

N. K. WEST & CO., INC.

La Grande's Leading Store for 25 Years

Fall Opening September Twentieth



Individuality Is Stressed

In The New Frocks

THE soft sheen of new silks, artistry of new wools in new fall shades feminized with new lines of famous designers give individuality to fall frocks.

\$16.75 up



New Fall Coats

Achieve A Debonair Silhouette

THE materials are the handsome soft pile fabrics exquisite in colors and weaves. Individuality and novelty are featured in every model, though each may claim personal distinction.

\$17.75 up

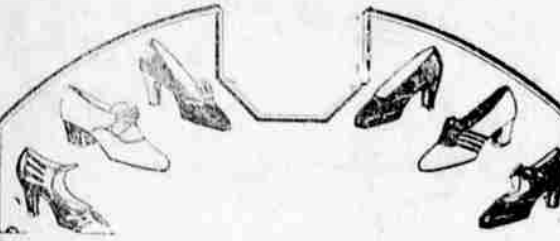


Enter The New Fall Fashions For Madame and Mademoiselle

IN a delightful assemblage charmingly displayed in an autumnlike setting, all the style tendencies approved by great Paris Couturiers at the Paris openings have been developed into fashions that are not only beautiful, but are very wearable beside.

During this exposition, one will find all that is authentic, new and distinctive, and can in one review visualize a practical, as well as a charming wardrobe for fall and winter. Exquisite evening gowns, smart daytime frocks, handsome coats, delightful hats, the correct costume for every hour of the day is to be found here.

Come view this wonderful display. Monday, Tuesday, or any day this week. But come, by all means—you will be amply repaid.



Fall Footwear

of the Mode

Johansen J. Miller

WEST'S leadership in feminine footwear is marvelously demonstrated in this premier fall showing. Here are slippers of witching charm expressing in various delightful ways the very essence of the mode. Every one a flower of rarest beauty plucked from Fashion's garden. Your inspection is invited.

Cantilever Armstrong



Hats Are Varied And Distinctive This Fall

ONE is not subject to absolute rule in matter of hats --- for the feeling is more than ever for becomingness. Our diversified collection includes large dressy models and small close-fitting hats, in moire, velvet, silk, satin and velour.

\$5 up

Beautiful Gowns For Formal Functions

PARIS has created many handsome new gowns for evening wear. And America has chosen the graceful - simple - feminine styles for her own.

Our new displays include the very smartest fashionably - correct styles, and one may select from satin, crepe, georgette, chiffon and velvet in lovely pastel tints or black.

