final close out price, per yard— 23c	One lot of Men's Jersey Sweaters. Regular \$2.00 value. Price for final close out— 98c	Women's Corsets, values up to \$6.00. All kinds. Choice of this lot for final close out— \$1.87	One lot Men's Wool Undershirts and Drawers. Values up to \$2.50. Final close out price, per garment— 98c	We place on sale our entire line of Men's and Boys' Overcoats. Values up to \$20.00. Choice of lot for final close out— \$7.45
One lot of Women's Untrimmed Hat Shapes. Velvets and Felts. Values up to \$3.50. Final close out price— 19c	One lot of 81x90 good quality Bed Sheets, worth \$2.50. Final close out sale price— \$1.29	2000 yards of Hope Bleached Muslin, yard wide, final close out price, per yard— 19c	50 dozen Men's Heavy Work Shirts, regular \$1.50 values. Final close out price— 98c	We offer one lot of Men's Suits. Values up to \$30.00. Final close out price— \$19.75	One lot of Boys' Hats. All kinds. Values up to \$1.50. Choice of lot for final close out— 29c
Apron Check Gingham. Worth 30c. Our closing out price, per yard— 19c	READ WHAT MR. WOOD SAYS:			No. 8 Wash Boiler with metallic or copper bottom. Worth \$4.25. Final close out price— \$2.98	
One lot of Woolen Dress Goods, all kinds, values up to \$2.50. Final close out price, per yard— 78c	With this announcement, the Golden Rule Company wishes to extend to the many patrons of their store, their most grateful thanks for their generous patronage in the past—and assure you we have ever tried to merit the same. It is with regret that we can not always serve our many friends, but after being in the merchandise business for over twenty years in La Grande, we feel we have served long enough. For many reasons we have decided to terminate the Golden Rule company's affairs. Mr. Wood, the manager, has for sometime past felt the call of nature and will enter the back to the soil movement and has purchased a 2400 acre ranch seventeen miles from La Grande, where he expects to make his future home. The different members of the company have each made their separate individual plans and have decided upon their future careers and each and every member of the firm joins me in extending their heartiest thanks for the many kindnesses shown them and the friendships they have enjoyed while serving the public in their connection with this company.			We offer an assortment of granite-ware—comprising pans, kettles, etc. Values up to \$1.50. Choice for the final close out— 39c	
Best quality of Dress Percales in light and dark colors. Values up to 45c. Final close out price, per yard— 23c	MAC WOOD, Manager.			No. 2 Galvanized Wash Tubs worth \$2.75 regular. Sale price for final close out— \$1.49	
One lot of Women's Cotton Fleece Lined under vests and pants. Values up to \$3.00. Final close out price, per garment— 98c	Big Savings, Little Items!	NOTICE! All Fixtures For Sale		Big Savings, Little Items!	
We offer Men's Cotton Fleece Undershirts and Drawers. Values up to \$1.50. Final close out price, per garment— 49c	10c Dress Snaps, per dozen 10c Packages of Bias Tape 5c Packages of Hair Pins 15c packages of Sewing Needles 20c Balls of Crochet Cottons 20c Women's Black Hose 35c Women's Black or White Hose 25c Children's Black Ribbed Hose 5c Cards of Hooks and Eyes 35c Skeins of Saxony Wool Yarn 15c Boxes of Black Shoe Polish 75c Women's Lisle Hose, per pair	THIS COMPANY OWNS A NUMBER OF HOUSES IN LA GRANDE, WHICH ARE FOR SALE—ALSO OTHER VACANT PROPERTY. EACH ONE IS A BARGAIN.		50c Pillow Cases, 45x36 in. size One lot Valenciennes Lace, value to 15c, for 75c Quality Men's Suspenders 25c Men's Hose Supporters Valenciennes Lace, value to 10c per yard for Men's Canvas Gloves, two pairs for Horse Collar Pads 4 rolls of Toilet Paper for 10c Wash Cloths for 25c White Huck Towels for One lot Feathers for trimming hats, choice 60 Brassieres for Women One lot Ribbons. Values up to 45c for	Large full size Cotton Batts. Worth \$1.50 regular. For final close out— 98c
One lot of Plaid Gingham effects, worth 30c. On sale, per yard— 15c	Women's Cotton Fleece Lined Union Suits. Values up to \$2.00. Final close out price— 98c	We are closing out beautiful Dress Materials. Values up to \$4.00. Your choice, per yard— \$1.45	One lot of Boys' Cotton Fleece Lined Undershirts and Drawers, worth 75c. Final close out price, per garment— 19c	One lot of Men's Mackinaw Coats. Values up to \$15.00. Final close out price— \$7.89	We offer Heath & Milligan's Boy's and Barn paint worth \$2.50 for final close out price, per gallon— \$1.25
We offer Women's \$6.00 Raincoats for final close out at— \$1.98	One lot of Men's Hats, values up to \$3.00. Your choice for final close out— 98c				One lot of Women's Dress Shoes, all kinds, lace and button styles, values up to \$7.50. For final close out— \$2.98

Don't Buy a Dollar's Worth of Merchandise Until This Mighty Sale Opens!

THE GOLDEN RULE CO.

SALE CONTINUES EVERY DAY — LA GRANDE, OREGON — SALE CONTINUES EVERY DAY