

Here Is A Startling Message Of Economy That Every Lady In The Entire Country Will

Interested In --- The Greatest Ladies' Ready-To-Wear Sale In La Grande's History

Every Garment On Sale

This store will be closed all day Thursday. An army of busy people have been marking and arranging this stock for the big rush Friday. Every article has been marked for a quick ending. See the window displays—the prices tell the story of this Great Sacrifice.

La Grande's Premier Ladies' Ready-to-Wear \$10,000 Worth Of The Finest Merchandise ORDERED SOLD

Shop In The Hands Of Stock Adjuster Merchandise ORDERED SOLD

MONSTER DISPOSAL SALE

DOORS CLOSED THURSDAY

This, Folks, is a Store-Wide Event, embracing the entire stock of Ladies' Coats, Dresses, Hats, etc., of The Fashion, Ladies' Ready-to-Wear Shop. Prices quoted in this ad will give you an idea of how low this merchandise is to go. Come expecting new styles, finest of fabrics, expert tailoring, and last but not least, BARGAINS! BARGAINS!

La Grande Will Now Witness The Most Fearless Price Cutting, Rapid Fire, Quick Action Sale Ever Known -- Coats, Dresses, Hats, Under Garments Etc. Up-to-the-minute In Fashion, Going At Stock Adjusters Price

The Fashion, La Grande's Leading Ladies' Ready-To-Wear Store, is in my hands. \$10,000 worth of merchandise must be sold—not for what it cost, but for what I think it will bring. I realize no matter how fine a stock this may be it must be marked very low to sell this amount in such a short time. But when I sell Ladies' fine Coats for \$5.00 knowing that the lining would cost more, I have no fear that my task will soon be over. This, Folks, is not a bankrupt sale of a few odds and ends, but a fine assortment of stylish garments that must and will be sold. Come expecting great, unusual bargains! I guarantee you will not be disappointed. (Signed) WM. McD. LEWIS, Stock Adjuster in Charge.

STARTS TOMORROW FRIDAY JAN. 6 AT 9 A. M.

Note The Location -- Like It Anywhere

MILLINERY SALE!

OF GREAT IMPORTANCE Hats that have had the important Paris successes in three-tone felts, gay metallic effects, rhinestones, new brims, etc. PRICED AT ONCE

THE LADIES' HATS WILL GO AT \$1

\$4.50 HATS GO AT \$2.00

\$5.50 HATS GO AT \$3.00

\$6.50 and up HATS GO AT \$4.00



This sale will be a real joy to the thrifty, discriminating shopper. New merchandise, desirable, reasonable first quality goods only will be offered. You will be thrilled on entering the store to see the remarkable bargains that await you. Every garment in every section is included at drastic reductions. I want each reader of this announcement to be hungry to see the merchandise on sale. This sale has been planned on a greater scale than ever before. Just come and see with your own eyes the marvelous savings offered. You will thank me many times for this urging call.

Extra Experienced Sales Ladies At Your Service



Daytime and Evening Dresses

In Modes That Are Up-to-the-Minute and Most Becoming. Circling Flares, Rippling Jabots, Snug Hip Lines.

Now They Go to Those Who Want Style and Quality at Prices That You Know Can Never Come Again.

Make Selections Now—A Small Deposit Will Hold Any Article For You



It's Here Folks!

THE GREATEST SALE OF LADIES' NEW STYLISH COATS

This city has ever witnessed. Only a stock adjuster dare mark fine merchandise so low. At the prices quoted here this wonderful array of fine coats just can't last.



Prices That Are An Insult To This Fine Stock

Large Assortment to Go At \$5.00 Ladies' Coats \$5

Coat Values In this group you will find the latest style. Fur-trimmed collars and cuffs. A wonderful assortment. Sold regular at \$35. Sale price \$15.00

Fur Trimmed Ladies' Coats \$10

LADIES' \$30.00 Dresses \$9.85

Ladies' \$22.50 Dresses \$6.85

LADIES' \$35.00 Dresses \$14.85

Page After Page Could be Filled Telling You About the Material and How Beautiful These Coats Are Made. All I can Hope to do is Give a Few Highlights of What is Here for You. Come, if But to See.

Every Coat, Every Dress, in Fact Every Article in the Store Has Been Slashed. Price Tags on Each and Every Garment Marked in Plain Sale Figures that Almost Speak the Saving. Folks It's Some Sale.

Ladies' \$45.00 Coats \$25.00

Ladies' Daytime Frocks 29c

Ladies' \$79.50 Coats \$38.50

Ladies' \$40.00 Dresses \$19.85

Ladies' \$1.95 Silk Bloomers and Step-ins 79c

Ladies' \$45.00 Dresses \$22.50

Tomorrow At 9:30 A. M. This Great Sale Starts -- Note The Location Carefully -- Large assortment. \$1.75 fully. It's the talk of the town | Ladies' \$5 new style Daytime Dresses. Just arrived. Out they go \$2.45

Remember, Folks, this store is one of a great many in the city that are carrying the latest garments. That's why The Fashion has always led in smart new styles. NOW THE ENTIRE STOCK.

See The Window Displays -- They Are Bulging With Bargains -- This Is A Straight And Honest Offering Of Merchandise That Will Stand The Test

\$4.00 SPORT SWEATERS \$2.98

L. Altman, who at one time managed this store, is in no way connected with it now.

Ladies' Underwear 39c

THE FASHION THE NEW LA GRANDE HOTEL BUILDING

AT THE STROKE OF 9:30 A. M. TOMORROW THIS GREAT SALE STARTS. BE ONE OF THE FIRST TO SHARE IN THE GREAT SAVINGS.

\$1.50 Coat and Dress Flowers 75c

Children's Sport Coats \$5