



# ANNIVERSARY SALE

Beginning **SATURDAY, APRIL 11th.** Ending **MONDAY, APRIL 20th.**

On April 20th, 1907 we opened our door for the first time to the public and began a sale which proved to be as much of a surprise to us, perhaps, as to the hundreds of people who came to buy. People came from far and near to secure the great bargains which we were offering. The rush was so great for the first few days that we were hardly able to serve properly the large crowds of buyers who thronged our store. Finally, however, everybody was supplied and the great sale passed into history. For seven long years since we have been endeavoring to give the people of La Grande their money's worth in merchandise, with an occasional opportunity for more than ordinary savings. The last of these events was the great "BIG BEN" sale which even our competitors admit was the "best ever."

HONESTY AND FAIRNESS in every sale was the idea we had when we started the store and that idea is just as strong with us today as it was then. We believed then as we believe now that it was our duty to buy where we could buy cheapest, sell to our patrons at lowest possible margin of profit. For that reason we have never allowed ourselves to become tied to any one jobber, wholesaler, manufacturer or syndicate of men. We have always felt that it was best to buy in the open markets and have visited the New York and other Eastern and Western markets more times, perhaps, than all the other merchants of La Grande combined. For several years we have had a resident buyer in the city of New York—always on the lookout for special bargains; we have associated with us a man who has had thirty-five years experience in merchandise and is acknowledged one of the best judges of merchandise in the Northwest—This coupled with the fact that we conduct our store more economically than any other of its size in La Grande assures our patrons of the best possible values in all lines.

**Now For the Greatest Event of All** We feel pretty good this spring and instead of asking our friends to give us presents on this, our seventh anniversary, we are going to give the biggest sale of the year and a present to every patron.

**Customers Receive a Present Free!** Each person buying one dollar's worth of goods or more between Saturday morning, April 11th and Monday night, April 20th will receive a valuable gift **FREE**.



### What WE Do!

Here are a few of our bargains for This Big Anniversary Sale.

#### LADIES' AND MISSES' COATS AND SUITS.

**HALF PRICE.**

All our new spring styles go in this sale and you get them before Easter too.

\$7.50 Coats	.....\$3.75
\$8.50 Coats	.....\$4.25
\$12.50 Coats	.....\$6.25
\$15.00 Coats	.....\$7.50
\$15.00 Suits	.....\$7.50
\$17.50 Suits	.....\$8.75
\$20.00 Suits	.....\$10.00
\$25.00 Suits	.....\$12.50
\$7.50 to \$12.50 Dress Skirts	.....Half Price
15c Lawns and Wash Goods	.....9c
20c and 25c Figured Flaxons	.....16c
35c Mulls and C.	.....28c
50c Mulls—Silk	.....39c
50c and 60c Fancy Silk Waisting	.....43c

### What YOU Do!

Any time during this sale buy \$1.00 worth or over of goods from any part of the store and we will give you a present that cannot be bought for less than 15c to 25c at any store, or if you wish your purchase to apply on a more valuable prize, you may keep your sale slip and when your purchases during the week amount to \$5.00 worth or more we will give you one of the following prizes:

- \$5.00 Purchase Gets....Fancy Cup and Saucer
- \$10.00 Purchase Gets.....Fancy China Plate
- \$15.00 Purchase Gets.....Salad Bowl
- \$25.00 Purchase Gets.....Fancy Fruit Set
- \$50.00 Purchase Gets....Cut Glass Pitcher, Hand Bag, Gilt Clock etc.
- \$100.00 Purchase Gets Fancy Water Set, Plate Glass Mirror Doll Bed etc.
- \$150.00 Purchase Gets 42-piece Dinner Set or Manicure or Toilet Set, Coaster Wagon Desk Lamp etc.

Remember you don't have to buy all in one day but have a whole week in which to get your present.

These presents are now on exhibition at our store. Come and see the greatest premiums ever offered.

### What WE Do!

#### MEN'S AND BOY'S CLOTHING.

Great reductions all through the lines—many garments at less than manufacturer's cost.

- 1 Lot Boy's Suits, \$2.50 to \$6.00 Values.....**HALF PRICE**
- 1 Lot Youth's Suits, \$5.50 to \$12.50 Values.....**HALF PRICE**
- 1 Lot Men's Suits, \$10.00 to \$15.00 Values.....**HALF PRICE**
- 1 Lot Men's Coats, \$4.50 to \$5.00 Values....**SALE PRICE \$3.75**





#### MEN'S, WOMEN'S AND CHILDREN'S SHOES.

At greatly reduced prices.—The latest fads as well as the staples. We have them from as low as 39c up to the best.

#### MEN'S AND BOY'S HATS AND CAPS.

The usual assortment and... all at reduced prices.

1 Lot, \$1.50 and \$2.00 Values..... 98c



**DON'T MISS THIS BIG CHANCE**

EVERY ARTICLE IN THE STORE REDUCED IN PRICE

# THE PEOPLES' STORE,

Sale Begins Saturday, April 11th, at 10:00 a. m. Sale Ends Monday April 20th., at 10:00 p. m.

1207-1209 Adams Ave. The Temple of Economy. La Grande, Oregon.