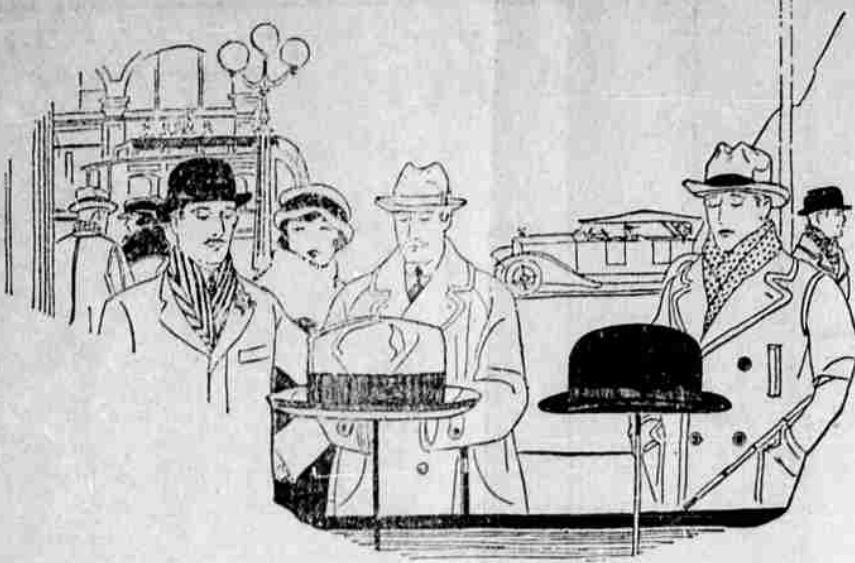




In Our Window Today are Displayed the
Newest Creations In

STETSON HATS

Styled for Young Men

"THE STORE FOR MEN" AGAIN LEADS THE FIELD AS A STYLE SHOP. WE ARE OFFERING THE LARGEST DISPLAY OF MEN'S HIGH QUALITY HATS EVER ATTEMPTED IN THIS COMMUNITY. STETSON HATS NEED NO INTRODUCTION. THEY ARE THE PRODUCT OF THE WORLD'S GREATEST HAT MANUFACTURERS; THEIR QUALITY IS UNQUESTIONED—THEIR SUPREMACY HAS BECOME A TRADITION.



The Style

THE NEW STYLES HAVE A SWING TO THE LINES THAT CATCH THE EYE, AND A HARDY QUALITY TO PRESERVE THE SWERVE OF EVERY CURVE. THERE IS NO HAT STYLE THAT WILL TAKE THE PLACE OF "STETSON STYLE." THERE IS A DISTINCTION TO A STETSON THAT MARKS THE WEARER WITH AN AIR OF INDIVIDUALITY.

The Models

THERE IS A CARELESS GRACE TO THE MODELS THAT CREATE THE IMPRESSION OF IMMACULATE FREEDOM. THE SHAPE OF A STETSON IS TAILORED IN TO STAY. THE PROPORTIONS OF THE BRIM AND CROWN ARE IRRESISTIBLY CORRECT. WE HAVE A MODEL TO SUIT YOUR MOST DISCRIMINATING TASTE.

The Colors

THE COLORS THIS YEAR ARE WITHOUT EXCEPTION THE MOST BEAUTIFUL IN THE HISTORY OF HAT MAKING. PASTEL SHADES OF SHADOW HARMONY THAT CREATE A CAREFUL SOFT ATMOSPHERE TO YOUR ENTIRE APPAREL. THEY ARE IRRESISTIBLE. YOU WILL BE DELIGHTED WITH THE COLORS.



The Materials

THE SELECT QUALITY FELT MODELS ARE PRICED AT SEVEN DOLLARS. THEY ARE MADE OF THE FINEST OF BELGIAN AND NUTRIA FURS AND ARE UNEXCELLED FOR WEAR. THE SCRATCH FINISH MODELS ARE PRICED AT SEVEN DOLLARS AND ARE MADE FROM THE FINEST OF SELECT FURS.

