

SALE OPENS SATURDAY, JAN. 28, 9 A. M.

A PERFECT LANDSLIDE OF GIGANTIC BARGAINS. \$12,000 WORTH OF HIGH CLASS UP-TO-DATE MERCHANDISE THROWN ON THE MARKET TO BE SOLD UTTERLY REGARDLESS OF COST OR VALUE. SORRY WE ARE INDEED TO SEE THIS BEAUTIFUL STOCK RUTHLESSLY SLAUGHTERED BY FORCE OF CIRCUMSTANCES. HOWEVER WE HAVE NEITHER TIME NOR SPACE TO DWELL ON THAT SUBJECT, WHAT WE MUST DO IS GET DOWN TO BUSINESS AND ALLOW THE BLUDGEON TO FALL ON THE PRICES, WHICH WERE ALWAYS REASONABLE CONSIDERING THE HIGH GRADE OF MERCHANDISE CARRIED.

YOUR MOST VIVID CONCEPTION OF VALUE GREATNESS COULD NOT DO JUSTICE TO THE RIDICULOUSLY LOW PRICES WHICH WILL BE MADE DURING THIS SALE. THE SHREWDEST BUYERS AND MOST PRUDENT SHOPPERS ARE ESPECIALLY INVITED TO INSPECT THE GIGANTIC BARGAINS OFFERED. TO SAY THAT YOUR DOLLAR WILL DO DOUBLE DUTY IS PUTTING IT MILDLY. COME EXPECTING MUCH, YOU WILL NOT BE DISAPPOINTED. NEVER BEFORE DURING THE HISTORY OF THE BUSINESS OF LA GRANDE WAS MERCHANDISE OFFERED AT SUCH LOW CUT SLASH PRICES.

LEWIS BROS. & CO. ARE ADJUSTERS WHO TAKE CARE OF THE MERCHANTS AND WHOLESALERS WHEN FINANCIAL DIFFICULTIES ARISE.

THE FINGER OF SCORN WAS NEVER POINTED AT MR. BERRY, WHO HAS BEEN A RESIDENT OF YOUR TOWN FOR THE PAST SIXTEEN YEARS. HE NOW OWES THOUSANDS OF DOLLARS WHICH THE GREEDY MILLIONAIRE WHOLESALERS DEMAND OF HIM AT ONCE. MERCY WAS NEVER SHOWN BY THOSE WHO ROLL IN WEALTH. LEWIS BROS. & CO. WILL TRY TO SEE THAT MR. BERRY GETS A SQUARE DEAL AND IF POSSIBLE WILL PUT HIM BACK ON HIS FEET.

Everything Goes at 30 cents to 60 cents on the Dollar!

RIDICULOUSLY LOW CUT SLASH PRICES NEVER BEFORE ATTEMPTED BY MAN, WILL BE MADE DURING THIS SALE. THE WHOLE STORE WILL BE ABLAZE WITH BARGAINS AND THE RED SIGN OF DISTRESS SHALL BE SEEN THROUGHOUT THE PLACE. THIS SALE MIGHT WELL BE CALLED LA GRANDE'S GREATEST OF ALL BARGAIN FEASTS. NOW DROP EVERYTHING, LET NOTHING KEEP YOU AWAY. BRING A WELL-FILLED PURSE AND HITCH YOUR DOLLARS TO THE LARGEST LOAD THEY EVER PULLED. HUSBANDS BRING YOUR WIVES, MOTHERS BRING YOUR CHILDREN. WE INVITE THE WHOLE FAMILY TO PARTAKE OF THIS GREAT MONEY SAVING OPPORTUNITY.

SWORN TO BY W. W. BERRY

BEFORE J. F. BAKER, NOTARY PUBLIC FOR OREGON

STATE OF OREGON ss COUNTY OF UNION. I, W. W. BERRY, BEING FIRST DULY SWORN, SAY: THAT I AM HEAVILY INDEBTED, AND OWE THE WHOLESALER HOUSES MANY THOUSANDS OF DOLLARS. I HAVE PLACED MY ENTIRE STOCK IN THE HANDS OF LEWIS BROS. & CO. OF CHICAGO, WHICH FIRM WILL ENDEAVOR TO CLOSE OUT THE ENTIRE STOCK AND STORE FIXTURES, TO REALIZE CASH WITH WHICH TO PAY MY CREDITORS. I HAVE MUCH MORE MERCHANDISE THAN I SHOULD HAVE PURCHASED AS MY CAPITAL WAS LIMITED; THIS IS THE WHOLE CAUSE OF MY FINANCIAL TROUBLES.

W. W. BERRY.

SUBSCRIBED AND SWORN TO BEFORE ME THIS 18TH DAY OF JANUARY, 1911.
J. F. BAKER,
NOTARY PUBLIC FOR OREGON.

WE ARE ADVERTISING FAR AND WIDE AND EXPECT TO SEE THE LARGEST GATHERING OF PEOPLE WHO EVER ASSEMBLED IN THE CITY OF LA GRANDE. PRICES TALK AND ARE NOW ON SPEAKING TERMS WITH YOU. HERE IS A CHANCE TO WEAR THE BEST FOR HALF WHAT INFERIOR GOODS SELL ELSEWHERE. ALL FORMER PRICE CONCESSIONS WILL FADE INTO INSIGNIFICANCE WHEN THIS SALE IS OPENED. WE WILL INAUGURATE A SALE WHICH WILL BE REMEMBERED BY THE PEOPLE OF LA GRANDE FOR THE NEXT TEN YEARS. BARGAINS MOST WANTED BY YOU ARE MOST WANTED BY ALL, SO COME EARLY WHILE WE HAVE A GOOD SELECTION OF SIZES, PATTERNS AND COLORS.

MILLINERY

A FULL LINE OF LADIES' HATS, FEATHERS, PLUMES, FLOWERS, ETC., NOT AT HALF PRICE BUT MUCH LESS. HALF PRICE IS NOT IN IT WITH THE MILLINERY BARGAINS WE ARE OFFERING.

CLOAKS & SUITS SKIRTS and PETTICOATS

OUR FULL LINE OF CLOAKS, SUITS, SKIRTS AND PETTICOATS AT PRICES WHICH WERE NEVER BEFORE THOUGHT OF IN THIS SECTION OF THE COUNTRY. IF YOU ARE OPEN FOR ANYTHING IN THIS LINE THE PRICE WILL NOT STAND IN YOUR WAY.

UNDERWEAR, SHIRT WAISTS, Laces, Ribbons, Embroideries, Etc.

OUR FULL LINE OF KNIT AND MUSLIN UNDERWEAR, SHIRT WAISTS, RIBBONS, EMBROIDERIES, CORSETS, ETC., ALMOST AT YOUR OWN PRICE. COME LET YOUR MONEY WORK OVERTIME.

NOTIONS

OUR FULL LINE OF NOTIONS WILL BE THROWN IN BINS AND SOLD AT PRICES WHICH WILL TEMPT ALL TO BUY. DON'T GO ELSEWHERE FOR ANY ARTICLES WE CARRY, IT ONLY MEANS A LOSS OF MONEY TO YOU.

W. W. BERRY & COMPANY

1305 Adams Avenue

LEWIS BROS. & CO., OF CHICAGO, IN CHARGE.

La Grande, Oregon