

The Sale Event Eagerly Looked Forward to by the Buying Public of La Grande and the Grande Ronde Valley!

Every Article In
THE STORE
REDUCED
NOT AN
ARTICLE
RESERVED

West's 18th
Great Annual

JANUARY CLEARANCE SALE
The Greatest and Most Important Sale Event of the Year! The Biggest Sale in Eastern Oregon!

A sale so far reaching in its magnitude, so sweeping in its drastic price cutting, so complete in every detail that all other sales sink into oblivion when compared with this. A sale that means thousands of dollars saved to economic buyers. WORTHY, HONEST merchandise of DEPENDABLE QUALITY—Seasonable Goods—goods that are of actual use right now. The largest, the most complete, absolutely the best stock in Eastern Oregon thrown on the market to sell without delay and as quickly as possible. Prices cut to an unusually low point—in many cases goods are offered at away below original cost.

All the Best and Most Known Makes in This Sale at January Clearance Prices. . . .

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

SALE BEGINS JANUARY THIRD, MONDAY MORNING

The Rarest of Money Saving Opportunities! Is Afforded in This, the 'Greatest of all' Apparel Sales

EVERY WOMAN who requires any article in wearing apparel will find that it will pay BIG to come directly here. With the firm determination to close out every garment now in stock prices have been cut—cost has been lost sight of—what we want is clear decks so as to make preparation for the coming spring purchases.

EVERY GARMENT new this season and of superior Style and Quality, for which this store has a reputation. Along with the big price reductions this is surely an event that no woman or young lady can afford to miss.

A Most Astonishing Surprise - - Entire Stock

COATS
SUITS
DRESSES

HALF PRICE

Just exactly 104 Women's and Misses Fine Coats—all choice patterns and the latest mid winter styles, as the biggest part of these coats were just received from New York in the last 2 weeks—and think of it—you are getting them at one-half price.

Also 45 Ladies Suits to go at one-half. High grade models, medium weights, fine styles, suitable for all-the-year-round wear. Every one new this season.

Yes, every dress is also included in this remarkable offer. Beautiful afternoon dresses; exquisite evening gowns; charming street dresses—dozens and dozens of pretty styles—every one new and only one of a kind. Come early—they won't last long.

Regular \$8.00 values go at . . . \$4.00	Regular \$15.00 values go at . . . \$7.50	Regular \$22.50 values go at . . . \$11.25
Regular \$10.00 values go at . . . \$5.00	Regular \$17.50 values go at . . . \$8.75	Regular \$25.00 values go at . . . \$12.50
Regular \$12.50 values go at . . . \$6.25	Regular \$20.00 values go at . . . \$10.00	Regular \$32.50 values go at . . . \$16.25

ENTIRE STOCK OF CHILDREN'S COATS AT HALF PRICE!

20 PER CENT TO 50 PER CENT OFF ON WAISTS.

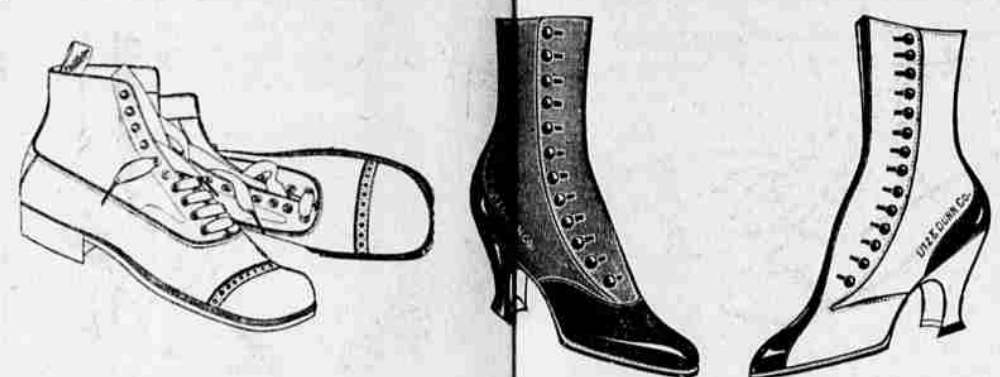
Dozens of pretty, dainty waists—all new—materials of Silk, Lawns, Georgette Crepes, Crede de Chine, Batistes, Etc. All sizes. The best assortment we have ever shown, on sale at 20 per cent to 50 per cent discount.

