

LA GRANDE'S BIGGEST, BUSIEST AND BEST DEPARTMENT STORE

MEN'S FLANNEL SHIRTS

10 per cent off
You will find them real bargains now at these prices.

MENS Bath Robes

A most beautiful line to select from
REDUCED 20 per Cent

From **JAN. 2nd**



To **JAN. 31st**

MERCHANDISE OF QUALITY AT LOWEST PRICES

Trunks and Suit Cases

A fine chance! Something you always need
REDUCED 10 per Cent

Men's Gloves

Many of these are Fownes and can never be duplicated.
REDUCED 10 per Cent

23rd ANNUAL JANUARY CLEARANCE SALE 23rd

Boys' Suits and Overcoats Reduced 20%



These boys' Suits and Overcoats were everyone new this season. You will find some wonderful bargains here in Boys' ALL WOOL Suits and Coats. All wool will be nearly impossible to buy next year, and here is a chance to get it at 20 per cent discount.

BOYS' BLOUSES

A fine chance of BLOUSES. Many pretty patterns to select from and every one is reduced. **20 per cent off**

To the People of La Grande

WE NEED NOT EXPLAIN WHAT THIS SALE MEANS—YOU KNOW FROM OUR JANUARY SALES OF THE PAST THAT THIS IS THE GREATEST OF SALES OFFERED TO THE PEOPLE OF LA GRANDE. THAT WE ARE OFFERING YOU THE HIGHEST GRADE MERCHANDISE AT THE LOWEST POSSIBLE PRICES, BECAUSE IT IS A RULE OF THIS STORE NOT TO CARRY OVER MERCHANDISE FROM ONE SEASON TO ANOTHER.

YOU KNOW THAT PRODUCTION IN ALL LINES IS HEDGED ABOUT BY DIFFICULTIES—SHORTAGE OF LABOR, SCARCITY OF MATERIALS, CURTAILED IMPORTS, HIGHER COST OF EVERYTHING, FROM THE COAL UNDER THE BOILER TO THE FLAG ON THE ROOF.

As We See It

This is not a time for making money, but for making friends, extending business and coming through this trying period stronger, more efficient, more popular and more deserving of your trade and confidence.

Many of the things we are offering here can never be duplicated. Also, many of these articles are constantly rising in prices, so that you should take advantage of this wonderful opportunity at once.



Hart, Schaffner & Marx SUITS and OVERCOATS

Reduced **20 Per Cent**

These Suits and Overcoats are the season's newest models. Plain colors and mixtures—pretty blue serge suits, some that it will be impossible to ever replace—all these are reduced 20 per cent.

Come in and see them and you will find that they are real bargains.

Every Hart Schaffner & Marx Suit and Overcoat guaranteed all wool.

MEN'S SWEATERS 10 PER CENT OFF

These are all wool sweaters, in red, navy, white, maroon and Oxford; also in school colors, blue and white.

10% Every Sweater Reduced 10%

10 PER CENT OFF ON TIES

The Christmas shoppers didn't get them all—many of the prettiest patterns, bought especially for the Christmas shoppers, are left for you to select from.



Hats and Caps Reduced 20%

Every hat and cap in our stock of over 2000 hats and caps reduced. You can surely find one here to suit you. The newest Gordon and Stetson hats on the market. These caps were all new this fall. Call and look over the line and remember all are reduced.



LADIES SUITS 1-2 price LADIES COATS 1-3 off

These Suits and Coats are hand-somely tailored in new and exclusive models. Every creation on exhibition delineates an individual style, characteristic of the very highest expressions of the designer's art. Every one is reduced.

DRESSES

Every Dress, silk or wool, in our entire stock reduced **20 PER CENT**

Every one new this season. Some of the season's fashion leaders—and all reduced.



Every Shoe in Stock Reduced!

LADIES' SHOES

Nothing in the Basement—All on Sale!



You will find dozens of bargains in our Ladies' Shoe Department. Here are some of them:

SERVICE SHOES—Cheaper than the so-called "cheap" shoes; \$5.00 values. Uts, Dunn and Pingree makes, Cuban heel, button or lace, welt soles. \$3.99
\$4.50 values. \$3.60 \$4.00 values. \$3.29
A big assortment of military and low-heeled shoes—gunmetal, patent and kid leathers, colored and black cloth tops. Every pair reduced 10 per cent.
14 pairs of light grey kid button shoes, widths A-D. Reg. \$11.50 \$8.95
Every pair of light colored top shoes reduced from 10 to 20 per cent.
A big assortment of odds and ends in colored tops and blacks, lace and button. If you can find your size you will save money. You will find in this lot black kid button, grey top, black kid lace, ivory and grey tops, chiffon buck tops, tan Russian calf lace, all leather, black kid button. These shoes at 20 per cent discount.
A special lot of children's high top shoes at 10 per cent off. Ask to see these.
Valent leathers, \$2.99 values, Uts & Dunn and Pingree makes; military, Cuban heel, AA to E widths, Goodson welt or turned sole. \$4.85
\$5.00 values. \$3.99 \$4.00 values. \$3.29
Velvet shoes, high lace shoes; \$6.00 values, now \$5.65

