## SALE OPENS SAIUKDY, JAN. 40, JA. 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 RE-GARDLESS OF COST OR VALUE. SORRY WE ARE INDEED TO SEE THIS BEAUTIFUL STOCK RUTHLESSLY SLAUGH-TERED 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 MERCF ANDISE 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 EX-PECTING MUCH, YOU WILL NOT BE DISAPPOINTED. NEV-ER BEFORE DURING THE HISTORY OF THE BUSINESS OF LA GRANDE WAS MERCHANDISE OFFERED AT SUCH LOW CUT SLASH PRICES.

## 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 FAM. ILY TO PARTAKE OF THIS GREAT MONEY SAVING OPPOR-TUNITY.

## SWORN TO BY W. W. BERRY

BEFORE J. F. BAKEP, 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 WHOLESALE 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 EN-TIRE STOCK AND STORE FIX TURES, 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.

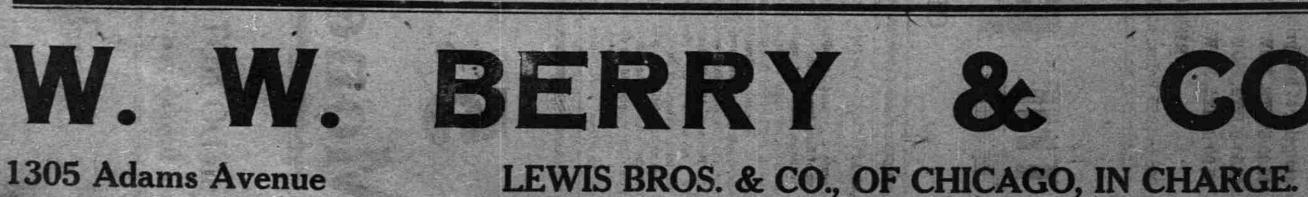
W. W. BERRY. SUBSCRIBED AND SWORN TO BEFORE ME THIS 18TH J. F. BAKER. DAY OF JANUARY, 1911. NOTARY PUBLIC FOR OREGON.

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 BAR. GAINS WE ARE OFFERING.

CLOAKS & SUITS UNDERWEAR, SHIRT WAISTS, Laces, Ribbons, Embroideries, Etc SKIRTS and PETTICOATS

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



LEWIS BROS. & CO. ARE ADJUSTERS WHO TAKE CARE OF THE MERCHANTS AND WHOLESALERS WHEN FINANC. IAL 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 THOUS. ANDS O.? DOLLARS WHICH THE GREEDY MILLIONAIRE WHOLE JALERS DEMAND OF HIM AT ONCE. MERCY WAS NEVER SHOWN BY THOSE WHO ROLL IN WEALTH. LEW-IS BROS & CO. WILL TRY TO SEE THAT MR. BERRY GETS A SQUARE DEAL AND IF POSSIBLE WILL PUT HIM BACK ON HIS PEET.

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 INFER-IOR GOODS SELL ELSEWHERE. ALL FORMER PRICE CON-CESSIONS WILL FADE INTO INSIGNIFICANCE WHEN THIS SALE IS OPENED. WE WILL INAUGURATE A SALE WHICH WILL BE LEMEMBERED BY THE PEOPLE OF LA GRANDE FOR THE HEXT TEN YEARS. BARGAINS MOST WANTED BY YOU ARE MOST WANTED BY ALL, SO COME EARLY WHILE WI HAVE A GOOD SELECTION OF SIZES, PAT-TERNS ANI) COLORS.

## NOTIONS

OUR FULL LINE OF KNIT AND MUSLIN UN DERWEAR, SHIRT WAISTS, RIBBONS, EM BROIDERIES, CORSETS, ETC., ALMOST AN YOUR OWN PRICE. COME LET YOUR MON EY WORK OVERTIME.

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.

La Grande, Oregon

COMPARY