

1 lot Boys Felt Hats 50c to 75c values now 28c
 1 lot Boys and Mens Hats \$1.25 to \$1.50 50c
 300 pair Mens Fancy Socks 25c values, this sale 9c

The PEOPLE'S STORE

DRY GOODS EMPORIUM LA GRANDE, OREGON TEMPLE OF ECONOMY

Right here we want to say something about this name of ours. We haven't selected these words random or because they are high sounding. They mean something—a great deal to us. We want them to mean as much to you. THE PEOPLE'S STORE:—a store for everybody. EMPORIUM:—a place where everybody can trade. TEMPLE OF ECONOMY:—a place where everybody can save money.

Union Woolen Mills
 White Blankets—
 each \$2.75—per
 pair \$5.25.

MID-WINTER CLEARING SALE

OUR FIRST ANNUAL MID-WINTER CLEARING SALE

Opens Friday Morning, January 3rd
 and will continue until Saturday Night, January 11th

This announcement within itself is almost sufficient to crowd this store with eager customers every day during the sale, for the people of La Grande know us and the kind of merchandise we carry. They also know that we never make an announcement unless it means something. Every stock in the store will contribute its quota of bargains to this sale. In fact, no piece or parcel of merchandise will escape the ruthless reductions of the price-cutter. To competition, apparently, we will be losing money on this sale, but we know our business well enough to know that 1907 has been a very profitable year to us, and that we can well afford to close out all goods in their season, whether it be at a profit or a loss. The store will be transposed into a veritable fairyland of bargains, with counters of bargain lots here and there, and everything will be marked in plain figures, strictly the price to all. At this sale you can well afford to anticipate your wants for months to come, for it will be a great bargain event and an unusual opportunity to save money. Below quote a number of prices merely as examples of the values you will find when you come to the store.

JUST A FEW PRICES FOR COMPARISON

TABLE LINENS AND TOWELS.

Some of these goods are slightly soiled. However, after wash day you will not know anything of this, and for every five cents' worth of soil you will receive 25 cents reduction in price.

Bleached Cotton Huck Towels, 7 1/2c grade, this sale each 5c
 12 1/2c Union Huck Towels, this sale 8c
 15c Union Huck Towels, this sale 10c
 25c All Linen Huck Towels, this sale 19c
 50c bleached Table Damask, this sale 38c
 75c bleached Linen Damask, 72-inch, this sale 43c
 \$1.25 fine Linen Damask, this sale 88c

WOOL DRESS GOODS.

The styles in wool Dress Goods have changed but slightly during the past several seasons, and to some it may look like business suicide for us to sell these goods at such price reductions. But when spring comes we want to start right off with the new goods unhampered by fall styles. Therefore, these reductions:

20c fancy Suitings, this sale 14c
 25c fancy Suitings, this sale 18c
 50c and 60c Melross Suitings, this sale 35c
 75c fancy and plain Suitings, this sale 45c
 \$1.00 fine Worsted Suitings, this sale 65c
 \$1.50 fancy Panamas and Camels' Hair 88c
 \$2.00 fancy Suitings and Serges, HALF PRICE

WOMEN'S SUITS, CLOAKS AND SHIRTS.

There is not an old style among these, but we feel positive that we cannot afford to carry them over, no matter what the loss may be. They must go now to make way for the new Spring Goods that will come later on. Price reductions in many instances will be something phenomenal. It means that you can save from one-fourth to one-third on any of these garments during the mid-winter clearing sale.

\$ 2.50 to \$ 5.00 Children's Coats, new goods \$ 2.98
 \$ 4.50 to \$ 7.50 Misses' Coats, new goods \$ 3.45
 \$ 7.50 to \$10.00 Ladies' Coats, new goods \$ 6.45
 \$12.50 to \$15.00 Ladies' Coats, new goods \$10.45
 \$17.50 to \$22.50 Ladies' Coats, new goods \$14.45
 \$15.00 to \$17.50 Tailored Suits \$11.75
 \$20.00 to \$25.00 Tailored Suits \$18.75
 \$ 2.00 Skirts \$1.50 \$10.00 Skirts \$ 7.75
 \$ 7.50 Skirts \$5.75 \$15.00 Skirts \$11.75

WINTER UNDERWEAR.

It is possible that you will need garments of this nature between this and the warm days of Spring. If so, you can buy them now in any quantity you wish at less than if you were in a position to purchase cases lots of the manufacturer.

Children's heavy fleeced 2 1/2c grade 18c
 Children's fine wool rib, 40c grade 25c
 Ladies' Heavy, 2 1/2c grade 15c
 Ladies' heavy fleeced, 1 1/2c grade 28c
 Large lot odd garments HALF PRICE
 Boys' heavy fleeced, 3 1/2c grade 25c
 Men's heavy fleeced, 3 1/2c grade 39c

MID-WINTER HOSIERY BARGAINS.

In wool and cotton and fleeced, plain and fancy. Many lines of our hosiery have been reduced to small lots, and during the mid-winter clearing we will name prices that will clear them out entirely.

