

Good Furniture Purchased First Is the Best Way

"Buy good furniture and less of it," is the advice of Lynne Bohnenkamp offers to householders interested in planning a home that will be easy to live with.

"It is better to furnish a room at a time—or even a part of a room—than to buy a whole showy outfit with the same amount of money."

"My idea of furnishing is one of gradual building."

"In this connection, our exchange department has proved a valuable aid to homemakers who find themselves with a room that doesn't suit, or a piece or two of furniture that is out of tone with the rest of the house. While they wouldn't feel they could discard them under other circumstances, the exchange plan has been a welcome solution in many cases."

Mr. Bohnenkamp subscribes to the slogan of the National Furniture association:

"Your home should come first. And he is emphatic in his conviction that 'home' should always be 'your home'."

"Let each home reflect the personality of the person who is to live in it," he recommends. "Don't stereotype what other persons have found suitable for them."

"When a guest enters your home she should be able to tell from your surroundings the kind of person you are."

SERVICE GIVEN BY BOHNENKAMP'S IS DIVERSIFIED

(Continued from Page Nine)

the corner of Adams avenue and Elm street.

W. H. Bohnenkamp, originator of the company in 1896, no longer has charge of any specific department but is actively concerned in the business.

Four Departments

Hal Bohnenkamp operates the funeral service department and Chase Bohnenkamp is in charge of the hardware and implement branch. James Vaughn is employed in the hardware and J. J. Hagen in the implement section. C. A. Riley assists in the hardware department and with the deliveries.

Lynne Bohnenkamp is in charge of the furniture department and is assisted by Milan Blanchard, Brook Colt and Charles Fross.

Harry Nowberg is employed by the company as mechanic and Mrs. Lillie Harris attends to the bookkeeping.

The company, with its large staff of employees and its volume of business, does much toward maintaining La Grande on its high commercial level, for which it is recognized as a leader in this section of the state.

THE BOHNENKAMP CHAPEL



This is a picture of the Bohnenkamp chapel, located at the corner of Spring avenue and Fifth street. At present an addition is being built to the chapel to provide for new and better service. An attendant will be employed when the construction work is completed.

Store's Policy to Carry Nationally Advertised Goods

(Continued from Page Nine)

Armstrong brand. Its makers, how one of the largest linoleum manufacturing concerns in existence, use more cork products than any other company in the world.

The history of Bohnenkamp's patronage of the Chittenden & Eastman company, of Burlington, Iowa, is practically that of their furniture business. Lynn Bohnenkamp observes. They furnished the brick residence now owned by Dr. Landis with Chittenden & Eastman products when it was built in 1901.

Every year they have purchased two or three cars of furniture from the Iowa jobbing house. Just a few days ago they unloaded a car of pieces chosen especially for the Christmas sale from that firm. This contract, like contracts they have with the Luxury and the Karaghenian people, is exclusive in this territory.

An Exclusive Contract

They have an exclusive contract also with the Westmade company of Portland, from whom they buy their office equipment. While it is a young concern, it has already revolutionized business in its line on the Pacific coast.

Bohnenkamp recently installed Westmade equipment at the M. Emily Lumber company, the order including more than 15 desks and tables. The offices of the Grande Ronde Lumber company and of Charles H. Reynolds and the chamber of commerce all joining, were similarly furnished within the last two years.

To the Brenlin line of window shades, the company has just added the new Tonline washable shades, made by the Dupont people. They also have Kirsch curtain rods to offer.

The familiar trademark of the Free sewing machine is noted in the furniture department.

In bed davenport, Mr. Bohnenkamp recommends the Blitwell, which he carries in both velvet

and mohair. Monarch overstuffed he also features.

Both the Macy and the Gyna bookcases may be purchased there. While the Lane cedar chests, Kell livingroom tables and Pendleton blankets are conveniently placed for inspection.

Another exclusive furniture contract is with the General Furniture company, of Seattle, a young but striding firm in which the Bohnenkamps place confidence.

The Gulbransen pianos, which grow constantly in the grace of musicians, are displayed in desirable models.

Turning from the furniture department to the hardware store, Mr. Bohnenkamp points out that they have been selling Howard heating stoves for 18 or 20 years.

He has a good word for the Perfection oil heaters, as well.

While the firm no longer distributes automobiles, its tire department is still an important division of the business. Chase Bohnenkamp, who looks after sales in that line, recalls that the company has carried Goodyear tires continuously since 1916.

FIRM FOUNDED IN 1896 GROWS WITH EACH NEW SEASON

(Continued from Page Nine)

The process of reconstruction, however, began immediately and in February, 1914, the company was again equipped with a modern building—this time of four stories. The structure, while not much higher than the original one, contained more room because of the sacrificing of high ceilings in the second and third floor to make room for an extra story.

Today, the company is occupying the same building as its headquarters although two others—the modern chapel on Spring street and the building on Jefferson avenue—are required to provide adequate space, besides one-half of the Masonic building.

After launching the business in 1896, W. H. Bohnenkamp was sole owner until 1905. In that year,

W. H. Jones, a boyhood friend, came west to see the Portland fair and, becoming interested in W. H. Bohnenkamp's, purchased one-quarter interest. At that time the firm name was changed to the W. H. Bohnenkamp company. Jones held an interest in the business until 1914 and 1915, when his share was purchased and Hal and Lynne Bohnenkamp, who had just finished school, became partners in the business. Chase Bohnenkamp had purchased a quarter share in 1914.