ALL WOMEN SKIRTS AND RAINCOATS AT 25 PER CENT OFF

NEW STOCKS—JUST RECEIVED—FINE UNDERMUSLINS.

For the past week we have been unpacking fresh new undermuslins, which will enter the January Clearance sale at marked reductions. Dainty, pretty New Gowns, Combinations, Chemise, Skirts, Corset Covers, Pants, Envelopes, etc., here in complete assortment.

ENTIRE STOCK OF FURS TO BE SOLD AT ACTUAL COST!



THE GREATEST OF ALL SHOE SALES! Every Pair in the Store at Reduced Prices.

Hundreds will take advantage of the greatest shoe bargains in La Grande. Everybody knows that the shoe stock at N. K. West's is at all times the most complete and most up-to-date in style and quality. "Utz & Dunn" and "Pingree" shoes for Women and Misses; J. E. Tilt and Nettleton Shoes for Men, Bergman Loggers, Romper Shoes for Children. * * Some of the biggest offers a store ever made will be out in bins. Note these specials on good styles—good sizes—

Ladies Black Satin Shoes, Good Year Welt, very heavy grade satin, regular \$5.90 values . . . \$2.95	All of our Women Patent Button Kid Top Shoes in genuine welt, Rock Oak Soles, Cuban Heels, \$4.00 to \$5.00 values call for Last 13, 4, and 17, Pingree makes sizes A to EE wide . . . \$2.75	Ladies' Patent Lace, Good Year Welt, Mat Kid Top, genuine Rock Oak Soles . . . \$1.95
Black Suede Good Year Welt, (same in Grey Suede) \$4.00 and \$5.00 grades . . . \$1.95	Vici Kid Lace in Low and Cuban Heels, a few pair in Turn Soles, regular \$3.50 value at . . . \$1.49	Gun Metal Button in Cuban Heels, Genuine Welts and Rock Oak Soles, Utz & Dunn make . . . \$2.95
One lot of Tan Button Shoes in genuine Welt Soles . . . \$1.95	One lot of Satin Party Pumps (same in Patent) regular \$3.50 values . . . \$1.95	

GREAT CLEARANCE OF MEN'S CLOTHING AT 25 PER CENT DISCOUNT! OUT THEY GO! 500 MEN'S SUITS! YOUR UNRESTRICTED CHOICE

Four famous brands to select from—"Society Brand" "Benjamin," "Hirsch-Wickwire" and "Fidelity" Suits—Perfect fitting, hand tailored suits, guaranteed to wear and give perfect satisfaction. Young Men's Models and Conservative Styles; All Kinds of Patterns and Cloths; All Sizes in Stouts, Slims, Regular and Shorts. None reserved. Your unrestricted choice at 25 per cent off. Also includes our fine line of Full Dress Suits and Blue Serges.

Regular \$15.00 Suits will go at . . .	\$11.25
Regular \$17.50 Suits will go at . . .	\$13.15
Regular \$20.00 Suits will go at . . .	\$15.00
Regular \$22.50 Suits will go at . . .	\$16.90
Regular \$25.00 Suits will go at . . .	\$18.75
Regular \$27.50 Suits will go at . . .	\$20.65



MEN! Your Opportunity of the Year to Buy an Overcoat. One lot of 100 Fine Coats at

HALF PRICE!

A SALE OF MEN'S FURNISHINGS WHERE REAL AND GENUINE REDUCTIONS PREDOMINATE.

Greatest assortments. The kind of furnishings men want. "Manhattan" shirts, "Arrow" collars, "Keiser" neckwear, Gordon and Stetson hats and "Stephenson" underwear are a few of the well known brands in our stocks ready for your selection at big January Clearance Sale Reductions.

