

STUPENDOUS 10 DAYS 10⁰ CHURCH SALE

\$50,000

STOCK OF

Dry Goods, Ladies' Millinery, Men's, and Ladies' and Childrens Shoes, Clothing.

Goes on Sale, Let the Loss Be What it Will.

THE ENTIRE STOCK OF
THE PEOPLES STORE
LA GRANDE, OREGON
TO BE PLACED ON SALE REGARDLESS OF
COST AND FORMER PRICES

Fortune Is Knocking at Your Door

The early comers will get the best selections—still the stock is large and there will be bargains galore for all who come. Look for the large

WHITE SIGNS

on the building and hurry. Remember, bargains wanted by you are most wanted by all.

The Mammoth Stock of THE PEOPLES STORE is going to be thrown open to the public at unheard of prices for the benefit of La Grande's Churches. Never before in the history of Oregon has a sacrifice been made on a gigantic stock for the benefit and advancement of Christianity. FIVE PER CENT OF THE GROSS SALES during the sales period of ten days to be divided among the churches of La Grande according to the people's instructions. Every Church in La Grande will be represented. With every purchase you will receive a slip for the amount of said purchase on which you will write the name of the church that you desire to be credited with the amount. In the front part of the store will be located the sealed ballot box, into which you are requested to drop the slip. The day following the closing day of the sale, the ballot box will be opened by a committee composed of one member from each church in La Grande. The duty of said committee will be to determine the amount credited to each church. If there should be found in the ballot box any slips on which there is no church credit, then it will be the duty of the committee to see that the amount of such slips is divided equally among the several churches.

Be on Hand at the Opening

Don't confound this with the so-called Special or Clearance Sale, where only a few items of old merchandise are offered at bargain prices, as it is nothing of the kind; but a Genuine Slaughter of the Entire Stock. Everything will be marked in plain figures and at such ridiculously low prices as to cause wonder and comment for many moons to come.

Hitch Your Dollar to the Largest Load a Dollar Ever Drew

STORE WILL BE CLOSED WEDNESDAY ALL DAY, MAY 27th, ALL DAY

During Which Time we will re-mark and rearrange the entire stock to prepare for the greatest of all CHURCH SALES.

Sale Opens Thursday, May 28, at 9 a. m. and Continues FOR 10 DAYS

Be on Hand at the Opening

Realizing that conditions are not as good as they were some time ago, we have decided to meet you more than half way.

THINK IT OVER.

To miss this Sale means a positive loss of money to you. Never before was merchandise offered at such phenomenally low prices.

THE PEOPLES STORE CO.'S LOSS IS YOUR GAIN.

We will not dwell upon the good qualities or big class merchandise carried by The Peoples Store Co. Every one in La Grande and vicinity knows the reputation of this concern.

THIS IS A SAVING OPPORTUNITY. of vital importance to every man and woman who can reach this store. It will truly prove to be the GREATEST BARGAIN SENSATION ever witnessed. Remember, that

THE PEOPLES STORE CO. Always Make Good.

FOR TEN DAYS WE ARE GOING TO BATTLE FOR THE CHURCHES. WE WILL BATTLE FOR THE MASSES, NOT THE CLASSES, FOR TEN DAYS.

White Signes with Green and White Flags Mark the Place where One Dollar will do the work of Two Dollars

We will Pay Railroad and Stage Fares Both Ways From

KAMELA— with a purchase of \$10 or more. **UNION—** with a purchase of \$15 or over. **ELGIN—** with a purchase of \$20 and up. **ISLAND CITY—** with a purchase of \$5 or over. **NORTH POWDER—** with a purchase of \$20 or more. **ALICE—** with a purchase of \$10 and up. **PERRY—** with a purchase of \$5 or more. **IMBLER—** with a purchase of \$10 or over.

Remember La Grande's Church Sale

WILL GO DOWN IN THE HISTORY OF OREGON AS THE MOST POPULAR, PROMPT, PROGRESSIVE, POWERFUL EVENT EVER WITNESSED, AS THE SACRIFICE ON THIS GIGANTIC STOCK IS GOING TO BE STUPENDOUS! STARTLING! SENSATIONAL! THE TIME TO BUY IS NOW. DON'T WAIT, BUT COME. THE SUCCESS OF THIS GREAT SALE IS BASED ON INTRINSIC VALUE-GIVING.

READ EVERY LINE—DON'T MISS A WORD.