Mr. Jones, however, remained with the company until death, which occurred about two years ago.

Hal Bohnenkamp, who had just completed a course in undertaking at the Barnes school in Chicago—giving him training that few in his line of work are equipped with, took charge of the funeral service branch in 1914 and a new chapel was constructed at the site of the present one. This served until the residence chapel now in use was constructed in 1922. At present an addition is being added to the chapel, including living quarters for employees.

The undertaking business was first entered into by the company in 1900 and continued until 1903, when it was sold. The firm did not again enter into this work until 1914.

Furniture Added in 1900

Furniture was added to the company's stock in 1900 when W. H. Bohnenkamp purchased O. Halston's stock. From then on the furniture business was enlarged on until today this department is one of the finest in Eastern Oregon.

Most of the time the company was in the implement business only in a small way, such as handling gasoline engines and similar articles, but in 1923 the agency for the International Harvester company was purchased from Floyd McKennon and the Jefferson avenue building was erected to care for this and the automobiles.

The W. H. Bohnenkamp company practically grew up with the automobile in this territory. Members of the family drove one of the first cars in this part of the state and shortly afterwards began selling automobiles, continuing until the last two years. At present, however, the company deals in automobile accessories and Goodyear tires, which it has distributed for 15 years.

Company's Policy Stated

The company's policy has always been to build or add equipment when it improves the service to the customer, if recognized as a sound business advancement. It was the first to install the Burroughs system of bookkeeping, now in general use in La Grande. Throughout, the history of the W. H. Bohnenkamp company has been one of steady growth, ever-increasing patronage, largely due to the sound and successful business methods employed and the consistent keeping of faith with its patrons.



Look At Your Living Room

---All Your Friends Do!

Think how much more attractive it would look, how much more comfortable and inviting it would be if you got a "Monarch" living room suite for Christmas! Think of the pride it would give every member of the family, the pleasure its new charm would give your friends when they drop in.

The "Monarch" line has all the beauty that you wish for a davenport and chair as the center of your living room arrangement—but it has more. Finest materials are used in upholstering; expert cushion and spring construction; choicest woods fashioned by experienced furniture makers—these are features that you will appreciate in the years of useful service and beauty. Ask to see the newest "Monarch" suites on display during Bohnenkamp's Anniversary.

Our congratulations are extended to the W. H. Bohnenkamp Co. on the occasion of this 30th Birthday Anniversary. They are justly proud of a generation of superior service that merits continued success for many such periods of the future.

Washington Parlor Furniture Company

TACOMA, WASHINGTON
Manufacturers of "Monarch" Living Room Suites

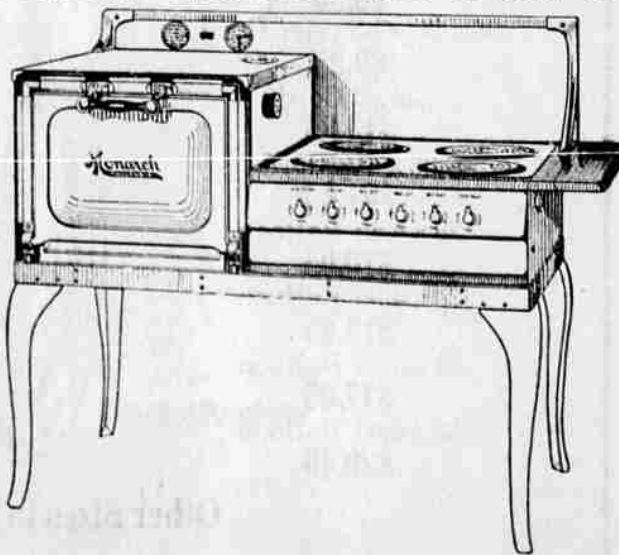
FOR THIRTY YEARS THE W. H. BOHNENKAMP CO. HAS SERVED LA GRANDE— For Twenty-five Years They Have Sold MONARCH RANGES

Both records are achievements of which they can well be proud. They show that Bohnenkamp's have served well and have chosen well. Throughout America for a generation Monarch ranges have been the chosen line with the dealers who possessed recognized leadership. And Monarch Ranges, year after year, have lived up to every expectation of both dealer and housewife.

GIVE HER A NEW MONARCH FOR CHRISTMAS!!

We urge that you investigate the latest types of Monarch Ranges during this Anniversary Celebration at Bohnenkamp's—see the new features that are exclusive in these ranges—and make it a practical Christmas by getting her a new Monarch this month in time for the holiday feast.

No other gift can give a housewife such pleasure—no other gift can be such a source of pride to own, of joy to use—no other gift can so lighten her kitchen duties and make cooking a quick, certain pleasure.



There are a number of styles for you to select from—the finest electric with automatic heat control, the coal or combination ranges in varied sizes and finishes. Each is scientifically constructed—saving in fuel—saving in cooking results.

Special terms available during this 30th Anniversary Celebration. Ask about them.

Malleable Iron Range Company

BEAVER DAM, WISCONSIN