

JANUARY CLEARANCE SALE

Sale Began Wednesday, Jan. 5, Ends Saturday, Jan. 22

This Great Clearance Sale is now in full swing—Our Store has been crowded since the beginning of this Sale with eager, satisfied buyers, buying Merchandise at a Great Saving—New Bargains being placed on Sale every day. It is a money-saving event to the people of Alliance and vicinity. You will find stupendous bargains in every spot in this store. **THE GOLDEN RULE STORES** never carry over merchandise from one season to the other—also our room is small and we must make room for the new spring merchandise. You know the every-day low price of **THE GOLDEN RULE**. Now we quote you the **JANUARY CLEARANCE SALE PRICE**, which means that all winter goods are reduced for quick selling. Hence the Slaughter in Prices. Hundreds of articles that lack of space will not let us mention go in this sale at reduced prices—Attend this sale as soon as possible, it is a saving to you.—Bargains galore will greet you—Extra salespeople to wait on you.

<p>CALICOES The best, yard 4c</p> <p>WOMEN'S \$2.00 WOOL UNION SUITS \$1.39</p> <p>CHILDREN'S SWEATERS 75c Sweaters for 39c \$1.25 Sweaters for 79c</p> <p>WOMEN'S SWEATERS Greatly Reduced</p> <p>WOMEN'S 75c CAPS January Clearance 39c</p> <p>LADIES' FLEECE UNION SUITS 47c</p> <p>CHILDREN'S 65c HATS January Clearance 39c</p> <p>LARGE SIZE SHEETS January Clearance 39c</p> <p>PILLOW CASES 10c</p> <p>LINEN HANDKERCHIEFS 5c</p> <p>5c Handkerchiefs 3c Children's Handkerchiefs 1c</p> <p>PEROXIDE 7c Bottle</p> <p>PINS 1c Paper</p> <p>BUNGALOW APRONS 65c values 49c</p> <p>\$1.50 COMFORTS January Clearance 98c</p> <p>\$2.00 COMFORTS January Clearance 1.48</p> <p>\$2.50 COMFORTS January Clearance 1.69</p> <p>LADIES' OUTING GOWNS 49c</p> <p>\$3.00 BATH ROBES for Men and Women \$1.98</p> <p>\$1.50 KIMONAS January Clearance 98c</p> <p>\$1.75 KIMONAS January Clearance 1.23</p> <p>CHILDREN'S HOSIERY 8c Pair</p> <p>OIL CLOTH 18c Yard</p>	<p>BOYS' LEATHER MITTS 40c Mitts for 25c 65c Mitts for 49c</p> <p>BLEACHED MUSLIN yard wide 5c yard</p> <p>\$1.00 BLACK SATEEN PETTICOATS 69c</p> <p>10c PERCALES 7 1/2c yard</p> <p>\$1.50 BLACK SATEEN PETTICOATS 98c</p> <p>LADIES' HOSIERY 8c pair</p> <p>\$1.00 MIDDY BLOUSES 69c</p> <p>75c MEN'S CAPS 49c</p> <p>\$3.00 CREPE DE CHINE SILK WAISTS January Clearance 1.98</p> <p>\$2.00 KIMONAS January Clearance 1.48</p> <p>65c CHILDREN'S HEAVY FLEECE UNION SUITS January Clearance 49c</p> <p>WOMEN'S GOLF GLOVES 50c Golf Gloves for 39c 65c Golf Gloves for 49c</p> <p>10c OUTING FLANNEL January Clearance 7c yard</p> <p>12 1/2c OUTING FLANNEL January Clearance 9c yard</p> <p>MEN'S GOLF GLOVES 40c Golf Gloves for 25c 69c Golf Gloves for 49c</p> <p>BOYS' KNEE PANTS 50c value January Clearance 29c</p> <p>BOYS' KNEE PANTS 65c value January Clearance 49c</p> <p>BOYS' KNEE PANT SUITS January Clearance 1.98</p> <p>\$3.00 BOYS' SUITS January Clearance 2.48</p> <p>\$4.00 BOYS' SUITS January Clearance 2.98</p> <p>\$1.50 MEN'S SWEATERS January Clearance 98c</p>	<p>Clearance Sale <i>Women's Coats, Suits and Dresses</i></p> <p>\$10 COATS, January Clearance \$3.98 \$15 COATS, January Clearance \$7.95 \$18 COATS, January Clearance \$9.85 \$20 COATS, January Clearance \$11.85 \$8.00 DRESSES, January Clearance \$3.98 \$12.50 DRESSES, January Clearance \$6.98 \$15.00 DRESSES, January Clearance \$7.98</p> <p>Women's Suits Slaughtered VALUES UP TO \$25.00— for January Clearance \$9.85</p> <p>Children's Coats Slaughtered \$3.00 COATS, January Clearance \$1.98 \$5.00 COATS, January Clearance \$2.98 \$6.00 COATS, January Clearance \$3.98 \$8.00 COATS, January Clearance \$4.98</p> <p>Clearance Sale of Men's Suits Every garment new and up to date—made for us this season—No doubt the greatest values ever offered MEN'S \$10.00 SUITS, January Clearance \$4.95 MEN'S \$12.00 SUITS, January Clearance \$7.95 MEN'S \$16.50 SUITS, January Clearance \$9.85 MEN'S \$22.00 SUITS, January Clearance \$14.85</p> <p>FURS <i>One-Half Price</i> They are marked in plain figures—Just look at the price and pay us one-half</p> <p>Dress Skirts \$4.50 SKIRTS, January Clearance \$2.98 \$5.00 SKIRTS, January Clearance \$3.79 \$7.50 SKIRTS, January Clearance \$4.98</p> <p>Shoes <i>Women's Shoes</i> \$2.50 Women's Shoes, January Clearance \$1.98 \$3.00 Women's Shoes, January Clearance \$2.23 \$3.50 Women's Shoes, January Clearance \$2.49 <i>Children's Shoes</i> \$1.50 Children's Shoes, January Clearance \$1.19 Sizes 5 to 8 \$1.85 Children's Shoes, January Clearance \$1.48 Sizes 8 1/2 to 11 \$2.00 Children's Shoes, January Clearance \$1.60 Sizes 11 1/2 to 2 <i>Men's Shoes</i> Men's \$2.75 Dress Shoes \$1.98 Men's \$3.50 Dress Shoes \$2.98 Men's \$4.50 Dress Shoes \$3.48 Men's \$4.00 Work Shoes \$3.49 Men's \$3.50 Work Shoes \$2.98 Men's \$2.75 Work Shoes \$1.98</p>	<p>\$2.00 MEN'S SWEATERS January Clearance \$1.48</p> <p>\$4.00 MEN'S SWEATERS January Clearance \$2.79</p> <p>BLANKETS COTTON BLANKETS January Clearance 39c</p> <p>\$1.00 BLANKETS January Clearance 75c</p> <p>\$1.50 BLANKETS January Clearance 98c</p> <p>\$2.50 WOOL-NAP BLANKETS January Clearance \$1.98</p> <p>\$4.00 WOOL-NAP BLANKETS January Clearance \$2.98</p> <p>\$7.50 ALL-WOOL BLANKETS January Clearance \$4.98</p> <p>WOMEN'S MACKINAW COATS Caps to match One-Half Price</p> <p>\$1.00 HOUSE DRESSES January Clearance 79c</p> <p>\$1.50 HOUSE DRESSES January Clearance 98c</p> <p>\$4.00 BOYS' MACKINAWS January Clearance \$2.98</p> <p>\$5.00 BOYS' MACKINAWS January Clearance \$3.98</p> <p>\$4.00 MEN'S PANTS January Clearance \$2.98</p> <p>\$6.50 MEN'S MACKINAWS January Clearance \$3.98</p> <p>\$7.50 MEN'S MACKINAWS January Clearance \$4.98</p> <p>\$8.50 MEN'S MACKINAWS January Clearance \$5.98</p> <p>\$10.00 MEN'S MACKINAWS January Clearance \$7.48</p> <p>\$1.50 MEN'S SWEATERS January Clearance 98c</p> <p>65c TABLE LINEN 43c yard</p>	<p>MEN'S \$1.00 FLEECE UNION SUITS 79c</p> <p>\$1.00 TABLE LINENS January Clearance 69c</p> <p>MEN'S \$2.00 WOOL UNION SUITS \$1.48</p> <p>MEN'S \$3.00 WOOL UNION SUITS \$1.98</p> <p>MEN'S OUTING GOWNS 75c Gowns for 49c \$1.00 Gowns for 89c</p> <p>BOYS' WAISTS 90c Waist for 29c 65c Waist for 49c</p> <p>MEN'S WORK SHIRTS The best on earth 49c</p> <p>\$2.00 MEN'S HATS January Clearance 98c</p> <p>\$3.00 MEN'S HATS January Clearance \$1.98</p> <p>MEN'S DRESS SHIRTS 75c MEN'S DRESS SHIRTS January Clearance 49c</p> <p>\$1.00 MEN'S DRESS SHIRTS January Clearance 79c</p> <p>\$1.00 MEN'S CAPS January Clearance 73c</p> <p>MEN'S WORK SOX January Clearance 5c pair</p> <p>\$2.00 MEN'S PANTS January Clearance \$1.49 pair</p> <p>MEN'S DRESS HOSE January Clearance 8c pair</p> <p>SHEEP LINED COATS \$5.00 Coats for \$3.48 \$6.50 Coats for \$3.98</p> <p>MEN'S GLOVES 75c Gloves 49c \$1.00 Gloves 79c \$1.25 Gloves 98c</p> <p>BOYS' FLEECE UNION SUITS 39c</p> <p>MEN'S LEATHER MITTS 50c Mitts for 39c 75c Mitts for 49c \$1.00 Mitts for 75c \$1.20 Mitts for 98c \$1.75 Mitts for \$1.48</p> <p>MEN'S HEAVY SHIRTS AND DRAWERS 43c</p>
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Winter Merchandise at Greatly Reduced Prices Just When You Need it

GOLDEN RULE STORE

The Greatest Sale Ever Known in ALLIANCE