THE STETSONIAN FEATURE HAT IS PRICED AT TEN DOLLARS. THE MATERIAL IN THIS HAT IS UNEXCELLED IN ANY MAKE. MADE FROM THE FINEST OF NUTRIA FUR, IT PRESENTS THE ACME OF HAT MATERIALS.

Special Materials

STETSON VELOURS ARE WITHOUT DOUBT PARAMOUNT. THEIR PRICE IS TWELVE DOLLARS. THEY ARE MADE OF THE MOST SELECT MATERIALS THAT GO INTO THE MAKING OF HATS OF THIS MATERIAL.

STETSON BEAVER HATS ARE RECOGNIZED AS THE FINEST HATS MADE. THEY ARE MADE OF THE FINEST SELECTION OF PROTECTED BEAVER FUR. THEY ARE ONE OF THE VERY FEW GENUINE BEAVER HATS ON THE MARKET. THEY ARE PRICED AT FIFTEEN DOLLARS.

MAKE YOUR FALL HAT SELECTION FROM
THIS WONDERFUL DISPLAY

Westenhaver & Gilbert
W&G

201 Depot St.

LA GRANDE'S LEADING CLOTHIERS

FIND IT HERE

Copy for this column must be
in by 9:00 a. m.

Chicken Dinner.

Don't forget the chicken dinner at the Christian church, corner Penn and Seventh, tonight from 5:30 to 7:30. Price 65c. 10-17-24

Your Pictures.

Pictures enlarged, tinted and framed by Richardson, "The Art Man"—beautiful additions to your home decoration. Bring your picture work to Richardson's Art & Gift Shop, the home of Eastern Oregon Scenic Views. 10-16-24

Fern sale at Cherry's Flower Store on Saturday. 10-16-24

If you have seen those beautiful prizes in Clint's Clothing window you will see the Elks '49 Show at Zuber Hall tonight. 10-15-24

Chicken Dinner.

Don't forget the chicken dinner at the Christian church, corner Penn and Seventh, tonight from 5:30 to 7:30. Price 65c. 10-17-24

Mrs. Barnes having finished her course in beauty culture at the Fashion Beauty Shop 1412 Jefferson Ave., will now give a 75c manicure. 10-14-24

Bulls—Bulls.

Our bulls have arrived for fall planting. Only large first sized quality bulls. We carry no small bulls as they do not produce satisfactory flowers. Hyacinths, tulips and daffodils. Cherry's Florists. 10-14-24

Bargains.

A big rummage sale will be held at Honan Hall on Saturday, October 18, beginning at ten o'clock. 10-16-24

The United States is using her war-time explosives for building roads and clearing lands. When the war closed she owned 100,000,000 pounds of T. N. T. and "pyro" explosive, which she has been giving free to the state building highways and the settlers who need it to clear their land. 10-17-24

How is Your Wood Pile? Dry! Dull pine poles, wood delivered for \$5.50 cash, per cord. Call Main 10. 10-17-24

Rummage Sale.

A big Rummage Sale will be held at Honan Hall on Saturday, October 18th, beginning at ten o'clock. 10-15-24

Flat Feet.

The "Foot System" for reconstruction of fallen arches. No braces. Dr. Ingle, Summer building. 10-14-24

Bargains.

A big rummage sale will be held at Honan Hall on Saturday, October 18, beginning at ten o'clock. 10-16-24

Astrolager.

Mrs. F. A. Rahuck, Corner Jefferson and Willow. Phone 215-J. 10-1-imp

Call for City Warrants.

Notice is hereby given that all warrants on the General Fund of the City of La Grande, Oregon, and endorsed July 1st, 1924, or prior thereto, are now called for payment, and interest on said warrants comes from the 29th day of October, 1924. EMMA M. FOWLER, Treasurer of the City of La Grande, Oregon. 10-17-24

Notice.

Cooked food and dressed chickens at the Exchange tomorrow. Mrs. E. R. Norris. 10-17-24

The slang expression, "I'll tell the world," which is so commonly used today, is not new but had its origin in one of Shakespeare's plays. It was first uttered by Iago in "Measure for Measure." She says: "With outstretched throat I'll tell the world about what kind of man thou art."

