

Store Closed Thursday and Friday to Mark Down and Arrange Stock

CYCLONIC

OUR ENTIRE STOCK TO BE CLOSED OUT AT ONCE

REMOVAL SALE

THE GOLDEN RULE KEOKUK, IOWA \$45,000 STOCK Cor. 8th and Main

Read, Realize and Reap the Benefits Bargains Unprecedented Sale Lasts 13 Days Only

Keokuk has had sales before, but never an electrifying bargain sale such as this.

Never in all your experience have you witnessed such a

CLEAN SWEEP TUMBLE DOWN RUNNING OVER BARGAIN EVENT

as will be seen here during the closing out of this stock

One lot of Women's Good Style Shoes, Values up to \$3.50 Now \$1.98	One lot of Infant's Coats, values up to \$5. Go at 98c	One lot of Girls' and Women's Shoes, up to \$3.50, at 69c	One lot Misses' Coats, value up to \$10, at, choice \$2.98	One lot Japanese Caps and Saucers; value 25c; sale price 10c	One lot Silk Waists in assorted colors; 15 values, choice \$1.48	All Linen Torchon Lace up to 7 1/2c values, at 3 1/2c	Regular 7 1/2c Cotton Bats at 5c each	10c Outing, Sale price 7c per yard
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This entire stock of High-grade Dry Goods, Women's Suits, Coats, Dresses, Tailored Skirts, Waists, Shoes, Millinery and Men's and Women's Furnishings to be ruthlessly slaughtered at less than cost, at Public Bona Fide Forced Retail Sale, beginning

SATURDAY, JANUARY 2, 1915 COMMENCING AT 8:30 A. M. SHARP

and continuing until SATURDAY NIGHT, JANUARY 16, 1915, Lasting Thirteen Days Only

By the T. K. Kelly Sales System (of Chicago, Minneapolis and Winnipeg, Canada) Merchandise Brokers and the Greatest Bargain Givers in America

Read These Prices Carefully Chance of a Lifetime to Save Money HURRY! Positively Lowest Ever Made

Men's Furnishings of unequal merit

Men's 50c Work Shirts, sale price 39c
Men's 50c Suspenders, sale price 43c
Men's 50c Leather Belts, sale price 43c
Men's \$1.50 Dress Shirts, sale price \$1.19
Men's \$1.00 Dress Shirts, sale price 89c
Men's 50c Dress Shirts, sale price 43c
Men's \$2.00 Union Suits, sale price \$1.69
Men's \$1.50 Union Suits, sale price \$1.28
Men's \$1.00 Union Suits, sale price 83c
Men's two piece Suits, regular 50c garments, sale price 43c
Men's Wool Shirts and Drawers \$1.00 garments, sale price 83c
Boys' heavy Sweaters, regular \$1.25 values, sale price 98c
Boy's \$1.00 Jersey Sweaters, sale price 79c
Boys' fleece lined two piece Suits regular 25c, sale price 21c
Men's Jersey Sweaters, regular \$1.75 kind, sale price \$1.29
Men's Jersey Sweaters, regular \$1.50 kind, sale price \$1.19
Boys' Jersey Sweaters, regular price \$1.00, sale price 79c
Boys' Jersey Sweaters, regular price 50c, sale price 39c
Men's \$2.00 Sweater Coats, sale price \$1.59
One lot men's 50c Neck Ties, sale price 39c
Or three for \$1.00.
Boys' sample Waists—LITTLE ONE—regular price 50c, sale 39c

Women's Furnishings

Women's Union Suits, regular price \$1.25, sale price 98c
Women's Union Suits, regular price \$1.00, sale price 89c
Women's 50c two piece Suits, sale price, each garment 43c
Women's 25c Wool Hose, sale price 21c

SHOES

For Women, Misses, Boys and Children

Our reputation for selling high grade footwear is generally known. This sale will give you an opportunity to secure these high grade shoes for the price usually asked for ordinary kind. This sale includes the FAMOUS RED CROSS shoes as well as our cheaper grades. Absolute COMFORT in just the style you want.

All \$4.50 and \$5 RED CROSS shoes, sale price \$3.79
All \$4.00 shoes, sale price \$3.39
All \$3.50 shoes, sale price \$2.79
All \$3.00 shoes, sale price \$2.48
All \$2.50 shoes, sale price \$1.98
All \$2.00 shoes, sale price \$1.69
All \$1.50 shoes, sale price \$1.19
All \$1.00 shoes, sale price 83c

One lot of Children's Shoes, values up to \$1.50, sale price 79c
Party Slippers in all colors, values \$3.00, sale price \$2.19

Going Out to All the People WE ARE GOING TO GIVE THE BARGAINS OF OUR LIVES

We are going to battle for the masses, not for the classes. We want to make this the GREATEST PUBLIC SALE that has ever transpired in the history of KEOKUK. All former attempts at merchandising by us or any other concern within 50 miles from this city will be eclipsed beyond a question. The store is, now as never before, hustled and bustled throughout the entire BIG STORE that will make men and women wake from their slumbers. It will be a wonderful gathering of people. There will be announcing all along the line, for with us it is cut loose and un-load NOW—not later. We have been in our present location for ten years and like it but we have found a better location and we must move and we do not want to put a dollar's worth of old goods into the new store so we are giving the good people of Keokuk, and our friends in Illinois, Iowa and Missouri the benefit of this big removal.

