

Values Are Striking in Our First Annual JANUARY SALE CLEARANCE

CONTINUES

Prices Smashed! Values Unexcelled!

HOPE MUSLIN

Best bleached 36-in. muslin on the market for the money. Sells anywhere for 17c. Here

10c yd.

10 yds. for \$1.00

Final Clearance on Outing Flannels

White and colored. 36 in. wide, 8 yds for

\$1.00

Remnant cuts

J. P. Coats Sewing Thread

44c

A Box of 12 Spools

Final Clearance on LADIES' and MISSSES Raincoats

All Ladies' Rain Coats up to \$10.00

Now **\$3.48**

All Misses Rain Coats up to \$5.00

Now **\$2.48**

People who attend this sale will glory at the savings which stamp this sale an event of the highest importance. Our entire stock of quality merchandise of winter wear is included in this sale. The prices quoted on this page are merely to give you an idea of the mark down that we have placed on the entire stock. People alert to values wishing to buy first quality goods, no old lot of hand-down merchandise, but brand new 1928 stock, will be found hurrying to Bloch's Golden Rule store and lay in their full supply.

You Will Find Amazing Values Here!

An Offering of Intense Appeal

Final Clearance of one lot of Ladies' Silk-Wool

DRESSES

\$3.98

2 Dresses for \$7.50.

Up to size 40

Final Clearance on Valance Voiles

Plain colors 40-in. wide, guaranteed colors, sold for 35c yd now for, yd. **23c**

Final Clearance on Jersey Voiles, plain colors, 36-in. material, sold at 25c yard now for **19c**

Final Clearance of Windsor Crepes

Plain Colors Sold at 25c yd., now for, yd. **17 1/2c**

Costume Silk, known as A. B. C. Silks

Plain Colors Sold at 43c yd., now for, yd. **39c**

Ladies' Full Fashioned Silk and Rayon

HOSE

A wonderful quality full fashioned hose

"Bamberg's Best"

98c

All colors and sizes

Save Dollars on Your Winter Blankets

Single Blanket, Plaid 66x76. Sold at 98c. Now for **79c**

Single Blanket, Plaid. Bound edges 66x80. Sold at \$1.69. Now for **\$1.23**

Double Blanket, Grey, 64x76. Sold for \$1.53. Now for **\$1.23**

Double Blanket, Grey, 72x80. Sold for \$1.89. Now for **\$1.43**

Double Blankets, Plaid, 75% wool. 66x80. Sold at \$3.68. Now for **\$2.98**

Double Blankets, Plaid, 75% wool. 70x80. Sold at \$4.89. Now for **\$3.48**

Double Blankets, Plaid, 75% wool. 72x84. Sold at \$5.48. Now for **\$3.98**

Double, Plaid Blanket, wool mixed. 66x80. Sold at \$1.89. Now for **\$1.43**

A Real January Value For You!

Our Reknown Brand of Fox Croft Bleached Sheeting

Bleached

6-4. Sold at 39c. Now **33c**
7-4. Sold at 43c. Now **37c**
8-4. Sold at 49c. Now **39c**
9-4. Sold at 53c. Now **43c**
10-4. Sold at 59c. Now **49c**

Unbleached

8-4. Sold at 43c. Now **37c**
9-4. Sold at 49c. Now **39c**
10-4. Sold at 53c. Now **45c**

Rolls-Royce Values at Ford Prices!

Dresses of the Better Kind Have a Quick Action Ticket

6 DRESSES

Sold at \$29.98 to \$35 Final clearance now at

\$18.98

4 DRESSES

Sold at \$16.98. Final clearance now at

\$10.69

3 DRESSES

Sold at \$19.98. Final clearance, now at

\$13.75

15 DRESSES

Sold at \$24.98. Final clearance, now at

\$15.48

You'll be Surprise at the Low Prices---No Words Adequate to Describe the Values Awaiting You Here!

Final Clearance of All Men's Suits in 3 Lots; 3 Prices. Words won't express the values. You must see Them to believe us.

One lot of Suits

34 to 44 sizes. Some with 2 pair pants at **\$12.98**

One lot of Suits

Blue serges and worsted, pure wool, mostly with 2 pr pants **\$16.98**

One lot of Suits

Best in stock, up to \$35.00. All styles and qualities at **\$20.98**

A Bargain You Will All Want

Invader Sheets

Full 81x90 size. Sell at 98c. Now for

79c

Fox Croft Sheets

81x90. Best quality. Sold for \$1.43. Now for

\$1.23

Fox Croft Sheets

81x99. Best quality. Sold for \$1.63. Now for

\$1.23

100 Men Wanted for Quick Action!

BLUE CORDU- ROY COATS

Blanket lined, 32-in. long, were at \$6.23 now at **\$3.48**

Buckskin Leather VESTS

Elastic knit bottoms, satin lined. Just the thing for golf, hunting and other outdoor sport wear. Sold at \$12.98 now at **\$9.23**

BOSS OF THE ROAD STAG COATS

Double lined waterproof, sold at \$7.98 Now at **\$5.75**

Muleskin Leather VESTS

Elastic knit bottoms, splendid wearing qualities, sold at \$9.98, now at **\$6.83**

Boss of the Road DUCK COATS

8-ounce, double water-proof duck coat, hunter style, sold at \$6.73, now at **\$4.73**

HORSE HIDE COATS

Front quarter, quality best, 32-in. long. best make, sold at \$13.98, now at **\$8.98**

BOSS OF THE ROAD TROUSERS

8-ounce double water-proof trousers, sold at \$5.98, Now at **\$4.00**

MEN'S HEAVY Overcoats

Just a few left up to \$30.00 now at **\$14.95**

Blue Denim Blanket Lined COATS

Sold at \$3.00, Now at **\$2.13**

MEN'S Top Coats

Just a few left. Clean up at **\$10.98**

Children's and Little Fellows' 'Peter Pan' Wool Suits

will hurry away at these prices

98c suits at **\$1.13** \$1.89 suits at **1.29**
\$1.48 suits at **1.13** \$2.98 suits at **2.13**

Japanese Lounging Robes

Quilted Robes, made in Japan, Hand Embroidered

\$12.98 values, now at **\$8.98**
\$11.48 values, now at **\$7.98**
\$7.98 values, now at **\$5.39**
Red Silk Robes
\$8.98 values, now at **\$5.89**
Silk Japanese Kimonos
\$8.98 values, now at **\$5.50**
All Wool Japanese Coolie Coats
\$4.50 values, now at **\$3.23**
\$1.98 values, now at **\$1.49**

Men's Flannel and Wool Shirts

will start plenty of action at these prices

98c Shirts at **79c**
\$1.23 Shirts at **89c**
\$1.48 Shirts at **\$1.09**
\$1.79 Shirts at **\$1.29**
\$2.48 Shirts at **\$1.89**
\$2.98 Shirts at **\$2.19**
\$3.98 Shirts at **\$2.89**
\$4.48 Shirts at **\$3.23**

Men's Striped Sox, cotton, very good quality, 98c a dozen

IT PAYS TO TRADE AT

Bloch's Golden Rule Store

220 North Liberty Street, Salem, Ore.

"Just Around the Corner from "Doc" Lewis Drug Store"

Telephone 1606