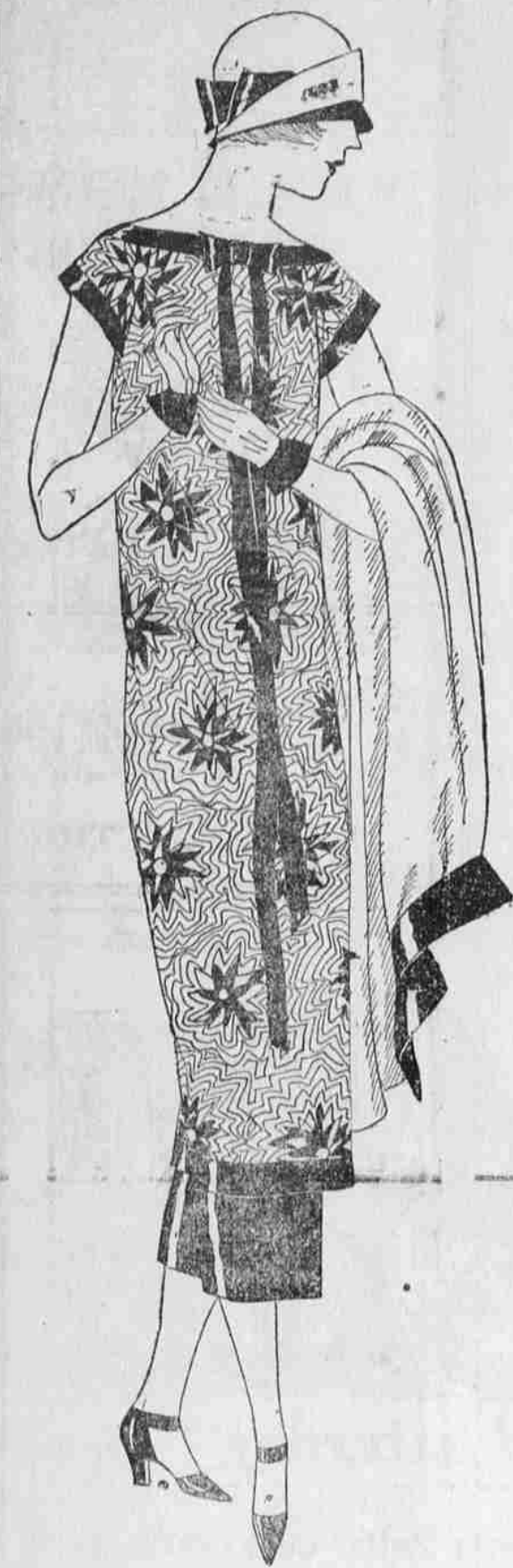


Announcing A Super Selling Event Without A Peer Or Parallel In It's Immensity! Greatest In La Grande's History!

Of Special Interest Because Of The Quality Of Merchandise Involved And The Values Which It Offers!
On Account Of Not Being Able To Obtain A Satisfactory Renewal Of Lease

French and Greene, La Grande, Going Out Of Business!

Entire \$25,000 Stock Of Women's Coats, Suits, Dresses, Shoes, Hosiery, Blouses Etc.



A Statement By Mr. French and Mr. Greene

As the time draws near when our lease expires on this store, we find we are unable to renew our lease on a satisfactory basis, consequently, we have decided to close out and retire from the mercantile business for good. We have employed the best assistance obtainable and contracted with E. H. McCune & Co., of Portland, Oregon, (specialists in closing out stocks) to come here and liquidate our business and sell out everything, fixtures and all, in the shortest time possible. Now that we are retiring from business, we wish to assure all our old friends that they may expect the same honest merchandise and efficient service that has made for this store, the reputation for dependability so highly prized by us.

(Signed) L. J. FRENCH and D. L. GREENE.

TO BE CLOSED OUT AT PUBLIC SALE

STARTING SATURDAY, MAY 9 at 9 A. M.