If we were to move our present big stock it would be expensive to us and then also we would be putting in the same stock we now have. We want to leave our old location and start in the new one at 51C Main street, now occupied by The B & H. Clothing Co., with a new stock of goods from top to bottom, and to do so we are going to give our friends old and new a chance to take advantage of this great saving.

Both floors are full of bargains and we don't want you to miss a thing. Snow or blizzard, the big battle will go on. We have put our word to the people, and you know how well we have always kept it. Our word to you will be our bond, and there is not one item in this house, or a half a dozen put up for bait, but over 10,000 items, all at a price that has never met your eyes before. From one end of the store to the other you will find the greatest fluttering of YELLOW TICKETS with the prices of sacrifice marked on them. We put on many extra sales people, and no matter what the weather is, bad or good, it will pay you to come here and see the greatest display of merchandise sold for money that ever appeared before the naked eye. Not one item will be held in reserve. We are going to give the people the greatest bunch of merchandise for the least money that they ever bought in their lives.

Fares refunded in accordance with the Retail Merchants' Association refund list.
Absolutely no credit during this sale. We have cut the price and must have the cash.

SENSATIONAL BARGAINS IN DRY GOODS

10,000 yards best American Prints, sale price per yard 5c
Fine bleached muslin, regular 10c kind, sale price per yard 8c
Fine unbleached muslin, regular 10c kind, sale price per yard 8c
Regular 25c curtain net, sale price per yard 16 1/2c
Regular 20c curtain net, sale price per yard 14c
Regular \$5.00 wool blankets, sale price \$3.79
Regular \$2.50 blankets, sale price \$1.98
Regular \$2.00 blankets, sale price \$1.59
Regular \$1.50 blankets, sale price \$1.19
Regular \$1.25 cotton blankets, sale price 98c
Regular \$1.00 cotton blankets, sale price 83c
Regular 75c blankets, sale price 63c

Regular \$6.00 comforts, sale price \$3.98
Regular \$4.50 comforts, sale price \$3.19
Regular \$4.00 comforts, sale price \$2.98
Regular \$3.50 comforts, sale price \$2.79
Regular \$3.00 comforts, sale price \$2.39
Regular \$2.50 comforts, sale price \$1.98
Regular \$1.75 comforts, sale price \$1.39
Regular \$1.00 comforts, sale price 83c

A big variety of embroidery and insertions at greatly reduced prices.

About three dozen trimmed hats in the late styles and materials at a great reduction. Ask to see them on the second floor.
50c Bungalow Aprons, sale price 39c

Women's and Children's hoods aviation and stocking caps at greatly reduced prices.

Merchandise Bargains of Your Life Now Staring You in the Face

A sale that will gladden the hearts and homes of the people of this country for miles and miles. Dynamited and cyclonic destruction to cost and profit. Positively nothing reserved of winter goods—no limit. This is your opportunity, figure this out—SAVE ONE-HALF TO THREE-FOURTHS. It will pay you to come one hundred miles to this tremendous slaughter of merchandise. Down go the PRICES with a thundering crash. All profits have been swept away and thrown to the four winds. No delay. No deception. No disappointments. Cast your eyes over this STARTLING PRICE LIST. It means dollars to you. A bargain event that will live in your memory for years to come. THE GREATEST SLASHING, CRASHING, CUTTING SALE THE BUYING PUBLIC HAS EVER SEEN.

Women's Coats, Dresses and Suits

At less than the price of making

We must close out this entire stock of Winter Goods in the 13 days sale as we do not want to move a single garment to our new store. We want to start there with a full new spring line, therefore the entire stock is doomed to immediate and drastic disposal. Get the money quick—that's our plan. Will you benefit? Kindly remember you are now face to face with the greatest price-slashing sale ever held in Southeastern Iowa. Don't forget. Be here when the doors open. First come, first served.

Women's and Misses' Coats

At less than the price of making.

