

**250 WHITE LAWN WAISTS**  
 New Goods, nicely trim-  
 med 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

**T**HIS 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 1/2 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  
 Price \$3.50  
 Style 6003  
 A nice lisle blusher lace shoe with patent lace, extra wide heel, extra wide sole, extra wide toe, extra wide heel and patent tip.  
 "Vassar" Toe

### 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.