THE BEST BARGAIN NEWS EVER PRINTED

EVERY ONE A BARGAIN AND A MONEY-SAVER

<p>SHIRT WAISTS.</p> <p>\$1.50 Shirt Waists 85c \$1.75 Shirt Waists 95c \$2.00 Shirt Waists \$1.20 New Net Waists, ... 25 Per Cent OFF</p> <p>LADIES' TAILORED SUITS.</p> <p>\$12.50 Tailored Suits \$7.50 \$15.00 Tailored Suits \$9.75 \$17.50 Tailored Suits \$10.85 \$20.00 Tailored Suits \$12.45 \$22.50 Tailored Suits \$14.75 \$25.00 Tailored Suits \$16.45 \$27.50 Tailored Suits \$18.45 \$30.00 Tailored Suits \$20.25</p> <p>MILLINERY—HALF PRICE.</p> <p>\$1.50 Trimmed Hats 75c \$2.00 Trimmed Hats \$1.00 \$2.50 Trimmed Hats \$1.25 \$3.00 Trimmed Hats \$1.75 \$3.50 Trimmed Hats \$2.25 \$4.00 Trimmed Hats \$2.75</p> <p>LADIES' SPRING JACKETS.</p> <p>\$5.00 Tailored Jackets \$3.25 \$7.50 Tailored Jackets \$4.95 \$10.00 Tailored Jackets \$7.45 \$12.50 Tailored Jackets \$8.85</p> <p>MEN'S GLOVES.</p> <p>Men's \$1.00 Work Gloves, sale..... 60c Men's \$1.50 work Gloves, sale .. \$1.19 Canvas Gloves, 10c sale price... 6c</p> <p>CHILDREN'S HOSE.</p> <p>Child's 12 1/2c Hose, sale price ... 9c Child's 25c Hose, sale price 18c</p>	<p>CLOTHING.</p> <p>Men's \$1 Pants, sale price 75c Men's \$2.50 Pants, sale price \$1.79 Men's \$3 Pants, sale price \$2.39 Men's \$3.50 Pants, sale price \$2.79 Men's \$4 Pants, sale price \$3.19 Men's \$4.50 Pants, sale price \$3.49 Men's \$5 Pants, sale price \$3.98 \$7.50 Suits, sale price \$5.29 \$10.00 Suits, sale price \$7.79 \$11.00 Suits, sale price \$8.79 \$12.50 Suits, sale price \$9.99 \$15.00 Suits, sale price \$11.99 \$20.00 Suits, sale price \$15.29</p> <p>MEN'S SHIRTS.</p> <p>Boys' 50c Shirts, sale price..... 30c Men's \$1.25 Shirts, sale price.... 80c Men's \$1.50 Shirts, sale price.... \$1.29 Men's \$1.75 Shirts, sale price.... \$1.39 Men's \$2.50 Shirts, sale price.... \$1.59 Men's \$3.25 Shirts, sale price.... \$2.29</p> <p>TOWELS.</p> <p>15c Bath Towels, sale price..... 9c 20c Bath Towels, sale price 13c 15c Huck Towels, sale price 9c 25c Bath Towels, sale price..... 23c</p> <p>LADIES' SHOES.</p> <p>Ladies' \$1.50 Shoes, sale price .. \$1.19 Ladies' \$2.00 Shoes, sale price .. \$1.59 Ladies' \$2.50 Shoes, sale price .. \$1.69 Ladies' \$3.00 Shoes, sale price .. \$2.29 Ladies' \$3.50 Shoes, sale price .. \$2.98</p>	<p>MUSLIN UNDERWEAR.</p> <p>\$2.00 Night Dresses, sale price \$1.69 \$1.50 Night Dresses, sale price \$1.29 \$1.00 Night Dresses, sale price 70c 85c Night Dresses, sale price 59c 75c Night Dresses, sale price 49c \$1.25 Drawers, sale price 89c \$1.00 Drawers, sale price 79c 60c Drawers, sale price 49c 50c Drawers, sale price 39c 40c Drawers, sale price 29c \$1.00 Corset Covers, sale price ... 79c 90c Corset Covers, sale price ... 69c 85c Corset Covers, sale price ... 49c 40c Corset Covers, sale price ... 29c</p> <p>DRESS GOODS.</p> <p>15c Dress Goods, sale price 10c 20c Dress Goods, sale price 13c 25c Dress Goods, sale price 16c 35c Dress Goods, sale price 23c 40c Dress Goods, sale price 28c 60c Dress Goods, sale price 42c 75c Dress Goods, sale price 51c \$1.00 Dress Goods, sale price 69c \$1.25 Dress Goods, sale price 79c \$1.50 Dress Goods, sale price \$1.19</p> <p>MEN'S SHOES.