REAL BARGAINS IN OUR LADIES' SHOE DEPARTMENT
Ladies' Early Slippers at 20 per cent discount
Cloth of Silver, \$6.50 value Cloth of Gold, \$7.50 value
Black kid cut steel buckle, \$6.00 Black and white satin, \$4.50
Black and white satin pumps, Colonial, \$3.50 value

Furs

A most remarkable feature of this sale is a big wonderful showing of furs we have to offer you. Many new sets just received. Cat, lynx, black fox, red fox; Coney natural, cast and black; raccoon, opossum, muskrat and Hudson seal.

Every Fur in Our Entire Stock Reduced **25 per Cent**

AT LOWEST PRICES

Wool dress goods, silks, coatings, table linens, outings, towels and towels, sheetings, gingham and white goods, cretonnes, serges and hostery.

Keep This In Mind

That the prices of this merchandise and in fact all merchandise, are constantly going higher, and you have thirty days' time to take advantage of the bargains offered.

Also that the price of wool is rapidly soaring and the article is becoming more scarce each day. Wool prices for the coming year are quoted from 50 to 100 per cent higher. We are offering all wool materials now at the lowest possible prices. Beyond January 31 we cannot maintain these prices.

In view of existing market conditions it is impossible for us to reduce the price on staple merchandise. Many staple lines which we purchased months ago could not be bought from the factory for the price we are now offering them to you. All thrifty shoppers will supply their needs for months to come as quality merchandise will be scarce and prices higher.

Skirts

Many new colors and combinations for fall and winter wear in silk and wool. Many pretty serge skirts. All up to the minute in style and workmanship. Your inspection invited.

Every Skirt Reduced **25 per Cent**

AT LOWEST PRICES

Curtain nets, underwear, umbrellas, notions, purses, handbags, ribbons, laces, embroideries, muslin underwear, corsets and kid gloves.

COMPARE THESE PRICES

- 18-inch Art Linen, per yard 36¢
- 36-inch Art Linen, per yard **54¢, 68¢, 90¢, \$1.00**
- 54-inch Art Linen, per yard **\$1.50**
- 36-inch Butcher's Linen, per yard 40¢, 58¢
- 18-inch All Linen Damask Scarfing, per yard. 45¢
- 15 to 20-inch All Linen Huckaback 45¢, 54¢, 59¢

- 36-inch Pique, per yard 22¢ to 45¢
- Dotted Swisses, per yard 18¢ to 68¢
- 36-inch Plain Voiles, per yard 27¢ to 45¢
- Dimities, per yard 15¢ to 22¢

Organdies, Luna Lawns, Longcloth, Nainsook, Batiste, Etc., All Reduced

- 36-inch Storm Serge, all wool; per yard 95¢
- 40-inch Storm Serge, all wool; per yard \$1.42
- 50-inch Storm Serge, per yard \$1.90
- 36-inch Battistes, per yard 95¢

HOUSEHOLD LINENS

Damask Patterns, Round or Square Designs
70x70, all pure linen, at \$1.90 to \$3.00
70x88, all pure linen, at \$4.50 to \$6.15
70x100, all pure linen, at \$6.50 to \$9.00
72-inch fine bleached damask, all linen; yard, \$1.35, \$1.50 \$2.00, \$2.25 and \$2.48
72-inch fine merc. damask; yard 80¢
64-inch fine merc. damask; yard 54¢
60-inch lawn damask, all linen; yard 80¢

SILKS

- 36-inch Black Taffeta, yard, **\$1.25, \$1.58, \$2.00**
- 36-inch Taffeta, all colors; per yard **\$1.58**
- 36-inch Gros de Londres, all colors; per yard **\$1.80**
- 40-inch Crepe de Chine, all colors; per yard. **\$1.58**
- 27-inch Messalines, all colors; per yard. **90¢**
- 36-inch Messalines, all colors; per yard. **\$1.49**
- 36-inch Fancy Plaids and Stripes, per yard. **\$1.69**

Handsome New Silk **PETTICOATS 20% off**

LADIES' SWEATERS Pretty Color Combinations **10% off**

WAISTS All New This Season **20% off**



SATISFACTION WITH EVERY PURCHASE

36-inch Serges, All Wool, **\$1.95 Yard**

42-inch Serges, All Wool, **\$1.42 Yard**

42-inch Poplins, All Wool, **\$1.90 Yard**

50-inch Epingles, All Wool, **\$2.12 Yard**