



FALL OPENING

Early Showing of Autumn Apparel For Men, Women and Children From La Grande's Greatest Department Store

THIS AUTHENTIC AND INTERESTING SHOWING OF FASHION'S TREND FOR THE APPROACHING SEASONS OF FALL AND WINTER IS ONE OF THE MOST COMPLETE THIS STORE HAS STAGED FOR MANY SEASONS AND WILL BE SURE TO ATTRACT WOMEN WHO TAKE AN INTEREST IN THEMSELVES AND REALIZE THE IMPORTANCE OF BEING PROPERLY DRESSED AT ALL TIMES. ABSOLUTELY CORRECT FROM A STYLE STANDPOINT, QUALITY AND WORKMANSHIP OF THE BEST, AND PRICED WITHIN THE BOUNDS OF REASON AND PURSE, THE MERCHANDISE DISPLAYED IS GOING TO MAKE A DEEP AND LASTING APPEAL. THE NEWEST OF COATS, SUITS, SKIRTS AND DRESSES, BLOUSES AND Dainty ACCESSORIES AWAIT YOUR CHOOSING.

Suits

All lovers of good standard style and first class tailoring, should see these new fall and winter suits as they arrive from several of the country's foremost makers.

Three-quarter length jackets are quite popular, with deep collars for buttoning high at the neck. Many kinds of trimming are used in which embroidery and buttons play a great part.

Suits range in price from \$30 up to \$75.

Separate Skirts

Stripped Woolen Skirts, nearly all pleated, are featured strongly in separate skirts for fall wear, but plaids and plain woolsens hold their places among the new.

Skirts such as these are doing their best to monopolize the market, and no serious objections are noticeable for their popularity is indeed unquestioned.

Models are here in a plentiful supply to suit everybody. Priced \$6 to \$20.00.

Millinery

To say that — Autumn Millinery is now ready is but an invitation to hundreds of La Grande women, to spend a few minutes, or hours visiting through our spacious Millinery Department.

To describe any particular trend of style in Millinery this season, would be overlooking dozens and dozens of others, for it is varied — very much so. And so we say — Autumn Millinery is ready, and we want you to visit us. GAGE hats are featured here.

Blouses

Blouses continue to be as alluring as ever. Though there is perhaps more variety in the blouse field than in any other apparel unit this year, the slip-over blouse is a dominant favorite. Belled waists, blouses with ruffles and flounces and unusual designs; jet beading and banding and silver and gold cloth — these are but a few of the many beautiful trimmings — most of them imported — that are on display here. With the help of these, an evening gown requires but a few touches to be made new.

The Gimpse Blouse, that has created such a sensation in fashion centers has made its first appearance in La Grande at this store.

Importations in New Trimmings

Newly's head and spangled bands; beaded, cut-out designs; French wool bandings and Meritt patterns with flannel threading in and out; all over metal laces and flounces and unusual designs; jet beading and banding and silver and gold cloth — these are but a few of the many beautiful trimmings — most of them imported — that are on display here. With the help of these, an evening gown requires but a few touches to be made new.

Wide silk fringe is also a new feature. All widths and all fashionable colors.



Coats

Coats this season are right in line co-operating with the spirit of the times, which is more expressive of comfort and good sense than extreme style.

Though simple lines are accepted as a basis for all fashionable apparel, there is no fast rule for the silhouette which may be straight, flaring or modified.

Lots of fur collars and cuffs are found among the better coats. Prices range from \$18 to \$92.50.

New Furs

Some over a dozen new pieces have arrived so far and a promise of more soon. Great care has been taken in selecting these, to be sure of securing only the best of furs to add to our stock.

There are chokes, scarfs and capes of exceptional quality in this initial showing, priced considerably lower than we originally thought of selling them.

Shown only on request. Ask to see them.

Dresses

When we were beginning to think that designers had reached their ultimate, and that no one could imagine anything more becoming and sensible, yet beautiful and graceful — along come the models for 1921 and take our breath away!

We are supposed to tell you all about them here, but that would be just like the lady who tells you the plot of the play, so you miss all the thrills. You would much rather see them yourself.

Silk or Wool — they are here in great numbers. Priced \$21.00 to \$75.00.

