

1000 yards 12½¢  
**Outing Flannel**  
 Bought especially for this occasion, per yard  
**8½¢**

# THE PEOPLES' STORE

La Grande, Oregon

25 dozen  
**Mens' Work Shirts**  
 50c and 60c values. During Exhibition Week, each  
**39c**

## EXHIBITION WEEK

Beginning Monday, September 28---Ending Saturday, October 3

**O**UR ANNUAL FALL OPENING WEEK begins next Monday and will continue each day until the following Saturday night. We have endeavored for this exhibition to secure a representation and liberal supply of all the new creations for Fall and Winter wear. In our buying, style was our first consideration. Secondly, we considered the quality; and thirdly, the possible selling price. We feel that our congregation of the new, the stylish, the beautiful and the dependable for this season's customers will prove a grand success. We feel that there is perfect satisfaction to our customers, contained in every dollar's worth of goods bought for their criticism and choosing. During this exhibition week, many especial price inducements will be offered in the new goods, as a special inducement for you to visit us and to induce early Fall buying which will be to your advantage and ours. The store will be appropriately decorated for the occasion and music will be furnished every afternoon. Read the special price inducements below.



**FLORAL DECORATIONS.**

An exhibition such as we propose to give would not be just complete without some of the beauties of nature to add that touch of loveliness that only nature can give. We have therefore secured for this occasion

The Entire Exhibit of the Aster Show.

This is perhaps the largest and grandest floral display ever attempted in Grande Ronde Valley, and we are very pleased to give the public an opportunity to view it in connection with Our Grand Exhibition of Fall and Winter Merchandise.

**Elegance in Fall Dress Goods**

The most queenly assortment of Dress Goods will be here during the Exhibition week.  
 Batistes, Panamas, Serges, Lustres, plain and fancies—the 60c grades—our price .50c  
 \$1.00 Batistes, our price .85c  
 Fancy Suitings, Novelties, Herring Bones, Whipcords, per yard.....50c to \$2.00  
 Broadcloths in all the best shades, per yard .....50c to \$2.00

**The New Fall Silks Are Beautiful**

The beauty of this showing will impress itself upon all visitors.  
 THE NEW DIAMOND TAFFETAS, all Silk, leading shades, per yard.....50c  
 YARD-WIDE BLACK TAFFETA, the \$1.25 value; our price .....83c  
 JAP SILKS, 28-inch instead of 24; all colors; per yard .....50c  
 SKINNERS TAFFETA, 45 inches wide; guaranteed for two seasons .....\$2.25  
 SKINNERS SATIN, per yard .....\$1.50  
 DUCHESS SATIN, per yard .....\$1.25  
 FANCY WAISTINGS, \$1.25 values, per yd \$1.00

**Mens' Fall Clothing**

For men who are particular about their personal appearance this new Fall clothing stock will special appeal.

- Men's blue and black Serge Suits .....\$10.00
- Men's fancy Worsted Suits ..... \$10.00
- Men's all-wool fancy Cassimere Suits .... \$11.00
- Men's fancy Brown Worsted Suits; the new shades ..... \$12.50
- Men's Dress Suits, College Cut, fancy cuffs, etc ..\$15.00 to \$25.00

And a complete line of samples from the Famous J. L. Gatzert line of Made-to-Measure Goods.

**Womens' READY-TO-WEAR Apparel**

An exhibition of all that's desirable in ladies', and children's Suits, Skirts and Cloaks. A visit to this department will easily convince anybody that we have the Suit stock of La Grande.

Representatives from all the best, the most noted makers are here.

- Ladies' Tailored Suits.....\$8.50 to \$50.00
- Ladies' Tailored Coats.....\$5.00 to \$10.00
- Ladies' Tailored Skirts.....\$3.50 to \$17.50
- Misses' and Children's Coats, all styles and prices, from the cheapest worth having to the most elegant.



**Fall's New Footwear**

OUR SHOWING OF NEW SHOES is second to none, and invites your inspection. THE SERVICEABLE—THE STYLISH—THE ECONOMICAL—THE FITTERS.



American Lady SHOE

Price \$3.50

Style 6003  
 A tied lid blucher lace boot, with patent lace stays and heel facing soled sole, military heel and patent tip. "Vassar" Toe

**Our Domestic Department**

Has been renewed throughout and the Gingham and Prints are showing touches of Fall Styles, while the plain Domestics show the newness by increased qualities  
 STANDARD PRINTS .....5c + HOPE MUSLIN .....10c  
 27-inch PERCALES .....7½c + BLEACHED SHEETING .....27½c  
 APRON GINGHAMS .....6½c + DRESS GINGHAMS .....8 1-3c up

**Exquisite Shirtwaist Showings**

Come and see the NEW STYLES whether you wish to buy now or not. All the NEW STYLES OF THE SEASON here in superb array. All the desirable fabrics in SILK, WOOL and COTTON. Queenly Styles—every one of them.

**Fall Opening in Hosiery**

This Hosiery Stock asks you to visit it while on your visit to the Exhibition, and guarantees that you'll not be disappointed in the goods and values.

**Our Millinery Department Bows to None**

And During EXHIBITION WEEK it will be a veritable dreamland of Fairy Creations. Come and look and linger as long as you like

Opera House Block

**The Peoples' Store**

La Grande Oregon