

Smashing Savings!!!

A Storewide Selling Sensation!

UNFOLDING THE GREATEST STOCK OF HIGH-GRADE MERCHANDISE IN THIS PART OF THE STATE AT SAVINGS NEVER BEFORE OFFERED.

Behind this Great Sixteen Day Selling Event stands Fourteen Years of buying and selling only High Quality Clothing, Shoes and Dry Goods. It gives you the never before opportunity at this season of the year to select from our \$90,000.00 splendid Winter stocks at prices that will amaze you—and at prices that will cause you to buy a Big supply for your own use and for Gifts that you will want to give in the future. Take advantage of this sale! It is the crowning achievement of our entire business career, and will long be remembered in this city and surrounding country as the outstanding selling event of the year.

GOLDEN RULE

THE PEOPLE'S STORE

\$90,000

BUY

SAVE!
SAVE!

200
SOUVENIRS
GIVEN FREE

Everybody will want one of these splendid gifts as they are very practical in the home, office, out-of-doors—also especially useful to drivers of Autos.

Be in line when the doors open Wednesday at 9 a.m. Souvenirs will be given to the first 200 people as they enter the store.

WE HIT
THE
MARK
With
GREATER
VALUES

REORGANIZATION

SALE Begins Wednesday November 7th At 9 A. M. Sharp On Time

Men's \$2 Union Suits At \$1.44

This is your rare opportunity to buy a fine Winter Weight fleece lined Unionsuit at a savings of 56c from our regular price. All sizes. 38 to 46.

Men's Shirts and Drawers at 77c

Just think—25 dozen men's \$1.00 and \$1.25 Garments go in this sale at only 77c per garment. Brand new Undergarments in fine heavy and medium weights. Ecru only—all sizes if you shop early in this sale.

Men's \$3 Union Suits At \$1.99

A high-class Worsted Unionsuit is a rare Bargain at \$1.99—one of the best known makes in America and now you save \$1.01 on every suit you purchase at this great Re-organization sale. All sizes for Big and Small Men.

Men's \$1.50 Sweater Coats 77c

Sweater time and a Bargain makes this a sale to be remembered for years to come—Here are Men's and Boys' heavy grey yarn sweaters for cold wintry days—and you save big money at this sale of sales. All sizes—Hurry!

Men's Flannelette Shirts At \$1.44

A wonderful good buy at \$1.44—Shirts made from heavy close woven flannelette that will give long service—Cut extra full in body and arm. All sizes 14 to 17 neck measure.

Men's 35c Army Gloves At 15c

Knit from all Wool yarns and built with extra long wrist-er—a limited number of pair to sell at only 15c per pair—buy your winters supply now at less than half our regular price. It's the Gloves you want!

Men's \$4.50 Work Shoes At \$2.44

Save on good quality new work shoes—Here is one of the best makes. We have sold these for many years, and they give wonderful satisfaction. Best brown leather, strong uppers, double sewed seams. All leather.

Men's \$6 Work Shoes At \$3.88

Some savings here—This is a good quality work shoe that will make a hit with many men. Made of strong brown leather uppers with heavy oak tanned soles, double sewed for double wear. Good year wear. The biggest value you ever bought at this low price.

Men's \$2 Blue Overalls At \$1.44

Made from heavy close woven blue denim—extra roomy—have six pockets and detachable suspenders—all are double stitched for double wear.

Terrific PRICE CRASH

MISSSES and WOMEN'S

\$7.00 To \$10.50

SHOES AT 99c

100 pairs while they last—Women's and Misses' finest Kid high lace Boots for Winter Wear—the greatest shoe Bargain ever offered in this city. Be here when the doors open and secure a pair of these splendid Good year Welts Black and Brown Kid Boots.

Girls 20c Hose, Pair 14c

Mothers should lay in a supply of durable school hose for the young Miss—these are fine ribbed with reinforced toe and heel—good range of sizes.

