

YEP! WE ARE STILL HERE

OUR PRICES STILL THE SAME AND IN MANY CASES LOWER—DUE TO THE FACT WE NOW HAVE 83 BIG BUSY STORES OPERATING IN 83 DIFFERENT CITIES IN 13 WESTERN STATES—STARTING THESE NEW 13 STORES, THUS MAKING 83 STORES, GIVES US A GREATER BUYING POWER THAN EVER BEFORE—MAKES OUR QUANTITY OF PURCHASE LARGER—OUR CASH DISCOUNTS GREATER AND MR. BUYER IT MAKES YOUR SAVINGS FULLY 33 1-3 PER CENT SAVED COMPARED TO WHAT YOU HAVE TO PAY THE CREDIT MERCHANT.

ONE YEAR AGO TODAY People of La Grande and vicinity: We opened our doors in your midst to sell you first quality merchandise at less than you paid for cheap goods and old styled garments. Our word has been as we told you and as it always will be 100 per cent. We BROT La Grande's prices down with a crash and still you find our prices the lowest. We have enjoyed a successful year's work in your city and we fully expect these on-coming years to be even more so. But why this success? Prices plus quality to you spell this success. You and your neighbors co-operation in buying your wants at the store where you can save, **THE UNITED STORE**, also spells our success.

We Buy Only From the Manufacturer Direct, Cutting Out All MIDDLEMEN'S PROFITS. We Do Not Buy Bankrupt Stocks WE BUY ONLY THE NEWEST SEASONABLE MERCHANDISE OF 100 CENTS TO EVERY DOLLAR IN VALUE TO SELL TO YOU So that you nearly get that Same 100 Cents worth of goods when your dollar goes over Our Counter. Mr. Head-of-the-House, We are concientious about our goods - and we want your confidence which shall never be broken. In seeking this aim - We have our buyers SHOP the markets for months to find you the best for your dollar - Otherwise we pass that article up.

THE success of any business today is due to the business ability back of it. The store that can produce the same goods for **LESS MONEY** is the store that gets the business. This is why our chain of J. C. Penney's Stores always do the business of the town in which they are located. It isn't what any one man can accomplish, but the combination of many men who put their whole energies and brains into the one task of buying and selling merchandise at the lowest price.

YOU can send your smallest child here with the same confidence you would if coming to trade yourself. **REMEMBER—**Imitation is cheap following. They can imitate the prices, but they cannot produce first quality goods and our low price—we undersell.

... LADIES NEW 1915 SUITS AND COATS ...

LADIES' SUITS
 Made by the East's largest and most reliable suit houses—styles absolutely correct as orders were given in January and then our New York buyers forward all new models as shown and demonstrated in New York as fast as they come to the public. Every garment absolutely new 1915 models—No last year's carried over—Had none to carry over. Remember for less than mail order houses we sell you this season's suits, coats, skirts or dresses.

LADIES' SUITS
 made in all new shades as sand, putty, Copen, navy and the new checks—all wool, fast colors, serges, wool or silk poplins and gaberdines.

\$9.90 \$12.50 \$14.75 \$16.50

LADIES' COATS
 Newest designs and colors for Spring of 1915—some one coat to please every woman \$4.98 \$5.90 \$7.90 \$8.90 \$12.50
 Ladies' heavy white Rumbo Chincilla coats, all sizes, a \$22.50 value \$12.50

LADIES' RAINCOATS
 English Balmacaans \$18.50 and \$20.00 values \$12.50
 English Gaberdines, \$20.00 values \$12.50
 English Gaberdnes \$15.00 values \$9.90
 Rubberized Coats, all sayles \$3.98 \$5.90 \$6.90 \$9.90

LADIES' DRESSES
 The season's newest in shades, materials and designs, silk poplins and messalines \$4.98 \$5.90 \$6.90 \$9.90
 Crépe de Chines, \$25.00 values \$12.50
 Voiles and lawns \$4.98 \$5.90 \$6.90 \$8.90

LADIES' SKIRTS
 for street or dress—all shades, sizes and designs
\$2.98 \$3.98 \$4.90 \$5.90 \$6.90 \$7.90

THE UNITED STORE

LA GRANDE - - OREGON