Every shirt in the store—Dress Shirts, Work Shirts, all reduced 20 per cent. Entire stock Men's Sweaters reduced 25 per cent. Men's \$3.00 Gordon Hats \$2.70. \$4.00 Stetson Hats at \$3.20. Men's 50c Neckwear clearance at 35c. Men's fine Dress Pants, all sizes, all patterns 1-4 off.

MEN'S WINTER CLOTHING FOR THE MAN WHO WORKS OUTSIDE, AT DRASTIC REDUCTIONS, AND RIGHT NOW WHEN NEEDED MOST.

Men's heavy wool "Malone" Logger shirts reduced 25 per cent. All heavy wool work pants 1-4 off. Regular \$2.00, \$2.50, \$3.00, \$4.00, \$5.00. Pants now at \$1.50, \$1.90, \$2.25, \$3.00 and \$3.75. Men's \$3.00 Corduroy Pants, now \$2.25. Men's Fine Fur Coats reduced 25 per cent. Men's Sheep Lined Clothing, Short and Long Coats, Vests, etc., 25 per cent off. All the best grades of Mackinaws—\$5.50 values now \$4.15; \$6.50 Mackinaws \$4.90; \$7.50 Mackinaws now \$5.65. Gold Seal Rubbers, Overshoes, Bergman Loggers, Wool Sox, Lined Gloves, Winter Caps, all at the lowest possible prices of the year.

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

In preparing our stock for this sale we arranged it so that no Woman, Man or Boy who wants Knit Underwear and Hosiery of good quality in any particular style could 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 Women and Children. "Kenosha," "Klosed Krotch" Men's Unions, Staley Brand Underwear for Men.

Black Cat and Interwoven Hosiery are some of the famous brands that are to be found in our stock.

A result of the best sorts of underwear and hosiery at prices positively the Lowest for economy and quality.

The Value can not be matched from any standpoint elsewhere.

THE BIGGEST! THE NEWEST! THE MOST COMPLETE STOCK OF DRY GOODS AT JANUARY CLEARANCE PRICES!

This year in this great January Sale we offer a greater money saving opportunity than ever before—all piece goods, domestics, etc., were contracted especially for this sale months ago when prices were low. Since then wool has raised in price, cotton has gone up, and because of the scarcity of dyes all colored goods are higher. Our January Sale has reduced the prices to the very lowest possible limit. These very same goods, when we buy again, will cost us more money. All the prices are from 15 to 33 1-3 per cent lower for the same goods than any store will be able to offer them for later on. All economical women who require dry goods will find that it will pay them to come directly to this store and purchase while the January Sale is on.

BIG CLEARANCE! IMMENSE STOCK OF WASH GOODS

Case after case of new wash goods have been coming in all week, contracted for months ago. New Gingham, New Percales, yards and yards of New White Goods, Crepes, etc.

One lot small patterns, good gingham, regular 10 and 12 1-2 values special at . . . \$1.35	Fancy Rippeltees, checks and stripes, very best quality, 15c value. Clearance, yard . . . \$1.15
One lot of fine Zephyr gingham, 100 pieces that have just come in—dozens of dainty, neat, patterns in just the colors that people want most and of the best dyes so as to wash good. Special, yard . . . \$1.15	Fine quality fancy Flannellettes values 15c and 18c, choice, yard . . . \$1.05
Belmont Percales 36 inches wide, all good fast colors, new stock, yd 1-1-3c	All bath robe materials reduced. Beautiful floral designs, 25c values 18c
All fancy, genuine "Windsor" Crepes suitable for kimono, dressing sacks, etc. Sell anywhere at 25c yard. Clearance yard . . . \$1.55	40c values 30c
	50c values 35c
	Space does not permit us to mention the hundreds of other specials on white goods and everything in this line.

BEAUTIFUL SILKS IN THE JANUARY SALE!