Ladies' good grade, per pair 8c
 Ladies' 20c grade, per pair 11c
 Children's 12 1/2c grade, now 8c
 Children's 20c grade 11c

A MID-WINTER CLEARING SALE OF DOMESTICS

This domestic stock is crowded now with several thousand dollars' worth of staple goods. It may seem foolish to many for us to reduce prices on merchandise where the style is of but little consideration, but to add interest to this sale we have cut all prices in this domestic department in harmony with the other prices quoted throughout the store.

10c bleached Muslin, now 7 1/2c
 12 1/2c bleached Muslin, now 10c
 9-4 bleached Sheetting, Standard 27 1/2c
 AA Brown Sheetting, 36-inch 7 1/2c

CLEARING ODDS AND ENDS

IN HANDKERCHIEFS.

The great holiday rush reduced this handkerchief stock to a medley of odds and ends in small lots. Some of them are badly soiled and some slightly soiled. We intend to clear out the entire stock of these goods by quoting the lowest prices possible on like goods.

JANUARY NOTION SALE.

During the Mid-Winter Clearing Sale we will hold one of the greatest notion sales ever given in La Grande. Counts of notions are here for your choosing. The prices on these notions will be the lowest ever quoted in this town for these wares. The expenditure of a dollar will practically give you a complete supply for your entire year's needs. Read examples of the price-selling below and come.

Children's, misses' and ladies' rubber-button Hose Supporters, new goods 5c
 Coats' Darning Cotton, per spool 1c
 Safety Pins, all sizes, 2 papers for 5c
 White cotton tape, per roll 1c
 Armour's Toilet Soap, 2 1/2c box 15c
 Black and white Cube Pins, 2 cubes 5c
 Darning wool, per bunch 1c
 Invisible Hair Pins, 2 packages for 5c
 Dressing Combs, metal back and chain 2c

CLEARING SILKS.

During the past season we have had an exceptional business in silks, with the consequence that we have many short ends left over. These are in pieces suitable for trimmings, waists and skirts, and in a few instances some are large enough for a complete costume. The prices are as follows:

30c Heavy Draping Silk 25c
 50c Beau de Sole black Silk 38c
 \$1.25 Missaline black Silk 88c
 \$1.75 Satin Duchesse \$1.28
 \$2.50 Satin Duchesse \$1.98

ODDS AND ENDS IN CORSETS.

We do one of the best Corset businesses in La Grande. The consequence is: lines have broken sizes. We have recently given an order to replete this Corset stock for \$30, and although the goods are staple, we will close these odds and ends at reductions much lower than the regular prices.

50c Corsets with hose porters 39c
 50c Corsets without hoseporters 28c
 75c Corsets, Princess F. 49c
 Odd lot \$1.00 and \$1.75 corsets, sale price 88c

CLEARING RIBBONS.

This offer of ribbons consists of broken bolts in nearly every kind of material. Prices in each instance will be made it satisfactory to you.

MEN'S AND BOY'S FURNISHINGS.

Now is the time for saving housewife to teach her husband how to price economy in buying his furnishing goods.

Lot boys' Caps, values 50c, now 25c
 Lot boys' Knee Pants, 75c to \$1.25, now 50c
 Lot boys' fancy Vests, 75c to \$2.25, now 25c
 Men's lined Gloves, newoods, 60c values, sale 39c

OUR MILLERY MUST GO.

All Fall and Winter Millinery and Millinery accessories will be included in this sale at the lowest prices ever quoted in La Grande for similar styles and quality. If you need a new winter hat, even if you only need it for a few days, you can well afford to buy it now at the prices we will quote. These examples:

\$2.00 to \$3.00 Street Hats 98c
 \$3.00 to \$5.00 Trimmed Hats, all new goods, sale price \$2.98
 \$5.00 to \$12.00 Trimmed Hats, new goods, sale price \$3.98

LACES AND EMBROIDERIES.

If you can anticipate your wants now for Spring dresses and Underwear, you can buy Laces and Embroideries at if the prices you will be asked to pay for the same articles elsewhere.

MID-WINTER CLEARING OF FANCY GOODS.

This fine complete Goods, ladies' Neckwear and Art Needlework, novelties. Painters' ink is totally inadequate to describe the beauty and attractiveness of many of these, therefore, we advise that you stop at this counter and visit the mid-winter clearing sale where you will find many phenomenal bargains.

EXTRAORDINARY FUR BARGAINS.

We still have a few choice Furs, Scarfs and Four-in-Hands, which must be closed out:

\$2.50 and \$3.75 WATER MINK AND SQUIRREL SCARFS, NOW \$2.45
 \$5.00 WATER MINK AND SQUIRREL SCARFS, NOW \$3.45
 \$7.50 BLENDED SQUIRREL SCARFS, NOW \$6.25
 \$20.00 ISABELLA FOX BOA, NOW \$14.00
 \$25.00 ISABELLA FOX BOA, NOW \$18.50

WE ALWAYS DO EXACTLY AS WE ADVERTISE

La Grande's Leading Dry Goods Emporium and Temple of Economy.

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