

The Greatest and Most Important Store Event of the Year! The Biggest Sale in Eastern Oregon! N. K. West's 17th

Annual January Clearance Sale

This Year Bigger and More Important Than Ever! Every Article Reduced! Everywhere Throughout the Store Vast Quantities of Wanted Merchandise Deeply Underpriced!

- Boys' Buster Brown Suits Half Price
- One Lot of Men's Overcoats Half Price
- All Ladies' Trimmings Hats Half Price
- Every Article Reduced

THERE WILL BE NO PRICES LOWER THAN OURS. FROM END TO END AND FROM TOP TO BOTTOM OF THIS STORE YOU WILL FIND UNMATCHED VALUES ON EVERY HAND. All goods are HONEST, WORTHY and of DEPENDABLE QUALITY. Everything is reasonable and of actual use right now. Owing to the late winter in most cases stocks are most complete with new winter merchandise that must be cleared at once. To do this without delay, prices will be reduced to an unusual low point. In many cases goods are offered at way below original cost.

One Lot Broken Lines Stetson Hats \$2.75
 One Lot Broken Lines Gorden Hat
 Broken Gloves
 Broken Gloves
 Broken Work \$3.50

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 no institution could be safer

Tremendous Clearance Sale of Women's and Misses' Wearing Apparel

Drastic Price Reduction to Make a Quick Clearing. Big Opportunity for Women to Secure Stylish Serviceable Garments and Reap Big Savings.



Great Half Price Sale of Suits and Coats

None Reserved--Includes every Ladies and Misses Suit or Coat in the Store, and Every Garment is Up-to-date and New This Season.

- Entire Stock Ladies' Waists Reduced 20 to 50 per cent
- One lot Ladies' Dresses Reduced 33 1-3 per cent
- All Children's Coats Reduced 1-2
- Big Reduction on all Bath Robes, Kimonos and House Dresses
- Muslin Underwear at Reduced Prices

Entire Stock of Furs to be Sold at Actual Cost!

Great Clearance Sale of Men's Clothing--Out They Go! 500

REDUCED 25 PER CENT!

- New .. Perfect Fitting .. High Grade .. "Society Brand" "Benjamin"
 "Hirsh Wickwire" "Fidelity Brand"
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|-------------------|---------|---|-------------------------|
| \$15.00 Suits now | \$11.25 | One Lot Men's Overcoats at | 1-2 Price |
| \$17.50 Suits now | \$13.15 | One Lot Men's Overcoats | Reduced 25 per cent |
| \$20.00 Suits now | \$15.00 | Men's Dress Pants | Reduced 25 per cent |
| \$22.50 Suits now | \$16.90 | Every Shirt in the Store | Reduced 20 per cent |
| \$25.00 Suits now | \$18.75 | Men's Sweaters | Reduced 33 1-3 per cent |
| \$27.50 Suits now | \$21.15 | Immense and Complete Stocks of Men's Furnishings, | |
| | | Hats, Caps all at Reduced prices | |

Best and Most Known Makes of the Country in This Sale

N. K. Exclusive Agents

"Flowers" Gloves, "Nemo" Corsets, "Henderson" Corsets, All Ribbons, "Black Cat" Hosiery, Laces, Embroideries, "Merite" Jewelry, D. M. C. Threads, Immense Stock of Notions, Etc., all at January Savings well worth while.

SHOES! SHOES!

Hundreds will take advantage of the greatest shoe bargains in Eastern Oregon. Bear in mind this is not an old stock. Every body knows that the shoes of N. K. West's is at all times the most complete and up-to-the-minute in style and only of the best qualities. Utz and Dunn and Pingree Shoes for women, J. E. Tilt Dress Shoes for men, Bergman loggers, King Bee and Romper shoes for children. EVERY PAIR IN THE STORE AT JANUARY CLEARANCE PRICES.



A Most Opportune Sale of Men's Winter Clothing Right NOW, When Most Needed!

