

The Oregon Hardware & Implement Co.

Announces A

SPRING OPENING

Saturday, March 13, 1926

Of The Department Hardware Store

The Past and The Future

On the 11th of March, 1876, Mr. H. M. Steel and Chas. Good-nough filed papers at Salem to incorporate the Island City Mercantile and Milling Co., better known as the I. C. M. & M. Co.

The ensuing history of this company is the history of Eastern Oregon itself, starting at Island City, then the central town of Eastern Oregon, and expanding their institution to Hilgard, Elgin, Wallowa, Enterprise, and La Grande.

What a story the commercial books of this concern tell! It is a story of the earliest settlers in Eastern Oregon who undertook to develop its resources. It is the story of strong, visionary men who set out on a commercial enterprise in the face of severest of difficulties; an undeveloped new country, a sparse population, a lack of transportation facilities, a lack of law and order, and a continual struggle with the hardships that accompany the settlement of a new country.

We read of stages, wagon trains, trading posts, and countless other words that are in themselves romantic descriptions of the early life of our community. We see on the payroll the names of our oldest settlers. We read the history of Eastern Oregon itself!

In March, 1910, the Oregon Hardware & Implement Co., absorbed the I. C. M. & M. Co., the Wallowa Hardware Co., and Bolton & Bodmer Co., under the management of H. K. O'Brien, and continued the operation of these old companies under one head, in La Grande.

Today is our 50th anniversary and we are proud to look back on our past record. We are proud to see the part we have played in building our community, in a record of fifty years of stainless business methods, and in the prospects for a successful record in the future.

No concern can live on its past, no matter what its record may be. It must plan to build also in the future. Again this company is looking to the future in its new plans. We have completely re-organized our store with an idea toward better service. Our stock is completely departmentalized to render more efficient service. Our entire sales force is trained to care for their individual responsibilities. Our aim is to render the utmost in service.

In order that we may acquaint you with our new standard of excellence, we shall hold a "Spring Opening" on Saturday, March 13th. We have spent many months in preparation and you will find it worth your while to attend. On this page is listed many of the features that will repay the visit.

These Values
LISTED BELOW
ARE FOR

**Saturday
Only**

BRIDGE LAMPS
Crystaline Parchment
shades—cast standards—
\$15 value—

\$6.95

American League
BASE BALLS
Regularly \$2.00

\$1.00

POCKET KNIVES
Regularly \$2.00

\$1.19

Czecho-Slovakia
WOVEN RUGS
27 x 42

89c

Nonpareil 28 x 1 1/2
BICYCLE TIRES
Regularly \$3.25

\$2.39

Hand Woven
MARKET BASKETS
Regularly \$1.75

98c

ALARM CLOCKS
Regularly \$1.50

99c

American
HOUSE BROOMS
69c

New Haven
WATCHES
Regular \$1.50
99c

FLOOR LAMPS
Parchment shades; steel
standards.
Regularly \$29.50
\$13.95

OTHER ITEMS TOO
NUMEROUS TO
MENTION

Departmentization

Our store is newly arranged into departments. Each department is a small store in itself. This means that at all times you will find a complete stock of the newest merchandise in any line in which you may be interested. NEW MERCHANDISE, NEW IDEAS, NEW ARRANGEMENT. You will be interested in this new kind of a hardware store.

The Departments

Art and Gift
Automobile
Household
Paint
Tools
Cutlery
Radio

Builders' Hardware
General Hardware
Electrical Appliances
Implements & Machinery
Sporting Goods
Harness
Oils and Greases

14 Stores In 1

Remember! Remember!

SATURDAY, MARCH 13—REMEMBER THE DATE!

In order that our "Spring Opening" may be of interest to everyone, we shall give free merchandise, have bargains for old and young and a golf competition for the sportsmen.

FREE!

2 payments on a
Maytag Washer
Ask Us About It

FREE Saturday
Only

1 doz. Crest Golf Balls

To The Winner of The
MASHIE GAME

We will give one dozen new "Crest" Balls—the best new ball made.

FREE!

An Automobile

A \$48.50 Fully Equipped Small
"Hudson" Automobile

FREE!

A \$38.50 Picture

"The Garden of Allah"
Ask Us About It.

FREE!

A Diamond Tire

To Fit Your Car.
Ask Us About It.

FREE! Saturday
Only

1,000 Registered Key Chains

To the first 1000 men we will give one of these new Key Chains; allows the keys to be flat in the pocket. Everyone registered to insure the return of lost keys.

FREE! Saturday
Only

\$1 Art Coupons

We will give Coupons worth \$1.00 that may be redeemed any time until April 15, on any \$5.00 art purchase.

FREE! Saturday
Only

\$1 Household Coupons

These Coupons are good until April 15 and may be used as \$1.00 on any \$10.00 purchase in the Household Department.

AFTER 50 YEARS OF CONTINUOUS BUSINESS

NOW

THE DEPARTMENT HARDWARE STORE