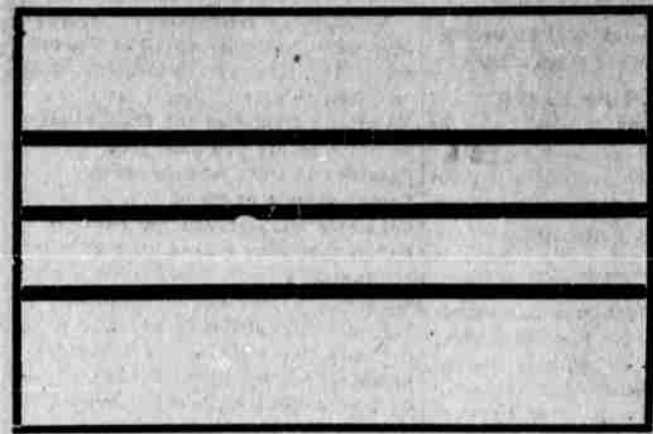


# WHY



## I Can Afford to Give a **\$10.00 REDUCTION**

### ON EVERY SUIT OR OVERCOAT FOR LADIES AND GENTLEMEN

Our Regular  
**\$35**  
Suit or  
Overcoat  
Now  
**\$25**

I do my own cutting and save \$40 a week--a cutter's salary. I handle no shelf clothes, collar buttons or neckties, but devote entire time to high-class tailoring. No other business causes a drain on our tailoring.

I have the best workmen, who turn out garments in proper shape.

The dull season is near, and I intend keeping my men busy by giving substantial reductions to each customer. Our desire is to get acquainted with every person in this territory. Our business has been good---I want to make it larger. Every order you place with us is made right here in La Grande in our own shop. No send-aways, or sweat-shop garments handled by us

La Grande appreciates good tailoring. This is shown by the extensive business we have done since locating here. There probably never was a single price on tailoring cut in La Grande before we came to town. We believe in modern methods--when the season is dull, cut the price and keep our men busy.

Our Regular  
**\$45**  
Suit or  
Overcoat  
Now  
**\$35**

**We Are the Only Exclusive Tailoring Establishment in Eastern Oregon**

Ladies'  
TAILOR  
Men's

# B. WISE

NEW FOLEY BUILDING, LA GRANDE

Ladies'  
TAILOR  
Men's

*"You Can't Look Foolish in a Wise Suit"*