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| Malone Heavy Shirts | Reduced 25 per cent | Men's Sheep Lined Coats | Reduced 25 per cent |
| Heavy All Wool Pants | Reduced 25 per cent | Men's Mackinaws | Reduced 25 per cent |
| Men's Corduroy Pants | Reduced 25 per cent | Gold Seal Rubbers, Overshoes, Bergman Loggers, Wool Sox, Lined Gloves, etc., all at the lowest prices of the year. | |
| Men's Fur Coats | Reduced 25 per cent | | |



Underwear and Hosiery

NEVER A SALE EQUAL TO THIS ONE IN POINT OF ECONOMY, QUALITY AND VARIETY. EVERY ITEM REDUCED.

In preparing our stock and this sale we fixed it so that no Woman, Man or Boy who wants Knit Underwear and Hosiery of good quality in any particular style should fail to find it. All reductions are based ON ACTUAL SELLING PRICES--not fictitious comparisons in order to make false reductions.

"Munsingwear," "Gilt Edge," "Athena" Underwear for Woman and Children, "Kenosha," "Kloosed Krotch" Men's Unions, Staley Brand Underwear for Men. Black Cat and Interwoven Hosiery are some of the famous brands that are found in our stock.

A result of the best sort of Underwear and Hosiery at prices POSITIVELY THE LOWEST for economy and quality. The values can not be matched elsewhere from any standpoint.

EVERY : ARTICLE : REDUCED



MAMMOTH! COMPLETE! CLEAN STOCKS OF DRY GOODS AT CLEARANCE PRICES

Two facts about this great sale of Dry Goods, FIRST--The quality is so great that anybody having dry goods needs will find exactly what is wanted. SECOND -- The prices will be so amazingly small that the saving will repay one to supply their future needs as well as their immediate needs.

Woolen Goods -- Greatest Values.

That's saying a good deal, when we're always giving the biggest values. But it's true. We started the season with a big outpouring of fine new woolen goods--bought right and with the selling prices right, and now comes this great January Clearance giving more values. Woolen Dress Goods in this sale that range from 19c to \$2.75 per yd

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| 1 lot Dress Goods--Ratine, Crepes, etc., values to 50c Clearance | 19c | 1 lot Dress Goods--Voiles, Silk Porcupines, Ratines, etc., values to \$1.25, Special | 49c |
| 1 lot Dress Goods, fancy mixtures, values to 75c, Clearance | 29c | | |

Genuine Economies in Drapery Materials

BECAUSE THESE DRAPERY MATERIALS ARE OF GOOD QUALITY AND PATTERNS THAT ARE IN STYLE NOW PEOPLE WILL BE GLAD TO GET THEM AT SPECIAL PRICES. INCLUDES EVERYTHING--CRETONS, CHINTZ, SILKOLINE, CURTAIN NETS, SCRIMS AND THE SUNFAST DRAPERIES.

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| All Lace Curtains | Reduced 20 per cent | 50c Scrims | Reduced to 42c |
| Choice Tapestries | Reduced 20 per cent | 45c Scrims | Reduced to 38c |
| Sunfast Irridescent Draperies | | 35c Cretons | Reduced to 28c |
| \$1.00 quality | Reduced to 85c | | |
| 75c quality | Reduced to 65c | | |
| 50c quality | Reduced to 43c | | |
| 35c Cretons | Reduced to 30c | | |
| 25c Cretons | Reduced to 20c | | |
| 15c Cretons | Reduced to 11c | | |
| 10c Cretons | Reduced to 8c | | |
- Big Special Purchase of
 1000 yds of New Curtain Serim to enter the January Clearance at Reduced Prices
 200 yards Special Value 21c
 300 yards Special Value 16c
 500 yards Special Value 13c

Linens at Clearance Prices--Complete Stocks--New Clean Goods

A VISIT TO THIS STORE WILL REVEAL MANY ATTRACTIVE OFFERINGS. WHETHER YOU WANT A MATCHED SET, CLOTH OR NAPKINS, LUNCH CLOTHS, DAMASK BY THE YARD, TOWELING, ETC. LARGE ASSORTMENT HERE AT JANUARY CLEARANCE PRICES. HUNDREDS OF WOMEN ALWAYS BUY THEIR LINENS HERE BECAUSE THEY CAN DEPEND ON THE QUALITY.

