

The Dry Goods Dept. is filled to overflowing with bright new silks, satins, flannels and tweeds, in fact, everything the home sewer will need. Plan to visit it early.

N. K. WEST & CO. INC.

La Grande's Leading Store For 25 Years

West's Store For Men --a separate and distinctive clothing shop of quality merchandise--joins in this Spring Opening event --watch tomorrow's paper for announcement.

A Spring Apparel Event for the Woman Who Wants Quality, Exclusive Style and Value

Spring Coats

These charming coats in slim silhouettes to flaring models, adapt themselves to the personality of the wearer.

There have never been more delicate hues, so flattering to feminine loveliness -- bois de rose, silver gray, chartreuse, champagne, absinthe and pervenebe blue, in materials of sheen, twill, lustrous, covert, camelhair, tweed and novelty sports materials. This, the largest and best assortment we've ever shown, includes models for dress, afternoon, street or sports, and the styles are correct in every detail. \$16.75 to \$65.00.



Underthings

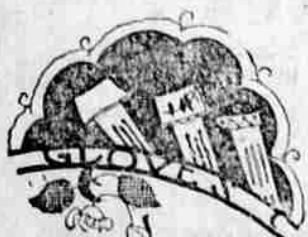
These new step-ins and French combinations of crepe d' chine, georgette and printed voiles. Also Kayser's and Munsing's vests, bloomers and "French pants" or step-ins. Fashion and corsetry are inseparable allies, those girdles that give all figures that smooth, lovely grace. Let us help you with your corset problems.

Scarfs

SCARFS of brilliant hues in all the gay spring-time colors. In soft, rippling georgettes and chiffons with or without long silken fringes, in plain and fancy printed patterns. So popular now with all sports costumes. \$3.25 to \$6.50



BAGS and cases especially loop-handled pouch bags are smart indeed if made of fine leathers or beaded effects. Also fitted vanity cases are here in a number of colors to match all the popular shades in costumes. Beaded bags with long, slender chains and intriguing designs worked in them. \$2.50 to \$29.50



GLOVES of soft kid or silk in the season's smartest colors with cuffs of every description, in dainty flares or straight cuffs with embroidery worked in contrasting and matching colors. These new accessories so essential to complete the costume, if Milady will be well dressed, fairly gleam with newness and the spirit of spring.



The Charm Of A Smartly Dressed Woman Is A Secret Found In West's Exclusive Displays

Every woman desires the distinction of being well-dressed and attractively groomed. It is a distinction you will readily enjoy by selecting your new wardrobe from our Spring Opening displays. For many years it has been recognized among women with taste that a purchase from West's meant the utmost in style and loveliness. That reputation for excellence explains the un-

questioned leadership of this store for a quarter of a century.

And you know, if you are a regular customer, that you can buy a charming new dress, a stylish spring coat, the latest in footwear, or any other item at a most moderate price--receiving at the same time a high quality that insures proper wear and lasting satisfaction.

Springtime Footwear

With sculptured perfection of line, Armstrong interprets the smartest shoes of the mode in light colors, sandal effects, and the use of contrasting leather trims. The spike heel and short vamp with slightly narrowing toe is typical of the newest in footwear this season.

Shoes for the little tots and growing girls are not to be excepted. They follow along the line of ladies' shoes in that there is plenty of color in smart shoes for the kiddies, too. We specialize in fitting the hard-to-fit in our growing girls' and kiddies' shoes.



Newest Millinery

HATS as decided upon in Paris, go to extremes, either very snug-fitting or large picture hats are the smart things in millinery for Milady. You are sure to find a becoming hat in this, the largest and best selection we have ever shown. Smart straws, felts and silks in the popular costume shades. \$5 to \$20



Handkerchiefs

HANDKERCHIEFS--While but a piece of silk, ordinarily, the newer ones are daintily bordered or ruffled with lace or contrasting colored silk. In stamped or figured silk, chiffon or georgette in colors that will blend nicely with all of the new spring hues. 35c to \$2.50



Colorful Frocks

Frocks flaunting vivid color and presenting new, exclusive and original dresses designed to give all figures that youthful look, our spring frocks are supreme.

Of course the smartest of materials are here, too, in styles that will appeal to all women. Styles from famous Parisian designers, that every well dressed woman knows are correct in every detail. \$18.75 to \$67.50



Hosiery

HOSIERY--Of course Milady must have hose to match her new spring costume, and a varied selection awaits her at this store. Three world-famous brands to choose from in all weights, from the sheerest of chiffons to the heavier service weights. Children's half and three-quarter hose in the new spring colors and combinations.