

# Here's What You've Been Waiting For -- A Sale You Know Is Real and Genuine -- Don't Miss It! Come and Save!

Here is a sales event coming just before the 4th of July at the height of the summer season when everybody needs new clothing and shoes. I want to show you that in going into business for myself I am more anxious than ever to work hand in hand with my customers to cut down the cost of living and thereby give greater satisfaction than ever. I say without fear of contradiction, this grand opening sale will surpass your fondest hopes because of the quality and quantity of merchandise that I have to offer.

## \$12,000 Stock of High-Grade Merchandise Slashed In Price For This

# GRAND OPENING

Friday, June 29  
Doors Open 9:30 A. M.  
Be There on Time

Friday, June 29  
Doors Open 9:30 A. M.  
Come Early—Come

### A Safe Place to Buy

Refunds and exchanges gladly made—you must be satisfied.

### A Sure Place to Save

Every article sold is guaranteed to give satisfaction. A new article free if you are not satisfied.

# SALE

### A Word from Mike

I have been known for years as the Greatest Bargain Giver and I have never broken my promise to the buying public.

I greatly appreciate the confidence and friendship of everyone who has dealt with me. No one will be disappointed this time. I assure you that I am going to make this the most outstanding record making sale ever held here.

In going into business for myself I will have one ambition—to serve you better than ever by giving you higher grade merchandise at lower prices. While planning my opening I made a lucky purchase of the C. B. Smith & Co. stock of Wallawa. Yes, lucky for me and lucky for you as I only paid 10c on the dollar for this stock of famous nationally known brands. All new and purchased for this season's trade.

Michael S. Alpert,  
Owner, The Economy Store.

#### Boys' Shoes

Exceptionally strong and durable but very neatly made by Goetzian. Take advantage of these saving prices and buy for school boys. Regular price to \$4.50. Grand Opening Sale Price

\$2.79 \$2.98

#### Men's Work Shirts

Here's your opportunity to buy a heavy, full cut, long-sleeved shirt. Neatly tailored. Sold regularly for \$1.50. Grand Opening Sale Price

98c

#### Women's Handkerchiefs

Made of pure linen. Plain and fancy colors. Neatly trimmed. Grand Opening

1/2 Price

#### Men's Khaki Pants

Heavy and long wearing. The kind you men want. You can't afford to pass this up. Worth \$1.50 and more. Grand Opening Sale Price

89c

#### Men's Moleskin Pants

Extra heavy weight. Look good and wear like iron. They are worth easily \$3.50. Grand Opening Sale Price

\$2.19

#### Men's Union Suits

Long sleeves, ankle length, life size, extremely well finished and always sold for \$1.75. Grand Opening Sale Price

89c

#### Men's Dress Shirts

Collar attached style in striking new colors. Made of fine genuine broadcloth. See them to believe it. Grand Opening Sale Price

\$1.19

#### Rubber Footwear

Stress and work rubbers and knee boots. All new. Here's your chance to buy at less than 1/2 the factory price. Don't miss this.

#### Men's Work Shoes

In plain or oxford toe. Made by Goetzian and Rockport. Made strong and durable to stand the hard knocks. Leather or composition sole. Grand Opening Sale Price at

\$2.69 \$2.98  
\$3.19

#### Children's Dress Shoes and Oxfords

In all up to date styles. Good solid leather to give long service. A big saving. Grand Opening Sale Price

\$1.29 \$1.49

#### Men's Shoes and Oxfords

In the latest styles that appeal to the good dresser. A wide selection in tan or black, calf or kid. Made by Goetzian. Regularly priced up to \$6.00. Grand Opening Sale Price

\$3.19 \$3.98

#### Logger's Boots

In Cheppewa, Rockport and other famous makes. Genuine chrome and Kip. Regular or spring heels, plain or laced. See these by all means. They are worth up to \$15.00. Grand Opening Sale Price

\$6.98 \$11.98

#### Women's House Slippers

In a large variety of fancy colors. Trimmed in beautiful patterns. Women will be interested in seeing these. They are values to \$2.50. Grand Opening Sale Price

\$1.19 \$1.49

#### Women's Rayon Silk Hose

The kind that sells regularly for a dollar. This is one of our big specials. Grand Opening at a pair

43c  
19c

#### Men's Felt Hats

In the famous Gordon make. You will find the style and quality right, and at this price you can afford to buy one for this fall now. Grand Opening at

\$1.29 \$2.98

Hundreds of other items not mentioned in this ad on sale at equally low prices.