Footwear

Nowhere is the modern woman's independence in style matters, more manifest than in the world of footwear. Demand clings persistently to the comfortable, sensible and trim Cuban heels, refusing to wear French heels on the street, declaring them neither practical, comfortable, nor correct.

Cuban heels are the thing for almost everything but the most formal evening wear.

Further, Miss Independent, it is predicted, will cling steadfastly to the oxford and woman hose this winter, and desert her high walking boots.

However, what ever the desire, we are prepared to fit every woman in La Grande with the finest footwear in America.

"ARMSTRONG" Shoes are products of America's best in high grade shoemaking. We feature them exclusively.

Accessories Irresistible

It is in the very feminine world of accessories — little touches that add a bewitching finish to her costume — that woman is in her element. Dainty shawls, "fascinations" in neckwear, veils, smart kid and chammoisette gloves, individual and distinctive handkerchiefs, velvet handbags, beautiful colored silk fur muffs, faintly underthings and silk hose — who wouldn't enthuse over them, especially when they are, after all, the final "Makings" of a costume?

The value and importance of correct accessories is never overlooked by well-groomed persons, and a visit in the various departments devoted to accessories here, will help to crystallize your ideas.

Men!

We've Started the Ball Rolling

With the Finest Merchandise we could buy. Prices in Men's Clothing, Furnishings and Shoes are just

34% LESS

Than One Year Ago, as given out in a report by the Department of Labor. Realizing this reduction we have procured for our trade only the best — You pay less for this class of merchandise now, than you paid for cheap merchandise one year ago.

We ask you to thoroughly inspect every article you buy here — and know the goods you are buying. Buy the goods that bear such names as these:



- | | |
|--------------------------------|-------------------------|
| Edwin Clapp Shoes | Interwoven Sox |
| Florsheim Shoes | Rates Street Shirts |
| Hart Schaffner & Marx Clothing | Copier's Underwear |
| Stepson Hats | Vassar Underwear |
| Gordon Hats | Handcraft Collars |
| Borsalino Hats | Rossignol Road Overalls |

Men don't ask us to guarantee such merchandise as we sell under these brands — they know that when these makers set their name into the garment — it endorses the quality and workmanship with the full force of its responsibility.

They stake their reputation on the degree of service that garment or article will render the purchaser, regardless of the price he paid.

KNOW THE MERCHANDISE YOU BUY

See Our Windows

Special attention has been given our windows this week in an effort to show the very newest of apparel and accessories for the Autumn Season.

Special settings and floral decorations to add the touch of fall color to the finest merchandise we have ever displayed.

It is our aim to always display the best, and to fulfill our determination to be

THE QUALITY STORE
OF LA GRANDE

N. K. West & Co.
THE QUALITY STORE

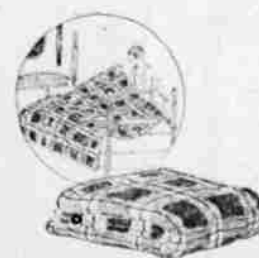
La Grande's
Greatest Dep't
Store

Chilly Autumn Call for Extra BLANKETS

Many styles, designs and colors make up a wonderful display of fine, comfortable blankets, in good generous sizes. There is a wide difference in patterns, weights and prices. Single and double, all pure wool blankets, double woolnap, wool mixed and cotton blankets.

Comfort too, are in quite a variety of sizes and weights, and in a wide range of prices.

We invite you to spend an hour in this department in your choosing. The knowledge you gain will benefit you in choosing whether you buy now or later.



MONTE CARLO CREPE An Instant Hit This Season

This is a new silk material—heavy, and possessing the loose draping qualities of crepe material so popular in silks now. This material is in a variety of the season's accepted shades, 40 inches wide, and priced at \$4.00 yd.

Other silk materials that will undoubtedly be popular are: Crepe Satin, Canton Crepe, Crepe Miretois and Crepe de Chine.

Woolen materials for skirts, suits, and coats are shown at their height now. Fall colorings are beautifully shown in each.

Dress Velvets and Panné Velvets in 40 inch widths are in Autumn colorings. Price \$6.50 yard.

A visit to our dress goods department is most welcomed.

