

A Message of Vital Moment to the Vast Audience

Reached by the La Grande Daily Observer

We Will Sell the Entire Stock of W. W. Berry & Co.

Commencing Saturday, January 28. A complete line of Ladies and Misses Ready-to-Wear garments and Millinery, standard models and makes, everything new and clean

Whether you sit in Marble halls or even in the humblest cottage, or whatever your part in the world's work, you will be interested in this great revolutionizing of business sale. Whether your income flows in like a Rockefeller or a Morgan, or slowly dribbles in in the shape of pennies, nickels or dimes, this Gigantic Closing Out Sale offers you the means of saving something worth while to you. It means the placing of the world's best goods within the reach of every person within the confines of La Grande. The time is hastening to the day when all these beautiful garments will be found in practically every house in the entire community.

The Terrific Demand of Modern Business Methods forces this grand opportunity before you. First among all things money is necessary to move the world. W. W. Berry & Co. must have the money. And Lewis Bros. & Co. are going to raise it by giving the purchasing public of this county THE MIGHTIEST MONEY.

SAVING SALE IN THE HISTORY OF MERCHANDISING IN THIS TOWN. This sale will be a prodigy in its value giving and duration. It will weave the million threads of years of business transactions into the space of but a very few days. It will pass away with the smooth precision of a well oiled axle. There will be no picture, but a rapid firing of bargains in every nook and corner of this store. The prices are adapted to the diversified needs of thousands of inhabitants of this county.

And it will be within the range of every pocket book of every person who is fortunate enough to reach this store during this sale. Dig up your nickels and dimes, empty your savings banks of the pennies and hasten to this UNPRECEDENTED SALE, and purchase for them goods for which you have formerly paid dollars.

Don't Judge Before You See!

While W. W. Berry & Co.'s fine wearing apparel are used in hundreds of homes in La Grande and vicinity by both mother, daughter and sister and in every case have given entire satisfaction, each one more than pleased, yet there are many homes in which you will not find their goods.

But during this great sacrifice sale you will find loads of their merchandise **WILL NOT JUDGE BEFORE YOU SEE.**

Don't judge this sale by any sale ever before presented to you. For this great price wrecking event is in a class all by itself. No such money saving on such high grade merchandise was ever offered you before.

This closing out sale is of as much importance to you as your daily bread. Every article in the whole store clean, best, new, perfectly made in every particular and of the best material.

THERE IS NO LOGICAL REASON

Why every woman in this entire community should not benefit by this most timely event.

ALL GOODS ARE JUDGED

by their appearance and their quality. Every woman knows the value of a high grade article. Hence the necessity of merchants to purchase the best goods to be found. Such has always been the desire of W. W. Berry & Co. to satisfy the most particular tastes in this community.

Don't let such an opportunity of purchasing the best at a lower price than ever offered before escape you. Visit this sale Saturday, January 28. Hide by your judgment. We repeat don't judge before you visit the closing out sale Saturday.

The result of Four Years of Experience

Every stitch in this entire stock is the result of years of experience in merchandising in this town, not only with the brands to be found in this store, but with thousands of others. The stock was selected because it was found every brand carried is the best—no other concern, that we know has had more experience in these lines, their quality or method of manufacture.

Every known fault of style, make and quality has been eliminated. Every care has been taken to make each purchaser more than satisfied with every article purchased in this store. Their motto, Better Goods at Lower Prices, giving the best at a great saving to every customer of this store. But now the ruthless hand of the barbarous creditor is extended to grasp and break down the edifice of

years of unceasing toil. Why! Because W. W. Berry & Co. in their honest efforts to supply the demands of an increasing patronage have purchased far beyond their financial ability.

Their bills are due and the ravenous vultures, the cruel manufacturers will not extend their time for collection, but demand their money. Thus this grand stock is in the hands of Lewis Bros. & Co., the most daring price slashers of the country, to be turned into cash to satisfy the urgent demands of the creditors, and to do this in the specified time no mercy can be shown in the crushing-madening price wrecking.

Visit This Sale Just Once--You'll Need No Further Urging

YOU WILL SAY ITS THE GREATEST SALE YOU HAVE EVER ATTENDED YOU'LL APPRECIATE THE GREAT PRICE CUTTING OF THE FINEST HIGH CLASS, UP-TO-DATE MERCHANDISE TO BE FOUND IN LA GRANDE.

VISIT US SATURDAY AND YOU WILL SURE COME MONDAY AND EVERY DAY, AS LONG AS THIS MOST UNHEARD OF, PRICE WRECK-

ING SALE CONTINUES, WHICH CAN NOT POSSIBLY LAST BUT A VERY FEW DAYS, AS EVERY ARTICLE WILL BE MARKED SO LOW THAT YOU CAN NOT BUT LAY IN A SUPPLY FOR YEARS TO COME. HERE YOU CAN PURCHASE TWO AND THREE GARMENTS AT THE PRICE YOU USUALLY PAID FOR ONE.

LEWIS BROS. & CO., Adjusters at

W. W. BERRY & CO.

1305 ADAMS AVE.

LA GRANDE, OREGON