



FASHIONS

SAY

Every Day
Brings
Springtime
Nearer



An interesting thing about new spring fashions is evidenced not only by new lines but by high collars and a combination of plaids and stripes.

The new three-quarter length coat with shadow plaids and stripes—the new Flannel Sport dress with checks and pin stripes.

They are all here.

HILLS DEPT. STORE

A Good Place to Trade

MAKING STORE IMPROVEMENTS

J. C. Penney Co. Getting Ready for Spring Business—Redecorating and Painting.

Beginning next week the J. C. Penney Co. contemplates painting and redecorating their entire store which will include new paint on the front of the building, freshening of the signs, revision of the number of stores now included in the nation-wide syndicate besides going over the woodwork, counters and show cases.

"This is to be the best year in La Grande's history in my opinion," remarked J. A. Telford, manager of the La Grande store, "and we intend to be ready to take care of our share of that business. From every angle general conditions seem to be improving and with the passage of the McNary-Haugen wheat bill the farming industry is going to show marked improvement. La Grande's future is assured with the industrial plant and it is a case now of being ready to serve the people on the city gown. Throughout the northwest La Grande is on the lips of everyone. She has stood the depression remarkably well and emerges now with improved conditions already possessed of a momentum which will carry her along at a rapid rate."

INSURANCE WAS THE BIG ISSUE

McKennon Discusses Different Forms of Life Insurance—Number of Questions Asked.

At the city hall last evening an interesting meeting took place at which Floyd McKennon discussed different forms of life insurance. He represents what is known as a "business association" form of insurance, while the legal reserve companies have their business on different lines. Mr. McKennon dissected a number of forms of life insurance policies comparing the "legal reserve" plan with the "business association" plan. His contention was that the average old line company sold two things, namely "investments" and "insur-

ance" and that the policyholder can receive but one under the actual working of the system when old line insurance is based.

E. W. Herzinger, representing the Oregon Life insurance company which is a legal reserve company, asked a number of questions when the meeting was thrown open for questions, some of those questions caused more or less heated debate.

The meeting was open to the entire public and was for the discussion of life insurance, as it is sold on different plans today. It was a meeting that attracted considerable attention in insurance circles over the state, because Mr. McKennon is probably the first agent selling life insurance who has attempted to talk to men collectively and to hold public meetings on the subject of insurance.

That there has been a field for such meetings was shown by the number who attended last evening, all of whom were greatly interested. Two stenographers took down every word that was spoken at the meeting indicating that the insurance war between the legal reserve companies and the business association plan is not abating but that it is reaching a stage that is bound to attract more and more public interest.

RED CROSS BOARD NAMED

(Continued from page 1)

A complete audit of the books of the old administration had been made by M. H. Donohue and the report was read at the meeting at which time all funds and records were turned over to the new official.

It is the intention to continue the Red Cross work in La Grande to the extent of looking after the ex-service men at the present time and probably later on to add a social worker for civilian relief.

Members of the old board had served since the beginning of the world war and they were very anxious that they be relieved of the work. The first of this year a meeting was called and it was voted to dissolve the chapter but the Pacific division refused to permit this and Miss Holsinger, representing the head office came to La Grande a week ago and succeeded in reviving interest in the work to the extent that Mr. Stoddard was persuaded to take the chairmanship and he has with him a good strong board capable of giving the Red Cross good results.



SHIRTS

Another new Shipment of Arrow Shirts

FOR MEN—
1924 patterns in new shades and colors, creating snappy Spring effects. Priced from—
\$1.75 to \$3.50

Scranton and Short, Inc.

SLATTERY HANGS DEFEAT ON YOUNG STRIBLING IN GO

BUFAALO, N. Y. (AP)—The de-

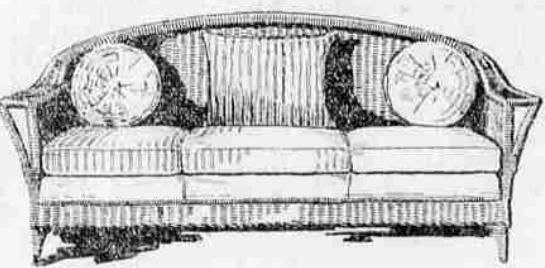
cision of Jimmy Slattery of Buffalo over Young Stribling, in their six-round bout here Monday night caused gloom in the Stribling camp although neither the young boxer nor "Pa" Stribling had anything to say about the reverse.

The constant attack of Slattery in the six rounds won much favorable comment. Only once in the third round, did he finger Stribling's defense was very good and he did not falter until the last round.

Advance Showing

for Spring of Pacific Fibre Furniture

WE HAVE ON DISPLAY MANY NEW CREATIONS IN THIS POPULAR NEW FURNITURE UPHOLSTERED IN TAPESTRY, CRETONNE AND MOHAIR CRETONNES



This beautiful furniture, distinctive in design and construction, can be secured in a large variety of styles and finishes adapted to harmonize with any type of interior decoration.



Before deciding on any new pieces for your home, you should come in and let us show you the advantages that Pacific Fibre Furniture offers.

W. H. Bohnenkamp Company

Four Floors of Fine Furniture

Blue Mountain Oregon LUMBER

BUILD TO STAND

And when your house is done you can forget about it for years as far as repairing is concerned — BUT THAT TAKES MIGHTY GOOD MATERIAL WHICH CALLS FOR BLUE MOUNTAIN OREGON LUMBER

Telephone Main 8

Bowman - Hicks Lumber Company

For Mill or Box Wood Phone M-547
J. L. MUNHALL

Help for Baby

SCOTT'S EMULSION

Builds Strong Bones

Ask for Horlick's

The ORIGINAL Malted Milk

Safe Milk For Infants, Invalids, Children, The Aged

Rich Milk, Malted Grain ext. in powder form, makes The Food-Drink for All Ages. Digestible—No Cooking. A Light Lunch always at hand. Also in Tablet form. Ask for "Horlick's" at all Fountains. **25¢** Avoid Imitations—Substitutes

6% MONEY

On Improved Union County Land

Write J. C. Palmer, 225 Henry Bldg. Portland - Ore.

The Home Plate

Fielders' Gloves, 50c to \$8.00
Catchers' Mitts, \$1.00 to \$15
Bats, 50c to \$2.50
Twenty years' experience in Sporting Goods
A. G. Spalding Agents
McINNIS & JOHNSON
Props.

The New Savage

Different from all other Washing Machines
Dries Clothes—Ready for the line in One Minute.

NATE ZWEIFEL

Dealer

COURTESY AND SERVICE

40c MERCHANT LUNCH

Prepared by our capable chef, Mr. Neionian—every day at noon.

The Palace