

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 at 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 cost 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 one 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 we 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 ..... 63c  
 \$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 Melrose Suitings, this sale ..... 35c  
 75c fancy and plain Suitings, this sale ..... 45c  
 \$1.00 fine Worsted Suitings, this sale ..... 68c  
 \$1.50 fancy Panamas and Camels' Hair ..... 88c  
 \$2.00 fancy Suitings and Serges, ..... HALF PRICE

### WOMEN'S SUITS, CLOAKS AND SKIRTS.

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.

\$ 3.50 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  
 \$18.50 to \$17.50 Tailored Suits ..... \$11.75  
 \$20.00 to \$25.00 Tailored Suits ..... \$18.75  
 \$ 5.00 Skirts ..... \$3.50 \$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 case lots of the manufacturer.

Children's heavy fleeced 25c grade ..... 18c  
 Children's fine wool rib, 40c grade ..... 25c  
 Ladies' fleeced, 25c grade ..... 15c  
 Ladies' heavy fleeced, 35c grade ..... 28c  
 Large lot odd garments ..... HALF PRICE  
 Boys' heavy fleeced, 35c grade ..... 25c  
 Men's heavy fleeced, 50c grade ..... 30c

### 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 close out the entire aggregation 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. Oceans 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, 25c 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 ..... 8c

### 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:

50c fancy Draping Silk ..... 35c  
 50c Peau de Sole black Silk ..... 58c  
 \$1.25 Mirlaine black Silk ..... 88c  
 \$1.75 Satin Duchesse ..... \$1.38  
 \$2.50 Satin Duchesse ..... \$1.98

### ODDS AND ENDS IN CORSETS.

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

50c Corsets with hose supporters ..... 39c  
 50c Corsets without hose supporters ..... 28c  
 75c Corsets, Princess hip ..... 49c  
 Odd lot \$1.00 and \$1.75 Corsets, sale price ..... 88c

### CLEARING ALL RIBBONS.

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

### MEN'S AND BOYS' FURNISHINGS.

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

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

### OUR MILLINERY 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 qualities. If you need a new winter hat, even for only 30 days' wear, you can well afford to buy it now at the prices we shall quote. These examples: \$2.00 to \$3.00 Street Hats ..... 98c  
 \$3.00 to \$6.00 Trimmed Hats, all new goods, sale price ..... \$2.98  
 \$7.00 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 trimming, you can buy Laces and Embroideries at half the prices you will be asked to pay for the same qualities elsewhere.

### MID-WINTER CLEARING OF FANCY GOODS.

This line comprises Gloves, Ladies' Neckwear and Art Needlework novelties. Printers' Ink is totally inadequate to describe the beauty and attractiveness of many of these. Therefore, we advise that you stop at this counter when you visit the mid-winter clearing sale where you will find many phenomenal bargains.

### EXTRAORDINARY FUR BARGAINS.

We still have a few choice Boas, Scarfs and Four-in-Hands, which must be closed out:  
 \$3.50 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.

# The PEOPLE'S STORE

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