

Putting Our House in Order to Meet New Conditions

THE GOLDEN RULE ASSOCIATION, OPERATING 70 LARGE DEPARTMENT STORES IN 10 STATES WILL, ON

Friday, January 14th

Open its doors with *Reconstruction Prices Prevailing*. Every price is based upon our Replacement Price *Regardless of Previous Cost*

Believing the time has arrived when revision of prices is warranted by replacement value—Having discounted our merchandise several thousand dollars in our inventory just completed—we, therefore, give to the public the full benefit of the loss we sustain.

Remember, we have said *Our Replacement Price*, which should prove doubly attractive. Buying with 70 stores doing a yearly business of approximately 20 million dollars should be sufficient proof that our Replacement Price is substantially lower than that of our competitors.

Do not confuse this with the usual mark up and mark down special sale commonly held by other merchants. The Golden Rule Association never has, nor does it now believe in special sales. Remember, every article will remain as priced until sold or forced by market conditions to change.

Many items are limited in quantity, many may prove underpriced, hence delay to purchase may result in disappointment. Come expecting to find every item in our store bearing its proper reduction.

We stake our reputation that you will not be disappointed.

THE NEW PRICES IN THE MEN'S DEPARTMENT

| Sweaters | Men's Clothing |
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| Bradley's All-Wool Sweaters, in the Slip-On patterns. Priced at \$7.20, \$7.80, \$9.00 to \$10.10 | Large assortment of Men's Dress Pants at the new market prices. Priced at \$5.85, \$6.85, \$8 to \$9.35 |
| Coat Sweaters at \$7.20 to \$10.10 | Boys' Knee Pants at \$1.75 to \$3.25 |
| Men's Work Clothing | Men's Clothing |
| Best grade union made Bib Overalls at, pair \$1.75 | All Men's Suits marked at the new market price |
| Boys' Overalls at, pair \$1.25 to \$1.65 | Young Men's Suits. Priced at \$25, \$28, \$37.50 to \$40.00 |
| Boys' Coveralls, age 1 to 8 years at \$1.35 | Men's Suits. Priced at \$25, \$30, \$33, \$35 to \$47.50 |
| Boys' Khaki Riding Pants at \$3.00 | Men's All-Wool Blue Serge Suits at \$35 to \$39.50 |
| Men's Khaki Riding Pants at \$4.20 | |
| Men's Corduroy Riding Pants at \$7.75 | Shoes |
| Men's Corduroy Pants at \$5.00 to \$7.75 | Men's Dress Shoes. All at the new prices. |
| Men's Wrap Leggings at, pair \$1.65 | English style Dress Shoes, "Barry Make." Priced at \$7.15, \$8.70, \$9.00 to \$10.00 |
| Boys' Wrap Leggings at, pair \$1.50 | Other Dress Shoes at \$6, \$7.15, \$8.50 to \$10 |
| Best grade Work Shirts at, each 95¢ | Men's Underwear |
| Heavy Cotton Work Socks at 20¢ | Heavy Cotton Union Suits at \$2.25 |
| Mole Skin Work Pants at \$4.20 to \$4.75 | Heavy Cotton Eleece Lined Union Suits at \$2.25 |
| Men's Coveralls, Union Made, at \$4.50 | Cooper's Union Suits, winter weight, at \$2.60, \$3 to \$3.35 |
| Men's Hosiery | Wright's Wool Union Suits at \$4.90 to \$5.85 |
| Cotton Dress Socks at, pair 20¢ | Heavy Cotton Shirts and Drawers, suit \$2.00 |
| Buster Brown Lisle Hose at 40¢ | \$1.00 garment. |
| Interwoven Lisle Hose at 50¢ | |
| Interwoven Silk Hose at \$1.00 | |
| Other Silk Hose at 85¢ to \$1.00 | |
| Fiber Silk Hose, fancy colors at 75¢ | |
| Night Shirts and Pajamas | |
| Men's Heavy Night Shirts at, each \$2.00 | |
| Men's Heavy Outing Pajamas at \$3.00 | |
| Men's Muslin Night Shirts at \$1.50 | |
| Boys' Muslin Night Shirts at \$1.30 | |

NEW PRICES ON LADIES' READY-TO-WEAR AND DRYGOODS

| Ladies' Ready-to-Wear All Marked at the New Spring Prices | The New Prices on Sheetings and Sheets |
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| All marked at the new spring prices. | 90-inch Bleached Pequot Sheetings at 80¢ |
| One lot coats and dresses at \$15.75 | 81-inch Bleached Sheetings at, yd. 60¢ to 70¢ |
| One lot of waists at \$5.00 | 72-inch Bleached Sheetings at, yard 60¢ to 65¢ |
| All Coats and Suits marked at a very low price | 63-inch Bleached Sheetings at, yard 56¢ |
| | 81-inch Unbleached Sheetings at, yard 60¢ |
| Ladies' Night Gowns | Sheets |
| Priced at \$2.00 to \$3.00 | 72x90 Sheets at, each \$1.35 |
| | 72x90 Sheets at, each \$1.70 to \$1.75 |
| Ladies' Underwear | 81x90 Pequot Sheets at \$1.85 |
| All Ladies' Winter Underwear marked to sell at the new market prices. | 81x90 Sheets at \$1.80 |
| | 42x36 Pillow Cases at, each 45¢ |
| Shoes for Ladies | New Prices on Muslins |
| Just Received—New shipment Pumps. Latest style. | 36-inch Hope Muslin at, yard 18¢ |
| Satin Pumps at \$7.75 | 33-inch Indian Head Muslin at, yard 27¢ |
| New Strap Pumps at \$7.35, \$8.35, \$8.75 to \$9 | 36-inch Indian Head Muslin at, yard 32¢ |
| Suede Pumps in brown and black at \$8.45 | 54-inch Indian Head Muslin at, yard 45¢ |
| Oxfords at \$6.75, \$7.50 to \$9.95 | Berkeley Cambric |
| All Children's Shoes at the new prices. We carry the famous Buster Brown Shoe. | 36-inch No. 60 at, yard 24¢ |
| | 36-inch No. 100 at, yard 33¢ |
| Notions | The New Prices on Wash Goods |
| J & P Coats Sewing Thread at, spool 7¢ | 27-inch plaid and plain Ginghams, yard 18¢ |
| Palm Olive Soap at, bar 8¢ | 32-inch plaid and plain Ginghams, yard 25¢ |
| Colgate's Taleum Powder at 16¢ | 28-inch plaid and plain Romper cloth, yard 40¢ |
| Silk Sewing Thread at, spool 15¢ | 32-inch plain and fancy Renfue Devonshire, yard 43¢ |
| | 38-inch Scott Zephyr 58¢ |
| Blankets | 36-inch Pereaes 35¢ |
| Comforts at \$3.85 to \$4.50 | 36-inch dark Pereaes 25¢ |
| Cotton Blankets \$3.00 to \$5.85 | 36-inch Cotton Challie 25¢ |
| Army Blankets at \$4.85 | 36-inch Silkalines 25¢ |
| | 36-inch Madras Sheetings 40¢ |
| | 38-inch Japanese Dress Crepes, 10 shades 40¢ |
| | 34-inch Tan Pongee, from 95¢ to \$1.45 |
| | 34-inch imported Century Club Pongee, 7 different shades. Priced at \$1.90 |

Dr. Scholl's Foot Expert Will Be Here January 20th. One Day Only
HAVE YOUR FEET EXAMINED BY AN EXPERT

Don't buy until you get our prices
Compare with all others



American Lady Corsets at the new prices
Jackson Corsets at new prices