</p> <p>Men's \$3.00 Shoes, sale price \$2.29 Men's \$3.50 Shoes, sale price \$2.89 Men's \$4.00 Shoes, sale price \$2.99 Men's \$5.00 Shoes, sale price \$3.98 Men's \$6.50 Shoes, sale price \$4.99 Men's \$7.50 Shoes, sale price \$5.69</p>	<p>QUILTS AND BLANKETS.</p> <p>\$2.00 Quilts, sale price \$1.29 \$2.25 Quilts, sale price \$1.59 \$1.00 Blankets, sale price 75c \$1.50 Blankets, sale price \$1.15 \$1.75 Blankets, sale price \$1.25 \$2.00 Blankets, sale price \$2.25 \$5.00 Blankets, sale price \$3.75 \$6.00 Blankets, sale price \$4.49</p> <p>NOTIONS.</p> <p>10c package Pins, sale price..... 4c 5c package Safety Pins, sale price... 3c Needles, 2 packages, sale price ... 5c Hooks and Eyes, 2 packages for ... 5c Darning Cotton, 3 spools, sale ... 5c Tape, 3 rolls, sale price 5c 10c Pearl Buttons, per doz, sale ... 5c</p> <p>LADIES' HOSE.</p> <p>Ladies' 10c Hose, sale price 7c Ladies' 12 1/2c Hose, sale price ... 9c Ladies' 15c Hose, sale price 11c Ladies' 25c Hose, sale price 19c</p> <p>CHILDREN'S SHOES.</p> <p>Infants' 60c Shoes, sale price... 39c Child's 75c Shoes, sale price 58c Child's \$1 Shoes, sale price 79c Child's \$1.25 Shoes, sale price ... 99c</p> <p>HANDKERCHIEFS.</p> <p>Ladies' 25c Handkerchiefs, sale ... 17c Ladies' 15c Handkerchiefs, sale ... 9c Ladies' 10c Handkerchiefs, sale ... 5c Men's 10c Handkerchiefs, sale ... 7c</p>	<p>DOMESTICS.</p> <p>Standard Calicos, sale price 5c Standard Apron Gingham, sale ... 6c 15c Flannelettes, sale price 10c 12 1/2c Outing Flannel, sale price ... 9c 15c Crash, sale price 10c 16c Outing Flannel, sale price ... 7c</p> <p>HATS AND CAPS.</p> <p>Men's \$1.50 Hats, sale price..... \$1.09 Men's \$2.00 Hats, sale price..... \$1.49 Men's \$2.50 Hats, sale price..... \$1.98 Men's \$3.00 Hats, sale price..... \$2.49</p> <p>MEN'S UNDERWEAR.</p> <p>Men's 60c heavy Underwear, S. P. 45c Men's 75c Underwear, sale price 68c Men's \$1.25 wool Underwear, sale 89c Men's \$1.50 wool Underwear sale \$1.19</p> <p>MEN'S SOCKS.</p> <p>Men's 10c Sox, sale price 6c Men's 12 1/2c Sox, sale price 9c Men's 15c Sox, sale price 11c Men's 25c Sox, sale price 19c Men's 60c Sox, sale price 42c</p> <p>SKIRTS.</p> <p>\$2.75 Skirts, sale price \$2.98 \$5.00 Skirts, sale price \$3.98 \$7.50 Skirts, sale price \$5.29 \$10.00 Skirts, sale price \$7.98</p> <p>Our entire New Spring line of Shoes just arrived and will be included in this sale at prices too low to quote.</p>
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NONE OF THE ABOVE PRICES HAVE BEEN EXAGGERATED. EVERYTHING WILL BE JUST AS REPRESENTED. IF YOU DO NOT ATTEND THIS GREAT SLAUGHTER YOU WILL HAVE CAUSE FOR REGRETS, AS YOUR NEIGHBOR WHO DOES ATTEND WILL GET HIS SPRING GOODS FOR JUST ABOUT ONE-HALF THE PRICE YOU WILL PAY FOR YOURS LATER. COME ON THE OPENING MORNING AND BRING ALONG THIS POSTER AND COMPARE PRICES.

Opening Date, May 28th, at 9 a. m. **The People's Store Co., La Grande, Ore.** Closing Date, June 9th, at 6 p. m.