And Continues Daily Until Entire Stock Is Sold

Fixtures For Sale
No Reasonable Offer Will Be Refused

Saturday, May 9th. OPENING DAY
WE WILL SELL
Ladies' Blouses 85c Each
SATURDAY, MAY 9th, OPENING DAY OF SALE we will sell (while my remains) one lot Ladies' White Voile Blouses and Waists, assorted styles, formerly priced at \$1.25. Extra Special, while any remain, at each—

85c
(Limit one only to a customer.)

Mr. Burt Pugh, Representing E. H. McCune & Co., Portland, In Charge of Advertising and Displays

We are here and under contract to close out French & Greene's stock, and no restriction is placed on how we shall dispose of this merchandise, just so the good reputation of this firm is maintained and no misrepresentation made either in the store or in our advertisements.

French & Greene have been with you several years and have stood the acid test. Every word, every statement, every promise they have made during their business career has been lived up to, to the last syllable. We shall follow the same policy, the same business principles all during this Closing Out Sale—so come expecting to find everything as advertised and we promise you, you will not be disappointed.

(Signed) E. H. McCUNE.

Saturday, May 9th. OPENING DAY
WE WILL SELL

Ladies' Dresses 77c Each

SATURDAY, MAY 9th, OPENING DAY OF SALE we will sell (while my remains) one lot Ladies' Percale, Ginghams and Italian Dresses, assorted styles, sizes and colors, formerly priced at \$1.25. Extra Special, for the one day while any remain, at each—

77c
(Limit one only to a customer.)

Come Early

We know that women know values, and we know there will be a record-breaking crowd here Saturday—so come early—don't miss this grand display of Styles, Values and Bargains.



Beautiful New Coats Violently Slashed In Price!

You have learned to look to French & Greene for the best as well as for the most novel, attractive and practical styles. Now we will pass these beautiful Coats on to you at a mere fraction of their actual worth. The very Coat you need and want is here at a tremendous saving.



Coats \$9.85
One group women's new Spring Coats, fully styled, new Spring colors, assorted sizes, formerly priced at \$15.00. Closing Out Sale Price, each—

Coats \$24.45
A choice selection of the most stylish latest Coat the women in a wide assortment of styles and colors. Formerly priced at \$30.00. Closing Out Sale Price, each—

Coats \$13.85
A fine assortment of new Spring Coats for women—new styles, new colors, formerly priced at \$22.50. Take your choice—while any remain, at each—

Coats \$27.85
Another group of stylish Spring Coats for women. Formerly priced at \$35.00. Closing Out Sale Price, each—

Coats \$17.95
One group women's Coats of choice materials, styles and colors. All new this Spring—wonderful assortment to choose from, formerly priced at \$25.00. Closing Out Sale Price, each—

Coats \$34.95
French & Greene's standard quality choice Coats for women. In attractive styles and colors. All new this Spring—wonderful assortment to choose from, formerly priced at \$45.00. Closing Out Sale Price, each—

Polish 35c
Little stock of regular shoe Shine Polishes, the "Dip" Shine, in all colors. Also "Shine" Oil they go, each, each—

Scores of the Best Bargains Ever Advertised

- Purses, Bags** \$2.95
- Closing Out** 17c
- Handkerchiefs** 9c
- Purses, Bags** \$3.85
- Handkerchiefs** 9c
- Purses, Bags** \$4.15
- Handkerchiefs** 9c

Many people will be surprised at this startling announcement that French & Greene are retiring from business. After opening up this beautiful new store with a new stock only three years ago, French & Greene are unable to make a satisfactory renewal of their lease and for which reason they have decided to close out their entire stock of Ready-To-Wear, Footwear, etc.—one of the newest and finest stocks to be found in any part of the Northwest. Mr. French says, "Now that we have come to this decision we have done everything that great resources and efforts could do to make our last sale worthy of expressing in terms of VALUES and BARGAINS our appreciation of the patronage that has been given us during the past three years."

With this brief explanation, we announce—A Sale of Matchless Apparel at Unmatchable Prices. You have seen the attractive Gowns, Suits, Skirts, Blouses and Footwear in French & Greene's windows and store—you know their class. You have learned to look here for the best—and now comes the thrill of YOUR UNRESTRICTED CHOICE of any garment or footwear in the store at prices that will amaze everyone. The only way to appreciate this monumental sale, its helpfulness and its economies is to come to the store and see the Styles, Values and Bargains. Extra salespeople have been added to our capable staff to give each customer their share of attention. The usual French & Greene service will prevail during this sale and everything has been arranged in such a way as to make your shopping pleasant and easy.