Our Violet Cream is bound to give you satisfaction for rough skin, chapped hands, sore or tender lips, and a large bottle costs but 25c. Sold only by Silverthorn-Wright's Family Drug Store. 10-15-24

Bargains.

A big rummage sale will be held at Honan Hall on Saturday, October 18, beginning at ten o'clock. 10-16-24

Hemstitching, pleating, button holes, etc., Norton's Kiddy Shop.

10-14-24

Fern Sale.

One hundred small ferns on sale Saturday only. 25c each. See them in our window. Cherry's Florists. 10-16-24

Fern Sale.

Your chance Saturday to buy a choice thirty young ferns that will grow rapidly for only 25c. See them in our window. Cherry's Florists. 10-16-24

If you have seen those beautiful prizes in Clint's Clothing window you will see the Elks '49 Show at Zuber Hall tonight. 10-15-24

Many people are troubled with dandruff—all may be cured quickly by using our Cornsicle and Dandruff Remediator. In 30 days you get results, and in a month

WORLD'S
LARGEST
CHAIN
DEPARTMENT
STORE
ORGANIZATION

A NATION-WIDE INSTITUTION -
J.C. Penney Co.
Incorporated
571 DEPARTMENT STORES
108 Depot St., La Grande, Ore.

RELIABLE
QUALITY
GOODS
ALWAYS
AT LOWER
PRICES

GET ACQUAINTED With Our Values!

Come in and examine the merchandise! Compare the quality and our EVERY-DAY Low Prices any where you will! When you get acquainted with Our Values and Service you will come to realize the many benefits that will accrue to you thru our large volume buying for our hundreds of busy Department Stores.

Men's Corduroy Pants

In Lights and Darks



Men's corduroy work trousers of very fine quality. Shown in several different weights from which choice can easily be made. Because of the requirements of our 571 stores you will find these corduroy trousers remarkably low in price.

\$3.49, \$5.50

Well made and full cut, allowing perfect freedom and comfort. Shown in tans, browns and dark browns.

A splendid trouser for winter wear that gives unusual service.

Dress Shirts for Men

With and Without Collar

A complete stock of men's dress shirts in a variety of materials and colors. Neat shirts for every day and dress wear are shown at prices exceptionally low.

98c to \$4.98

Fine quality percales, imported madras and broadcloths. Even silk pongees are shown—all in this price range. Step in and inspect this showing.



Razor Blades

Gem Double Life Blades

—7 in a package. A real value 39c

Autostrop Blades, package of 5 45c

Thermos Bottles

Genuine Thermos Bottles for keeping hot and cold drinks. Remarkable value at only—

98c

Lunch Kits

Black enameled Lunch Kits that have a section for the Thermos we sell—a big value.

69c

Men's Sweater Coats

4-Pocket Style

Men's knit sport jackets for school, dress or office wear. Very serviceable and saving for shirts. Shown in light shades, tans, greys, browns, heathers and many popular mixtures. Just the thing for chilly days.

\$4.50, \$5.50, \$6.90

Men's Sport Shirts

Pockets and Wide Knit Bottoms

The new popular sport shirt in coat style, with two button flap pockets and wide knit band at bottom. Shown in a variety of pleasing plaids. A reliable garment for service and comfort. Priced reasonably low for a garment of this style.

\$4.98

RHEUMATISM

Can be cured.
NEWLIN'S
RHEUMATIC CURE.

Newlin Drug Co.

Your father traded here



Well Known Varieties

OF COOKING AND EATING APPLES AT PRICES THAT MAKE THEM LOW-PRICED FOOD

CHOICE DELICIOUS, Box	\$2.00	FANCY GRAVENSTEINS, Box	\$1.60
FANCY ROME BEAUTIES, Box	\$1.75	BLUE PEARMAINS, Box	\$1.35
FANCY KINGS, Box	\$1.75	OTHER VARIETIES, Box	90c to \$1.25
		PEARS, Apple Box	\$1.65

A FRESH SUPPLY OF EAGLE VALLEY HONEY—EXTRA FINE QUALITY—WILL NOT CRYSTALLIZE
10 LB. TIN \$1.63

HOOVERIZED GROCERY
Phone Main 49
2 Deliveries