43 x 22 Turkish Towels 43c

Very heavy and large size towels. Values range up to 65c—Come and buy a big supply now—they won't last long at 43c each.

All Wool Yarns, Skein 55c

Full weight 3 3/4 ounce skeins in white, black, Khaki, Blue, Brown and popular shades.

Women's Sport Hose 99c

Very high-grade and a very timely offering at 99c pair—Newest stitchings and colorings in harmonizing combinations.

Women's \$2.00 Union Suits \$1.44

Perfecting fittings garments in best known makes. Soft woolly fleece. High and low necks—Knee and ankle length. Wrist and elbow sleeves.

Women's \$2.75 to \$5 Corsets 99c

Famous makes to pick from—Gossard, Royal Worcester and Bon Ton in flesh and white—Black or front lace styles—The corset opportunity of the year.

20c Outing Flannel, 14c

No doubt about this being the bargain sale of all times for now you can buy good quality outing in dark shades and save 6c from the regular price.

The Reason For This Startling Announcement

This Great Reorganization sale marks a new era—in the history of Vannice Brothers Golden Rule Store. At the completion of this sixteen day sale.

Mr. Ben L. Lear, buyer and manager of our Men's and Boys' Clothing and Furnishing department—Mr. Carl G. Wills, manager and buyer for our Men's, Women's and Children's Shoe department—Miss Myrtle Griffith, expert Corsetiere—Miss Anna Metcalf, buyer for our Misses, Women's and Children's Ready to Wear department—Miss Louise Cartza, buyer of Silks, Woolen Dress Goods, etc.—Mrs. H. G. Wortley, manager and buyer of Women's and Children's Hosiery and Underwear—Also several other buyers who will be introduced to our patrons at a latter date.

Will be active members—forming the Golden Rule Corporation. Our stock is large, in fact, too large to make this change—We must reduce it—sell thus—15 of dollars worth at once. Some lines will be closed out entirely. We assure every purchaser that the entire stock will be slaughtered. We know to move this stock we must take a loss, but you can rest assured that this sale is one of the most legitimate that has ever been inaugurated and we will stand back of every statement and prove we are tireless in our efforts to give you the greatest values in High Class Merchandise ever offered at this season of the year.

35 Salespeople WANTED

We will need thirty-five extra salesmen and sales ladies to help us sell \$42,000 worth merchandise in sixteen days—experience preferred but not necessary as every article will be marked in plain figures at a price that will sell itself. Also Bundle wrappers wanted. Apply now.

STORE CLOSED

Golden Rule Store will be closed tight until Wednesday morning, November 7th at 9 o'clock. In the meantime our entire sales force will be busy marking every article down to the lowest sale prices since before the war. Come Wednesday at 9 o'clock—be one of the thirty thousand.

LOOK! 90 DOZEN
Mens
Work
Shirts 77c

Made from durable blue Chambray shirting and cut extra full in body and length. Come on the run for these—all sizes.

A CLOSE-OUT

\$1.50
WINDOW
SHADES 88c

Closing out our entire stock of high grade Window shades at almost half price and much less than wholesale cost. First quality—6 foot length.

\$5 BLANKETS

Size 72x80 \$3.66

Heavy full bed size blankets in rich, warm plaids. Supply your blanket needs at this sale and save \$1.34 on every purchase.

\$5 COMFORTS

CUT TO \$3.66

A wonderful stock to choose from. Full bed size comforts in handsome figured covering and 100 percent pure corded cotton filler. Hurry!

\$3.50 BLANKETS

GO AT \$1.66

Sheet finish—three quarter Bed Blankets in Gray or Tan. Fancy borders. There are terrific savings on our entire blanket stock.

\$6. BLANKETS

SIZE 66x80 \$4.33

Full bed sizes—extra heavy Blankets with soft warm Woolly nap. On sale in Plaid, Checks and stripes. Our Greatest sale in 14 years.

It's
For
You

Get
Your
Share