

THE GOLDEN RULE COMPANY, LA GRANDE, OR.

Decides to Close Their Store and Quit Business For Good SATURDAY, FEBRUARY 1, 1919

and Announce Bargains Unprecedented in the History of La Grande, for a Great
STOP! Whirlwind Finish to Their Mighty Closing Out Sale!

When we announce the fact that we are to CLOSE OUR DOORS and QUIT BUSINESS FOR GOOD on Saturday evening, FEBRUARY 1st, it means that it leaves 13 days more to dispose of as much merchandise as possible within this period of time. Consequently, we are most anxious to close out as much of our stocks as we can and when we tell you that it is our intention to make these last 13 days of our career in La Grande the greatest bargain days you have ever witnessed in this vicinity and ones that will ever be remembered as red letter days in merchandising to the buying public, we want you to know we are sincere, hence we have had but one thought in mind in marking the stocks—Prices that will move the goods during these last few days. Our store will be closed all day Friday, January 17th, in order to rearrange the stock and mark down the prices. Everything in the store will be at a bargain. Positively never before have you had such an opportunity to save.

REMEMBER, THIS IS THE FINAL AND LAST CALL. We Quit for Good February 1st

POSITIVELY YOUR LAST OPPORTUNITY TO BUY

ONLY 13 MORE DAYS

Gigantic Slaughter of Merchandise

\$25,000.00 Stock of Dry Goods, Clothing, Furnishing Goods, Shoes, Notions, Hardware, Household Furnishings, Etc.

goes on sale SATURDAY MORNING, JANUARY 18, at 9 O'CLOCK, when we open our doors for the last 13 days of our Closing Out Sale, at prices that defy any and all competition. Thousands of these large circulars are being scattered throughout this vicinity. People are coming for miles to take advantage of the great bargains offered; Extra Sales people have been employed to serve you promptly. Positively it will be a sight long to be remembered. So let nothing keep you away—come and get your share of the good things offered—don't delay, for soon it will be too late. Buy as you never did before, for NEVER AGAIN WILL YOU HAVE SUCH AN OPPORTUNITY.

Store Closed

Friday, January 17th
MARKING DOWN PRICES AND REARRANGING STOCKS FOR FINAL SALE.

DOORS OPEN AND SALE STARTS

SATURDAY, JAN. 18, AT 9:00 A. M.

SALE ENDS SATURDAY, FEB. 1, AT 8:30 P. M.

NOTICE!

Sale For CASH ONLY

Owing to the fact that we wish to close our books with this sale, we will make no more charge sales.

One lot of Outing Flannels in light and dark colors. Worth 40c. On sale, per yard—
19c

One lot of Women's Corsets. Values up to \$5.00. To close out, choice—
\$1.49

We offer Hope Bleached Muslin, while it lasts at, per yard—
19c
(Eight 40 yards to customer.)

One lot of Women's Cotton Fleece Lined Union Suits. Values up to \$2.50. Choice, per garment—
98c

One lot of Women's Sleeveless, Low Neck Union Suits, with cuff or lace knee. Values up to \$1.00. Choice, per garment—
39c

We offer Men's \$6.00 Sweater Coats to close out at—
\$2.49

You can buy Ecopony Fruit Jars in one-half gallon sizes at, per dozen—
98c

One lot of Flannelettes, worth 35c. Special to close out at, per yard—
15c

One lot of Men's Cotton Fleece Lined Undershirts and Drawers. Values up to \$1.50 at, per garment—
39c

One lot of fancy Gingham effect dress materials worth 25c. On sale, per yard—
13c

One lot of 45-inch, linen finish, Pillow Tubing, worth 50c. On sale, per yard—
29c

One lot of Men's Hats. Values up to \$3.50. Choice of lot—
\$1.49

Miscellaneous

- 10c Mason Jar Rubbers, per dozen 4c
- 25c Jar Caps, per dozen 13c
- 15c Envelopes, per package 7c
- \$1.60 House Brooms for 98c
- 25c Spee Dee Cleanser 10c
- 15c Slim Topic Files for 7c
- 40c Zephyr Yarns, per skein 23c
- 25c Cotton batts for 15c
- 15c Pocket Combs for 5c
- One lot Men's Linen Collars 1c
- Crockery Assortment, values to 25c, for 7c
- 15c Cans of Shoe Polish 7c
- Valenciennes Laces, values to 15c, for 1c
- 50c Men's Cotton Hose 25c
- 10c Ladies' Handkerchiefs 4c

One lot of Boys' Cotton Fleece Lined Undershirts and Drawers. Values up to 75c. Choice, per garment—
15c

Men's \$15.00 Mackinaws are being closed out now for—
\$6.98

Notice

For a number of years past the Golden Rule Company has enjoyed a good prosperous business and has ever endeavored to merit your patronage by giving first class merchandise at lowest prices, combined with courteous treatment, and now that we are quitting the field, we wish to extend our hearty thanks to our many patrons for their generous support, and also for the many friendships and kindnesses which we have enjoyed while serving the people of La Grande and vicinity.

Your choice of a lot of Tinware. Values up to 50c. Special to close out—
13c

One lot of Men's Dress or Work shoes. Values up to \$6.00. Choice, per pair—
\$2.98

Miscellaneous

- 40c Table Oil Cloth, per yard 19c
- 25c White Huck Towels 13c
- 20c Crochet Cotton, per ball 10c
- One lot Embroidery, values to 25c, for 5c
- 15c Baby Rattles for 5c
- 5c Cards of Hooks and Eyes 2c
- 10c Dress Snaps for 3c
- 5c Embroidery Cotton, per skein 1c
- 10c Lustre Cotton, per ball 3c
- 3c Package of Hair Pins 1c
- 50c Children's Cashmere Hose 25c
- 50c Children's Cotton Hose 29c
- 5c Common Dress Pins 3c
- 10c Cards of Safety Pins 4c
- 25c Men's Linen Collars, two for 25c

We offer one lot of Woolen Dress Materials. Values up to \$2.00. Your choice, per yard—
49c

Men's Four Buckle Overshoes are being closed out at, per pair—
\$1.98

Miscellaneous

- One lot of Women's Black or White Cotton Hose, regular 30c quality. On sale for, per pair—
15c
- We offer a lot of Men's Shirts. Values up to \$2.00. Choice, to close out—
49c
- We offer your choice of a lot of Women's Dress Shoes, lace and button styles. Values up to \$5.00. Choice, per pair—
\$1.98
- We will sell 40c Dress Gingham and Percales at, per yard—
19c
- One lot of Children's Cotton and Wool Mixed Undershirts and Pants. Values up to \$1.00. Special, per garment—
25c
- One lot of Women's beautiful White Shirt Waists. Values up to \$3.00. To close out at, each—
\$1.38
- One lot of 10-4 Bleached Sheetting. Worth \$1.00. On sale, per yard—
59c
- We offer your choice of a lot of Youths' Long Pants Suits. Values up to \$18.00. Choice for—
\$1.98
- We offer your choice of the Men's or Boys' Overcoats. Values up to \$30.00, for—
\$4.98
- We offer Men's High Top Shoes. Values up to \$13.50. Your choice, per pair—
\$4.98

Never Again Will You Witness Such a Slaughtering of Prices

THE GOLDEN RULE COMPANY

LA GRANDE - OREGON

We Are Making These Final Days the Most Sensational Bargain Event You Ever Saw
A SALE NEVER TO BE FORGOTTEN BY THE PEOPLE OF THIS COMMUNITY