Beautiful Silks--Wonderfully Reduced.

Finest Silks at the very lowest prices they have ever sold for. Values are away and beyond the usual. Values you will not care to miss. Every bolt of silk! Every piece of velvet! Entire stock of linings at January Clearance prices.

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| 36 inch Silk Poplin | 73c | \$36 inch Fancy Silks \$2.00 quality | \$1.25 |
| 40 inch Silk and Wool Poplin | \$1.09 | \$1.25 quality Tub Silks | 83c |
| 24 inch "Cheney" Foulards | 65c | 75c quality Tub Silks | 59c |

Big Clearance Immense Stock Wash Goods

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| 1 lot Wash Goods, 25-35c values | 17c | 8 1-3c Apron Gingham | 6c |
| 25c Mercerized Poplins | 20c | Thousands of yards of Outing Flannels, in White, Cream, Checks, Stripes, etc., all at Cut Prices 5c to 12c yd | |
| Crepes Clearance | 20c | | |
| 20c Serpentine Crepes | 12 1/2c | | |
| 15c Rippelett, Clearance | 12 1/2c | | |
| 25c Gingham, Clearance | 20c | | |
| 15c Gingham, Clearance | 12 1/2c | | |
| 12 1/2c Gingham, Clearance | 11c | | |
- Bath Robe Flannels
 25c Quality Reduced to 20c
 40c Quality 32c
 50c Quality Reduced to 40c

Economical Housewives--Rooming House and Hotel Keepers'--Attention!

BUY HOUSEHOLD NEEDS NOW DURING THIS GREAT JANUARY CLEARANCE SALE! BECAUSE THERE WILL BE NO PRICES LOWER THAN OURS WHERE ANY ATTEMPT IS MADE TO APPROACH OUR BIG VALUES. SHEETINGS, SHEETS, PILLOW CASES, WHITE GOODS, WASH GOODS, LINENS, TOWELS, TOWELINGS, BED SPREADS, ETC., AT GENUINE CLEARANCE PRICES.

We have no concern with other sales or stores; their worth, merit or honesty. This sale is a sale for everyone with big savings on every article--positively not a listing on this page that will not be found at the store in the quality, quantity and price advertised. Hundreds of more bargains to be found everywhere in the store! Nothing reserved! Every article reduced! Remember the opening day, Saturday, Jan. 2.

Sacrifice Sale of Blankets and Comforts

BUY THEM AT THIS SALE FOR WHAT WE OURSELVES USUALLY PAY

--Dozens of different styles, grades and sizes of blankets. White, Fancy Plaid, Gray Blankets. Any sort of good blankets one wants.

--Every blanket perfect, fresh from the best known mills of America. The new and recent production of blankets for the war must only mean higher prices. Lay in a good supply now. Every blanket and every comfort in the store is reduced and will sell from 15 to 30 per cent less than what you will pay later on.

- Cotton and Wool Nap Blankets 69c to \$2.55
- Wool Blankets \$3.85 to \$12.75

You Know the Sort of Clothing N. K. West Keeps for Boys. Entire Stocks at Clearance Prices.

- Boys' Overcoats 1-3 off
- Boys' Hats Reduced 1-3
- Boys' Suits Reduced 25 per cent
- Boys' Blouses Reduced 20 per cent

N.K. West & Co.
THE QUALITY STORE
LA GRANDE, OREGON

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SALE BEGINS SAT. JAN. 20, 1915 AND CLOSES SAT. JAN. 30. YOU KNOW WHAT A SALE AT WEST'S MEANS