

250 WHITE LAWN WAISTS
New Goods, nicely trim-
me- with lace and inser-
tion; \$1.50 to \$2 values
YOUR CHOICE 98c

THE PEOPLE'S STORE

300 PAIRS OF LACE HOSE
All the new designs,
colors, etc., 35c to
50c values
YOUR CHOICE 19c

We announce to the people of La Grande and Vicinity

Our Spring Openign Exhibition

For the entire week beginning Monday, March 16

THIS announcement is one that annually is eagerly awaited by the women of this community. It is the signal that Spring's collection of style creations is now complete for your delectation. This store has long been La Grande's authoritative style center, and this season of 1908 we have not failed you in collecting a fair representation of all the beautiful, desirable, dependable and worthy in the world's newest merchandise for your inspection, criticism and patronage. All La Grande is welcomed to this Spring Exhibition. You are especially invited to look and linger as long as you like. The store will be properly decorated for the occasion and good music will be furnished each afternoon. Below we name a few of the special price offerings that will prevail during opening week. However, these are but examples of the hundreds of almost irresistible values you will find in the store.

Clothing and Mens' Furnishings

An entire new line of everything usually kept in a first class Haberdashery. PRICES LOWEST; STOCK COMPLETE



New Spring Silks

We have made unusually large silk purchases for this occasion. The diversity of pretty colorings, the beautiful new weaves, and the very evident saving opportunities cannot but interest every guest visiting this section.

- 24-inch Jap Silk, assorted colors 39c
- Diamond Taffeta, assorted colors 50c
- Drapery Silk, assorted colors 35c
- Chiffon Taffeta, Fancy Waistings, Pongees, Skinner's 42-inch black Taffeta and 36-inch Satins, etc., etc.

New Spring Dress Goods

By all odds the grandest assortment we have yet shown. Many special prices will prevail during exhibition week.

- Worsteds in all the latest weaves and colors, per yard, from 15c to 75c
- Plain Panamas, all colors, per yard, 50c to \$1.25
- Chiffons and Rajah Panamas, per yard, 1.25 to 1.75
- Voiles, black and colors, per yard, 75c to 1.75
- And an almost endless variety of Fancy Waistings and Suitings at all prices.



New Spring

Millinery

Our interesting showing includes everything new of merit that has developed up to this time. Many new and exclusive designs are shown at special prices.



Womens'

SPRING MODES IN

SUITS

Some of the new spring models are featured by 24-inch coats in tight-fitting and semi-fitting styles. Some have the pointed effect front and back, others are effectively trimmed with buttons. The sleeves of some are long and tailored, while others of the three-quarter lengths are noticeable for their unusual size. Skirts are plaited and gored, and are also trimmed with braid and folds. The most popular fabrics are striped worsteds, plain and fancy serges in light and dark effects. There is a wide range for selection.



New Silk and Net

Waists

This assortment is most complete, with excellent values and the special pricing will maintain a decided interest among our patrons for the entire week.

New Spring Hosiery

Some special price offerings in spring hosiery to induce you to stop at this counter.

- Plain black, 8c to 75c
- Fancy lace, 35c to 75c
- Fancy embroidered, 50c to \$1.50

New Spring Wash Goods

The largest variety by all odds ever exhibited in La Grande, and many of them very specially priced to induce you to make your wash goods selections early.

GINGHAMS--Everything from staple apron checks at 6 1/4 to the finest French at 25c per yard. PERCALES--Nice assortment of patterns and colors, per yard, 7 1/2 to 15c. Lawns, Dimities, Swisses, Mercerized Fancies, Waistings and Suitings.

Spring Glove Special

A special price offering for exhibition week. Eight and twelve-button Kids, Long Silk and Lisle, as well as short Kids and Silks in all colors.



American Lady SHOE

New Spring Shoes

For Men Women and Children. All the new novelties in shoedom are shown here first, as well as complete collections of the more staple lines.



Muslin

Underwear

Probably the most complete and extensive line ever shown in La Grande, including everything from the plain, neat designs to the most elaborate sets and separate suits.

