

Opening Sale
WE PAY THE FREIGHT
To Any Point in
Eastern Oregon.

An Event That Will Roar With Unmatchable Brilliance --- Scintillating --- Dare Daring To The Extreme
The Greatest Assemblage of **WONDER VALUES** Your Eyes Have Ever Gazed Upon
La Grande Brokerage Walls Bursting - Floors Bending With Marvelous Bargains
LA GRANDE'S ONE SUPREME AWE INSPIRING ACHIEVEMENT

Opening Sale
FREE RAILROAD FARE
To La Grande or cash fare if you
drive to a distance of fifty miles
or more.

A MERCHANDISE WRECK!

The Wheels of Selling Begin To
Swiftly Turn
Promptly at 8:00 A. M.

WEDNESDAY, OCT. 10

I Have Disregarded Every Sale Plan You Ever Knew

Casting into the discard all remembrance of original costs and selling prices I will here and now throw a bomb into the peaceful life of La Grande that won't soon be forgotten. You all know that the Tacoma Furniture Company was forced to the wall. You all know that they took our bids, a fraction of their real worth. Sell it I will. Nothing can stop me. It is not a one-day event. Ten days it will last then the lights go out forever on La Grande's greatest furniture sale. Come to our opening sale prepared to hitch your dollar to the largest load it ever handled.

G. W. WILLIAMS.

IT'S ALL TRUE! Read With Bated Breath of These Opening Day Offers! IT'S ALL TRUE

BEDS

Made by America's foremost bed manufacturers. Beds of brass and iron. In ivory, white, walnut, mahogany and Vernis Martin finish. Positively this is the greatest low price drive on quality beds that you will have the good fortune to share in many a day. The entire line goes from

\$11.90

BED SPRINGS

Not a lot of odds and ends but quality lines of bed springs of all types. All kinds to choose from. We offer a high grade sagless spring at this opening sale for

\$6.95

GOLD SEAL CONGOLEUM RUGS

Here is a product that is nationally advertised. Everyone knows the price of them. Already before this sale we sold dozens of them. Now comes a low price smash that should sweep this store clean of them as if by blizzard. All sizes and all wanted patterns.

6x9	7 1/2 x 9	9x9	9x10 1/2	9x12
\$8.25	\$10.25	\$11.25	\$13.95	\$14.95

LET THE BREAKFAST DISHES GO WEDNESDAY MORNING --- COME

THE REASON!

Undeniably this sale is incomparable. It is made up of high grade merchandise purchased for a few cents on the dollar. In fact this opportunity is unsurpassed in the history of sales—a sale that will be a landmark on the high road of commercial achievement — an event featuring offerings that are bound to be appreciated. Never will the supremacy of a sale be so keenly recognized. The people for forty miles around will make the verdict unanimous.

La Grande Brokerage Company

Breakfast Tables

Regular \$7.85 value. Butterfly type unfinished tables in the square and round. This price is below the wholesale value at factory.

\$3.95

Breakfast Room Chairs

Low and high backs. Wood and rawhide bottoms. The chair that everyone is decorating for their breakfast nooks. A limited quantity at

\$1.95

Dining Chairs

Space prevents a full description of the dining chairs in stock. Come and let your own eyes be the judge and your sense of economy guide you.

Rockers

A big assortment of large and small oak rockers is thrown into this event to sell at one-half regular value. For example we offer a large high back comfortable oak rocker tomorrow at

\$3.95

Mattresses

We have dozens of them from five dollars up but we offer a regular \$19.50 pure 15 pound felted of the very finest workmanship at

\$10.50

only \$1.00 down

Woodrow Washers. The world's foremost washing machine. 25 only of these to go on these terms. Come, see the last word in washing machines.

only \$1.00 down

Blankets

At less than the wholesale price today we offer dozens of pairs of blankets. We guarantee them perfect. Get your share at

\$2.95 Pair up.

Kitchen Cabinet Tables

Regular \$14.00
This article must be seen to be appreciated. We only have twelve of them that will probably go out the first day of the sale. Get one early at

\$9.75

Tremendous the Stock! — Unheard of the Values! — A Galaxy of Offerings! — Awe Inspiring the Price!

Moline Farm Machinery

We are Eastern Oregon distributors for Moline implements. Our wholesale warehouse is now being established. The line is now on display at prices far below all competitors. All ranchers are invited to visit and learn how they can save.

MATTRESSES

Great Jumbo Mattress at a price that says "take 'em."

FELT MATTRESS. One of the finest made. This sale makes possible for everyone to be satisfied with only the finest made at a low price. The regular value of this wonder mattress is \$19.50. They now go at

\$10.50

Mattresses of all kinds and sizes, too numerous to mention. Also Cot Pads and Davenport Bed Mattresses Thrown into this Maelstrom of value giving.

COLD TYPE FAILS TO DESCRIBE THIS WANTON PRICE DESTRUCTION

Entire Stock Involved

at

Our Opening Sale

Whether you are ready to buy or not come and look around and let your sense of economy guide you. It is our sincere desire to prove conclusively that the La Grande Brokerage Co. is the place for the farmer and working man to trade.

La Grande Brokerage Company

Corner Fourth and Jefferson Sts.

RUGS

9x12 Tapestry Rugs in a large assortment of patterns and colors. Regular \$35.00 values anywhere, now go at

\$24.00

9x12 Kimbarks. The rug beautiful. Of linen finish in rich exquisite patterns. \$40.00 values at

\$24.00

9x12 Axminsters. These are of the finest grade in the well known Axminster rugs. They were marked to sell on the floor at \$67.50. The firm went broke. We sell them at

\$47.50

9x12 Yosemite Rugs in the blues, greens and browns at

\$7.50

Also all small Rugs are up for quick and immediate sale.

Heating Stoves

All kinds, all sizes. Coal, Wood or combination coal and wood. Space prevents description but don't buy a heater anywhere at any price until you see these.

SPECIAL

A full sized 2-inch continuous post bed with inch fillers. In ivory or white enamel. Regular \$18.00 value of finest quality. Goes on sale Wednesday at

\$11.90

WE WILL GLADLY ACCEPT
YOUR USED GOODS
On the Purchase of New.
During Sale or Anytime.

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RANGES

Every range bears the manufacturer's and our guarantee. These ranges will prove satisfactory or your money back. When others say \$125.00 is a fair price for a range we say \$75.00. We have them as low as

\$59.50