

: YOU CAN'T AFFORD TO PASS UP THESE GREAT VALUES! :



# HEY! PEOPLE LISTEN

The Golden Rule Store Has Broke Loose And The Stock Must be Reduced to at Least One Half in The Next Fifteen Days.

**Prices Cut and Slashed in Every Department!**

This magnificent \$15,000 stock of THE GOLDEN RULE STORE will be placed on sale at the disposal of the buying public Thursday Morning at unheard-of prices in Mens Clothing, Shoes, Furnishing Goods, Dry Goods, Notions, Ladies and Childrens Shoes and Ladies and Childrens Ready-to-Wear Garments. We decided that to move our stock, we would have to cut prices low enough to compel attention. Every yard of Dry Goods and Ladies and Childrens Ready-to-Wear Garment go on the altar of sacrifice. It's a SALE in earnest and everything goes--no disappointment here--we open the bargain gates to you. Everywhere you look you'll find bargains

heaped in bins, piled on tables and even on the floor. You are Coming, You Will be Here, BUT COME QUICKLY.

# IT'S GOODBYE REGULAR PRICES!

## We're Forced to Unload

And down, down go the prices, the entire stock will be thrown to the mercy of the public Thursday morning at 10 o'clock, at prices that will arouse the whole country and paralyze all attempts that was ever undertaken in real, genuine value giving. We simply must unload one half of our stock in the next 15 days.

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| <b>LADIES HOSE</b><br>19c.<br>A pair for ladies 25c black cotton hose, extra good value. | <b>LADIES HOSE</b><br>48c.<br>A pair for ladies 75c. artificial silk hose, look like silk. | <b>LADIES HOSE</b><br>11c.<br>A pair for ladies 25c. bus-tan color only. | <b>INFANTS HOSE</b><br>11c.<br>A pair for infants 25c. cashmere hose, pink, red, blue. | <b>CORSET COVERS</b><br>19c.<br>Each for corset covers up to 35c. values, lace and emb. trimmings. |
|--|--|--|--|--|

**Corsets! Corsets!**  
**48c. The Pair**  
— Values up to \$5.00 —  
**Hurry, Hurry**  
**Out They Go!**

**48c.**

## The Battle Cry is On

And we will not let one thing go undone but what we will sell one half of the stock. We don't need the stock but we do need the money. The profits have been forgotten. The store has been closed for the past two days, getting ready for this great stock reducing sale, and we have made the prices—it is now up to you to buy. Remember that a sale of this kind don't come every day in the year.

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|--|---|---|--|---|
| <b>MENS SOCKS</b><br>17c.<br>A pair for mens lisle hose plenty of sizes. | <b>MENS SHIRTS</b><br>48c.<br>For mens fine dress shirts regular 75c. value. All sizes. | <b>MENS SHIRTS</b><br>63c.<br>For mens \$1.00 fine dress shirts neat patterns to choose from. | <b>MENS CORDUROY</b><br>\$1.68<br>A pair for mens \$2.50 corduroy pants, extra good value. | <b>MENS UNION SUITS</b><br>43c.<br>A suit for mens summer weight union suits reg. 75c. value. |
|--|---|---|--|---|

**19c. THE YARD**

**Cotton Goods**  
One lot of dress silks, cotton voiles, crepes, ratine cloth and wash goods. Regular values up to 50c, while it lasts just 19c the yard.

**19c.**

**69c. THE YARD**

**Dress Serges**  
69c. a yard for Dress Serges, in blue, gray, tan, brown and red. Regular value up to \$1.50 yard, choice at just 69c.

**69c.**

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|---|---|--|
| <b>LADIES' SUITS</b><br>\$7.98<br>Fine ladies' suits in serges and novelty goods, regular values up to \$20, now they go at \$7.98. | <b>DRESS SKIRTS</b><br>\$2.89<br>One lot of dress skirts in novelty goods, regular value up to \$7.00, now selling at \$2.89.                     | <b>DRESSES</b><br>\$5.39<br>One lot of ladies' dresses in poplin and serges, spring stock, \$10 values, now selling at \$5.39.                 |
| <b>PERCALES</b><br>5c. A YARD<br>For 8-1-3c percales in light and dark colors, at 5c the yard. Only ten yards to a customer.        | <b>APRON GINGHAMS</b><br>4c. A YARD<br>For apron gingham usually sold at 7c and 8c the yard. Our price now 4c yard, only ten yards to a customer. | <b>DRESS GINGHAMS</b><br>7c. A YARD<br>For 10c dress gingham in stripes, checks and plaids, at just 7c the yard, only ten yards to a customer. |

**Forty Eight Cents**

One lot of R. & G. and P. & N. Corsets, values \$1.50 up to \$5.00, mostly large sizes, to close them out we have priced them at 48c the pair, but you will have to hurry, they won't last long at this price.

**Miscellaneous**

|                              |        |
|------------------------------|--------|
| 15c Pillow Cases, now        | 11c    |
| 25c Turkish Bath Towels      | 16c    |
| 50c Ladies' Union Suits      | 39c    |
| 69c 72x90 Bed Sheets         | 33c    |
| \$1.50 ladies' house dresses | \$1.08 |
| \$1.75 muslin night gowns    | 98c    |
| 18c Ripplette, a yard        | 11c    |
| \$2.50 Ladies' Shoes         | \$1.79 |
| \$8.50 Ladies' Coats         | \$4.25 |
| \$1.50 Ladies' Waists now    | 98c    |
| 75c Table Damask yd          | 43c    |

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| <b>MENS SUITS</b><br>\$10.68<br>For men's suits regular values up to \$15. During this sale they go at 10.68. Your size and style is here. | <b>MENS SUITS</b><br>\$6.90<br>For one lot of men's suits regular value up to \$10.00. During this sale they go at \$6.90.     | <b>MENS SHOES</b><br>\$2.28<br>One lot of men's dress shoes in button or lace, tans and blacks, values up to \$3.50, now at \$2.28 a pair. |
| <b>MEN'S SHOES</b><br>\$2.98<br>One lot of men's work shoes worth up to \$4.00 are selling at \$2.98 the pair, and a mighty good value.    | <b>BOYS' SUITS</b><br>\$3.29<br>One lot of boys' suits, ages 6 to 17, values up to \$5.00, are now selling at \$3.29 the suit. | <b>MEN'S HATS</b><br>\$1.98<br>For men's regular \$3 hats. Now, men, is the time to buy that new hat. Just \$1.98.                         |

**39c. THE YARD**

**Fancy Silks**  
39c a yard for fancy silk poplin and fancy tub silks, regular values up to 75c a yard, and splendid value. While it lasts 39c a yard.

**39c.**

**21c. THE YARD**

**Fancy Suitings**  
One lot of fancy cotton suitings in Danish cloth, cotton serges and fancy novelty suitings, values up to \$1, now only 21c the yard.

**21c.**

**ExtraSpecial FOR MEN**  
ONLY 25c. A PAIR

The first 10 men that enter the store Thursday morning can buy a pair of 85c. Overalls, only one pair to a customer, at only 25c. Get tickets at the door.

*The Red Signs*

**SALE STARTS** Thursday April 10 a.m.  
29th at

# Golden Rule Store

ONTARIO

--Sales People Wanted--

OREGON

**ExtraSpecial FOR WOMEN**  
ONLY 2½c. A YARD

The first 20 ladies that enter the store Thursday morning can buy 10 yards of 10c. hope muslin for just 2½c. the yard; only 10 yards to a customer; get ticket at door.

*The Red Signs*

THE ONTARIO ARGUS, THURSDAY, APRIL 9, 1915.

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