Offering Without A Question The Finest Collection Of Footwear Ever Placed On Sale At Such Amazing Reductions

Here is a Sale of Footwear that we will make against anything in the country for Quality, Variety and Value. It is the timeliest of sales and we urge every woman and young woman who wants fine Footwear to take advantage of these Drastic Reductions. They are the cream of the output of America's best makers who specialize on Stylish, Quality Footwear for women. No matter what the wholesale cost, every pair of Shoes, Oxfords, Straps, Slippers, Sandals and Cut-Outs marked down to a record-establishing low price for quick close out.

Oxfords 95c
Women's White Canvas Oxfords that were formerly priced to sell normally at 95c to be closed out, while any remain, each—

Slippers Pumps \$2.85
One lot ladies' Canvas and Rubber Slippers and Pumps that were formerly priced to sell at \$3.00 to \$3.50. Closing Out Sale Price, per pair—

Oxfords \$4.85
This group are women's Fine Kid Oxfords in black and brown, with "rounding" heels. Regular \$7.00 to \$8.00. Out they go! Per pair—

Slippers Pumps \$6.65
One lot ladies' Silk Slippers and Pumps. This includes entire stock—all new this season. All sizes. Formerly priced at \$8.00 and \$9.00. To be closed out at—

Felt Slippers \$1.17
Ladies' Felt and Satin Home Slippers in assorted colors and sizes. Regular \$1.50. Closing Out Sale Price, each—

Oxfords-Pumps \$2.85
Little stock women's White Kid and fine "Charley" Oxfords and Pumps that were regularly priced to sell at \$3.00. Closing Out Sale Price, pair—

Slippers Pumps \$1.95
One lot ladies' Slippers and Pumps in fabric, silk and fur. They are all new. Regularly priced to sell at \$2.00 to \$2.50. Closing Out Sale Price, pair—

Slippers Pumps \$6.65
In this group are women's newest styles in Slippers and Pumps in fabric, kid and fur. All new this season. Regularly priced at \$7.50 and \$8.50. Closing Out Sale Price, pair—

Oxfords Pumps \$3.85
In this lot of women's Oxfords and Pumps are black and tan Kid and Oxfords; also Patent, all sizes. Formerly priced from \$5.00 to \$6.00. Closing Out Sale Price, pair—

Complete Close Out
Of every article in this store you will choose to save on your Spring and Summer Footwear, Slippers, Hosiery, Girdles, etc. at reductions that mean unusual savings.

E. H. McCune & Co., Portland, Ore., Closing Out The Business Of

FRENCH & GREENE

Women's Ready-to-Wear and Shoes La Grande, Oregon

SUITS \$19.75
One lot ladies' Sport Suits in heavy styles, cut and full made to close from. Regularly priced to \$25.00. Closing Out Sale Price, each—

SUITS \$24.95
Closing out ladies' tailored in heavy and light styles. All new styles in the Spring. Formerly priced to \$30.00. Closing Out Sale Price, each—

SUITS \$32.45
In this group are women's ready-to-wear suits in heavy and light styles. All new styles in the Spring. Formerly priced to \$40.00. Closing Out Sale Price, each—

SUITS \$5.50
The special lot ladies' and children's suits of sporty style in assorted colors and styles. Formerly priced to \$10.00. Closing Out Sale Price, each—

DRESSES \$12.75
One lot ladies' wool and rayon dresses, all new styles, cut and full made to close from. Regularly priced to \$15.00. Closing Out Sale Price, each—

DRESSES \$18.45
In this group are ladies' dresses of many materials, made to order. Regularly priced to \$20.00. Closing Out Sale Price, each—

SKIRTS \$3.75
One group ladies' all-wool skirts in a wide range of styles, patterns, and colors. Formerly priced to \$5.00. Closing Out Sale Price, each—

A Matchless Event

Folks! You will wonder at these amazing reductions on high-grade merchandise—the kind and quality as characteristic with French & Greene—a Matchless Event with Unmatchable Bargains!