#### Women's Khaki Blouses

Just the thing for outdoor wear as well as for campfire girls. Regulation in every way. You regularly pay \$2.50 or more for them. Grand Opening

\$1.29

#### Dress Caps

For men and boys. New colors, new shapes. For dress, sport and school wear. Grand Opening at

79c and 98c

#### Men's Neck Ties

Every conceivable color, new stripes, checks, polka dots and plain. Grand Opening

49c

Other silk ties as low as 39c

#### Men's Sox

The famous Postman and Police Sox in regular colors of black, tan, brown and slate. Bear brand. Here's your chance to stock up on a real staple and save a lot. Grand Opening: 2 pairs for

25c

#### Suits and Overcoats Mackinaws and Leather Coats

Get us right on this. We have only a limited number. And bear in mind that you can buy a suit or overcoat at almost the price of a pair of trousers. The styles are good and the colors are right. Come in but hurry—they are too good to be passed up.

#### Straw Hats

Sure you need one for this hot weather and now you can buy three for the price of one. These hats sold regularly for \$3 and \$4. Grand Opening at four choice

98c

#### Leather Work Gloves

In the famous H & I. Block make. Genuine buckskin or horsehide. Grand Opening Price at

\$1.19

Other leather work gloves as low as 49c.

#### Men's Fine Ribbed Union Suits

Short sleeves, knee length, or long sleeves and ankle length. Made by Cooper and other famous makers. Grand Opening at

79c and \$1.29

#### Cowboy Hats

In the new felts. Any shape desired, medium or large. Made by Gordon and worth up to \$8.50. Grand Opening at

\$4.89 \$5.98

#### Men's Dress Shirts

In famous makes such as Arrow and others. Here are the lowest prices ever offered on high grade shirts. Grand Opening at

79c

#### Men's Athletic Union Suits

Nainsook material with knit back to assure proper fit and comfort. Always sold for a dollar. Grand Opening at

43c

#### Men's Fancy Silk Sox

Made by Cooper and other famous makers. All fancy colors in stripes and plaids. Grand opening at

23c 29c 49c

#### Men's Dress Pants

A large variety of dress pants in all up to date colors. Pin stripes and novelty weaves. Values that are worth up to \$7.00. Grand Opening

\$3.49

#### Boys and Girls Hose

In the famous Black Bear Brand. Mothers will be delighted with the quality and pleased with the price. Grand Opening at, per pair

19c and 23c

#### Fancy Slip Over Sweaters

From the best known factories in America. Colors and shades will appeal to you. Rayon and worsted materials. Grand Opening

\$2.29

Boys' Sweaters up to size 36. Grand Opening at

\$1.98

#### Stag Shirts

Big heavy all wool shirts at a price that means big value. Grand Opening

\$5.49

Sale Price

\$1.98 \$3.69

#### Flannel Shirts

Here's a great saving in heavy flannel shirts from Pendleton and other good makers. Gray, blue, olive drab as well as fancy checks—regular values up to \$6. Grand Opening Sale Price

#### Canvas Gloves

Why pay 15c a pair when we are offering them at these prices. Grand Opening Sale Price

8c

Ladies' Kid One Strap pump at astonishing low price. Grand Opening

\$1.98

Ladies' patent or kid leather in a beautiful tie pump arch supported. Regularly sold for \$5.00. Grand Opening

\$3.49

Here Is the Place!

# THE ECONOMY STORE

Michael S. Alpert

La Grande, Ore.

Old Bootery Location—206 Depot

Remember Friday, June 29 Doors Open at 9:30 A. M. -- Be There!