

AND WATER

Lower Prices!

Merchandise Slide

**Come,
People,
Come**

DEPARTMENT STORE

g, shoes and hats, men, women and childrens' ready to wear county. Positively there was never such a wholesale selling ever sale has been planned for the past sixty days. We finally suc- at this part of the country has ever produced to come from San history has efforts been so determined to outdo any former of this city and surrounding country. Over 8500 people have a bargain battle event before like this. Hair-raising sensational to the floor.

Better Be First!

SOMETHING GREAT

**Take
a
Hand
in It!**

Over \$1,000 Given Away. Don't throw your tickets away. See if your number don't get you something. Salespeople will give every customer tickets.

to the Bone

will be given a ticket, each to correspond with one of FREE PRIZES

- | | | |
|-------------|---------|--------------------------------------|
| Spread. | No. 19. | 1 Pair of Misses \$1.50 Shoes. |
| Skirtwaist. | No. 20. | 1 \$1.50 Scarf. |
| Collar. | No. 21. | 1 \$1.50 Comfort. |
| Muffler. | No. 22. | 1 \$6.50 Woolen Skirt. |
| Socks. | No. 23. | 1 Fine Box of Candy. |
| Belt. | No. 24. | 1 \$7.50 Black Woolen Dress Pattern. |
| Skirt. | No. 25. | Pair of Lace Curtains. |
| Fine Hose. | | |

WANTED AT ONCE!

- 38 Salesladies
- 14 Salesmen
- 4 Bundle wrappers
- 18 Cash girls

KNOCK UNTIL SOME ONE COMES

For nine days the store will be turned topsy-turvey into one great panorama. The bottom knocked out of all previous price standard—a record breaking holocaust that will shake the annals of modern merchandising; will be stamped in the minds of every man, woman and child, as the most bewildering, astounding, astonishing, marvelous, miraculous bargain feast. Unheavenal in the midst of all La Grande; unbelievable; the world's most daring attack on prices and values; one grand blaze of bargains; for what do sale managers care for costs, profits or loss? Not two hurrahs. Under cash bond to sell \$15,000 worth in nine day's time. No law can exempt him from cutting, slashing, hashing, mashing prices cut to the bone.

Grand Opening Hour Saturday at 9 o'clock sharp

Prices Pulverized

**Intense Interest will be Involved
LOOK! LADIES! LOOK!**

To the first twenty-five ladies making purchases of two dollars or more each will be given an envelope containing a ticket with one of these numbers on it: Ladies don't rush or crowd. You can buy fast. Every garment marked in plain figures. This is for the first twenty-five ladies that get in the doors first. Something else for you. You will be given another ticket for every one dollar spent. Some number will be on it. You will see all over the house card board signs with a hand on it, marked prize number, so and so. If your ticket corresponds with it, it is yours. Over One Thousand Dollars in prizes given away. During this marvelous stock reduction bargain battle. Free prizes values 75 cents up to \$46.

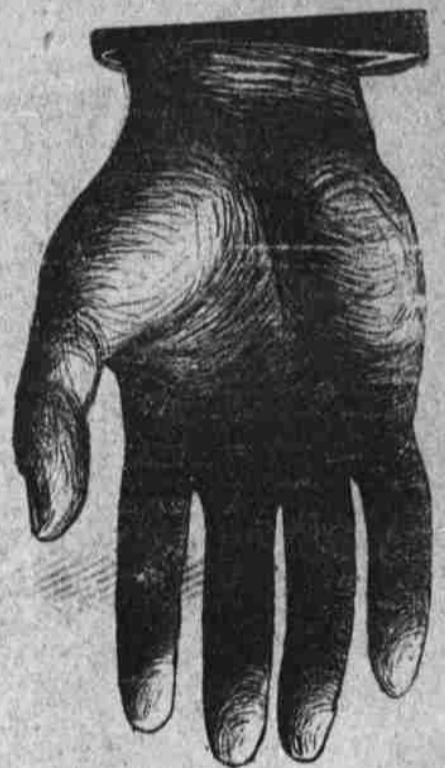
This will Never Happen Again! You Better be First to Come!

Ladies' and children's Suits, Coats, Skirts, Hats and Furs

at prices that will make your eyes startle and your nerves quiver. You will buy as you never bought before.

Shoe department tumbling up and down. You will buy for the whole darling family.

Prepare for Winter



Take a Hand in It

**Music all day --- Good time for everybody
Come and bring the whole family
A day to turn the tide of prosperity to your hand**

urchase \$10 in gold given back to you—MARVELOUS OFFER

line, at 9 a. m. sharp. Stock in hands of largest merchandise brokers in the world, the famous Callahan Sales Company

DEPARTMENT STORE

LA GRANDE, OREGON

50 School Boys Wanted!

Be in front of store 8:30 Saturday sharp. The sensational SILVER SHOWER will excite all La Grande. Be there. Don't forget the time.