The 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 yard of silk! Every piece of velvet! There are silks for evening gowns, street dresses, afternoon dresses and for waists and please note that all are of the newest fashion.

ENTIRE STOCK OF LININGS ENTER THIS JANUARY CLEARANCE SALE AT MARKED REDUCTIONS.

That's saying a good deal, when we're always giving the best values but it is true. We started the season with a big out pouring of fine new woolen goods bought right with the selling prices right and now comes the January Clearance Sale with added values.

One lot of Dress Goods, values to 60c, odd pieces, etc., a bargain at . . . 25c	One big lot of dress goods, every yard all wool, in plaids, checks and plain colors, American Broadcloth, Granite cloth, Serge, Fancy Suitings, dress materials etc., former selling prices up to \$1.50, the lowest priced one sold for \$1.00 per yard, width 40 to 52 inches, choice of any in the lot . . . 65c
One lot of Dress Goods, odd pieces, sold formerly to 50c a yard. Clearance . . . 19c	A BIG SPECIAL OF ONE LOT OF FANCY COATINGS, \$2.00, \$2.50 and \$3.00 values, 50-56 inches wide, extra low price, yd \$1.39
One lot Fancy Novelty Wool Dress Goods, small pin stripe on dark blue or dark green, and one piece solid blue, regular selling price 60c per yard, Clearance price, per yard . . . 30c	
27 inch half wool plaids, suitable for children's dresses, Clearance, per yard . . . 15c	

DOMESTICS, WHITE GOODS, ETC. In Snowy, Big White Stacks!

Sheetings, Sheets, Pillow Cases, White Goods, Wash Goods, Bed Spreads, Linens, Towels, Toweling, etc. Economical housewives, rooming house keepers and hotel keepers all will buy their household needs at West's Big January Clearance Sale because there will be no prices lower than West's where any attempt is made to approach the Big Values.

A visit to the store will reveal many attractive offerings. Whether you need out, both as napkins, lunch cloths, damask by the yard, linen toweling, etc. Large assortments will be here at January Clearance Prices. Hundreds of La Grande women buy their linen supply at West's because they can depend on the quality.

DO YOU NEED CURTAIN MATERIALS? NOW IS YOUR OPPORTUNITY!

Because these Drapery and Curtain Materials are of good quality and patterns that are in style people will be glad to get them at special prices. Includes everything—Cretannes, Chintz, Silkolines, Curtain Nets, Serims and Sunfast Draperies.

Big Special Purchase of 1000 yards of Curtain Serim to enter the January Sale at Clearance Prices	Beautiful new Cretannes, . . . 10c Values 8c
300 yards of 36 inch serim—cream or ecru, extra special, yard . . . 8c	25c Cretannes . . . 20c
400 yards of 38 inch serim—fancy openwork border, cream or ecru, special . . . 12-1-2c	35c Cretannes . . . 30c
500 . . . no serim—cream or ecru, plain border or fancy border, special, yard . . . 22c	50c Cretannes . . . 43c
All 35c Serims reduced to . . . 28c	\$1.00 quality Sunfast Irridescent Drapery in this January Sale . . . 85c
All 45c Serims reduced to . . . 35c	75c quality Sunfast Irridescent Drapery goes during this sale for . . . 65c
	50c quality Sunfast Irridescent Drapery, now priced at . . . 43c

Tapestries reduced 20 per cent.

NOW FOR LA GRANDE'S BIG BLANKET EVENT!

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 Stock 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

NK West & Co.
THE QUALITY STORE

We have no concern with other sales or stores; their worth, merit or honesty. This sale is for everyone, with big savings on every article. Positively not a listing on this sheet that will not be found at the store in quantity, quality and price as advertised. Hundreds more bargains to be had at the store that are not listed here. Nothing is reserved—every article reduced. Remember the opening date.

MONDAY MORNING, JANUARY 3—YOU KNOW WHAT A SALE AT WEST'S MEANS—COME!

NK West & Co.
THE QUALITY STORE