All \$25.00 Coats, any style, all new styles bought for this fall sale price \$16.79
All new styles in \$22.50 Coats, sale price \$13.98
All new styles in the \$20 Coats, sale price \$12.48
All Coats, new styles in the \$18.50 kind, sale price \$10.98
All the new styles in the \$17.50 kind, going now at \$9.98
All new styles in \$14.00 Coats for this sale only at \$7.98
All \$12.50 Coats in the store for this sale at only \$6.48
All \$10.00 Coats in the store for this sale at only \$5.98
All \$8.00 Coats for this sale at only \$4.98
All \$6.00 Coats for this sale at only \$3.98

Children's Coats

Ages from 6 to 14 years.

All \$10 Coats bought for the fall trade, sale price \$6.48
All \$8.50 Coats in the new fall styles, sale price \$5.98
All \$7.50 Coats in the new fall styles, sale price \$4.98
All \$6.00 Coats in the new fall styles, sale price \$4.48
All \$5.00 Coats in the new fall styles, sale price \$3.98
Regular \$7.00 Coats, sale price \$4.98

We have 2 lots of suits that were not bought this season. A chance to get a lot of wear for a small price. \$25.00 and \$17.50 suits, sale price \$7.50
\$14.00 and \$12.50 suits, sale price \$5.00

Women's and Misses' Muffs and Neck Pieces

\$12.50 Muff or Neck Piece in different styles and furs, each piece sale price \$8.48
\$10.00 Muff or Neck Piece in different styles and furs, each piece sale price \$7.39
\$6.00 Muff or Neck Piece in different styles and furs, each piece sale price \$4.29
\$4.50 Muff or Neck Piece in different styles and furs, each piece sale price \$3.48
\$3.50 Muff or Neck Piece in different styles and furs, each piece sale price \$2.48
\$3.00 Muff or Neck Piece in different styles and furs, each piece sale price \$1.43
\$1.25 Muff, only a few left, sale price 98c

Women's and Misses' Silk and Wash Waists

Regular \$4.00 Waists, sale price \$3.19
Regular \$3.50 Waists, sale price \$2.69
Regular \$3.00 Waists, sale price \$2.39
Regular \$2.50 Waists, sale price \$1.98
Regular \$1.75 Waists, sale price \$1.39
Regular \$1.25 Waists, sale price 93c
Regular \$1.00 Waists, sale price 79c

Children's Wash Dresses

Ages 2 to 14 years.

\$2.25 and \$2.50 Dresses, sale price \$1.69
\$1.50 Dresses, sale price \$1.19
\$1.25 Dresses, sale price 93c
\$1.00 Dresses, sale price 79c
89c Dresses, sale price 63c

Children's Winter Bonnets

\$2.50 Bonnets, sale price \$1.48
\$2.00 Bonnets, sale price \$1.39
\$1.75 Bonnets, sale price \$1.19
\$1.25 Bonnets, sale price 79c

Infant's Coats in Exceptional Good Values

Regular \$5 Coats in different styles and fabrics, price \$3.98
Regular \$5 Coats in different styles and fabrics, sale price \$3.48
Regular \$2 Coats in different styles and fabrics, sale price \$1.43

Women's and Misses' Skirts

Made of Serges, and Fancies, not an old one in the bunch

\$10.00 Skirt bought for fall trade, sale price \$7.98
\$8.00 Skirt bought for fall trade, sale price \$5.39
\$7.00 Skirts in all styles for fall sale price \$4.28
\$6.00 Skirts in all styles for fall sale price \$4.29
\$5.00 Skirts in styles for fall sale price \$3.89
\$4.00 Skirts in styles for fall sale price \$2.69

Women's and Misses' Tailored Suits in all Styles and Fabrics

\$25.00 Suits in the latest styles, sale price \$16.48
\$22.50 Suits in the latest styles, sale price \$14.48
\$20.00 Suits in all styles and fabrics, sale price \$12.48
\$15.00 Suits in all styles and fabrics, sale price \$8.48
\$12.50 Suits in all styles and fabrics, sale price \$7.49

Silk and Worsted Dresses

\$18.00 Dresses in silk, voile and worsted, sale price \$11.98
\$16.50 Dresses in silk and worsted, sale price \$11.48
\$15.00 Dresses in silk and worsted, sale price \$10.48
\$12.50 Dresses in silk and worsted, sale price \$8.48
\$10.00 Dresses in silk and worsted, sale price \$7.48
\$7.00 Dresses in worsted, sale price only \$4.98
\$5.00 Dresses in worsteds only, sale price only \$3.48

Children's Worsted Dresses

In new styles and fabrics. Ages 3 to 14.

\$5.00 Dresses, sale price \$3.98
\$4.00 Dresses, sale price \$2.98
\$3.50 Dresses, sale price \$2.48
\$3.00 Dresses, sale price \$2.39
\$1.50 Dresses, sale price \$1.19

New Location After April 1, 516 MAIN STREET

THE GOLDEN RULE

CORNER EIGHTH AND MAIN STREETS, KEOKUK, IOWA

T. K. KELLY Sales System Conducting Sale