

WANTED--10 Experienced Salespeople, Apply at Once

"BIG BEN" WILL CONDUCT A PUBLIC SALE OF THE PEOPLE'S STORE

ALL ABOUT .. BIG BEN ..

You've been wondering why we call this the Big Ben Sale. Surely, you know Big Ben, the alarm clock that wakes you up every morning or that you have seen advertised in all the magazines. Well, he's the fellow that is running this, and this is how he does it. Every day of this sale the Big Ben Alarm goes off at 10 and 10:30 a. m. and between these two alarms you or anyone else can buy some one line of goods at a price even below wholesale cost. See the big square below for full particulars.

Store Closed all day Thursday and Friday

TO ENABLE A LARGE FORCE OF CLERKS TO MARK THE GOODS DOWN TO BIG BEN BARGAIN PRICES AND REARRANGE THE STOCK SO THAT THE CROWDS CAN BE PROMPTLY AND CAREFULLY SERVED.

\$50,000 Stock of Dry Goods, Clothing and Shoes, commencing at 9 a. m. Sat. Jan. 3rd.

At Least \$10,000.00 Worth must be sold in 15 days. The time is short, Hence the prices will be extremely low.

You have the word of the People's Store that this is something more than an ordinary sale. The reason is the necessity for reducing the stock a great deal in short order that we can carry out some contemplated changes in our business without delay. The time is short—quick action is what we want and must have—hence the prices will be extremely low—probably the lowest you have known in years. Don't doubt—investigate the truth of this statement—Don't hesitate—come quick and find out that this is the

GREATEST MONEY-SAVING OPPORTUNITY OF THE TIMES!
The store will be closed all day Thursday and Friday, to enable us to get the goods all marked down to Big Ben Bargain prices and rearrange the stock. When the sale opens at 9 a. m., Saturday, January 3, everything that could be done to make the prompt and satisfactory handling of the crowds possible will have been done. We will have plenty of good competent, trustworthy clerks who will take pains to see that you are satisfactorily served. Everything will bear a ticket with the sale price marked in plain figures, and this will be the lowest price ever quoted on an article of worth. \$10,000 worth of goods must be sold in fifteen days. We know there is only one way to do it—make the price so ridiculously low that people will come from far and near to not only supply their immediate needs, but future needs for many months to come as well.

Your Railroad Fare Paid

IF YOU COME WITHIN 30 MILES AND TRADE \$15.00 OR MORE. NO ONE WHO LIVES NEAR ENOUGH TO MAKE THE TRIP IN ONE DAY CAN AFFORD TO MISS THIS MONEY-SAVING CHANCE.

AT 9 A. M., SATURDAY, JANUARY 3, WE WILL

GIVE CASH AWAY

ONE DOLLAR CASH will be paid to the first ten persons above the age of 18 who enter our store when the doors are opened at 9 a. m. All we ask is that you spend the \$1.00 here before you leave. You actually receive \$1.00 worth of anything in the store for nothing.



HERE ARE THE PRICES

Remember that these are extraordinary low prices. Many lots will be closed out quick. Others will last for several days because the stock of them is so big, but the very things you want most may be first to go, so come as soon as you can. Be sure and be here at 9 a. m. SATURDAY, JANUARY 3rd. and get some of the FREE CASH TOO.

YOUR SATISFACTION is the most important thing of all to the People's Store, so we emphasize again the chief rule of this store, "Bring back anything not entirely satisfactory and get your money back without question."

ALL LADIES' TAILORED COATS AND SUITS, HALF PRICE.

\$15.00 Suits, Big Ben price	\$ 7.50
20.00 Suits, Big Ben price	10.00
25.00 Suits, Big Ben price	12.50
30.00 Suits, Big Ben price	15.00

25c Curtain Scrim, Big Ben Price	12½c
35c Ladies' Ribbed Vests and Pants Big Ben Price	23c
75c Ladies' Wash Waists, Big Ben Price	48c

We can't quote prices in this advertisement on half the items contained in our great stock. There are scores of unadvertised bargains that are equally as great as the advertised ones.

ONE LOT LADIES' SHOES, Values to \$3.50, Big Ben price 98c

We'll have plenty of good clerks so that the crowds can be promptly and carefully served.

BARGAIN BASEMENT GOODS.

Six Rolls Toilet Paper	25c
Lunch Boxes	10c
Children's Hose	11c
Table Damask	39c
Men's Wool Underwear	69c

ONE LOT MEN'S HATS—\$1.50 to \$2.00 values, Big Ben price 98c

Your money back quick as a wink if you had rather have it than the goods.

THESE BIG BEN BARGAIN SPECIALS OFFER

AMAZING SAVINGS OF VITAL INTEREST TO YOU!

SATURDAY, JANUARY 3 1000 Yards, 12½c Ginghams, Red Seal, 5c per yd., 10 yards to a customer 10 to 10:30 a. m. only	MONDAY, JANUARY 5 10 Boxes Sunny Monday Soap, 10 Bars for 25c, limit 10 bars to a customer 10 to 10:30 a. m. only	TUESDAY, JANUARY 6 50 Sweaters, assorted sizes, your choice 29c, one to a customer 10 to 10:30 a. m. only	WEDNESDAY, JAN. 7 500 Yards 12½c Outing Flannel, 6c per yd., limit 10 yards to a customer 10 to 10:30 a. m. only
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Goods Almost Given Away For One-half Hour Every Day

Commencing at 10 a. m. every morning when you hear Big Ben's loud clarion ring, we will sell one line of goods during the next half hour only at a ridiculously low price—a price so low that you'll scarcely believe your own eyes. These prices will be in effect, only until Big Ben announces that it's 10:30. Every day it's something different for the half

hour Big Ben Bargain Special. We are making these sacrifices on these goods to draw the crowds of people every day, who will see the many attractive bargains all over the store and so buy a great many goods that they would not think of getting if they did not see with their own eyes what unusual bargains were offered. The people who come one day

will go home and tell their neighbors and friends about the extraordinary chance to save money, and so the daily crowd will increase.

Don't forget these daily half hour specials, 10 to 10:30. Anyone can take advantage of them who has bought 50c worth of any goods in the store on the same day. This is the only condition upon which you

will be entitled to get so much value for so little money as these Big Ben half hour Bargain Specials offer.

Now, we don't want anyone to be disappointed because they can't get waited on during any of these half hour specials, if we can help it. We will have all the extra clerks we can use, and will wait on you all just the very best and quickest we can.

Select the goods you like, buy and take them home or to other stores and compare them with the best values you can get elsewhere. Then you'll begin to realize how much we save you on every purchase you make at this BIG BEN SALE.

CHILDREN'S COATS \$2.00 to \$2.50 values, Big Ben price \$1.48	12½c FLANNELETTES Big Ben price 8c	12½c OUTINGS Big Ben price 8c	CHILDREN'S COATS \$4.50 to \$5.00 values, Big Ben price \$2.98
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Don't Forget the HALF-HOUR Big Ben Bargain Specials EVERY DAY from 10 to 10:30 a. m. Practically everything in the store is included in this great sale. Every last article to be sold regardless of cost. Come in the forenoon if you can. **LOOK FOR THE BIG RED SIGNS.** Remember

Cash Given Away at the Opening Hour, 9 a. m. Saturday, Jan. 3

THE PEOPLE'S STORE

LA GRANDE, OREGON

Watch Future Advertisements For HALF-HOUR SPECIALS AFTER JANUARY 7