

A Generation
of ServiceA Generation
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YOUR HOME SHOULD COME FIRST

The comfort, convenience, and pleasure that you enjoy in your home is a happy measure of success and accomplishment. The slogan, "Your Home Should Come First," is not a mere trade phrase, but an expression of belief in the extra importance of home surroundings. The service of this store is particularly designed to help you make those surroundings ideal, in keeping with modern convenience and progress.

30 YEARS of PROGRESS

The Company and The Community Have Grown Together

For a generation the firm of W. H. Bohnenkamp company has had a noteworthy place in the business activities of La Grande. The story of La Grande's progress can be told in terms of the growth and expansion of this business. From a modest hardware store in a modest town it has developed with its community until its stocks cover many times the original floor space—more square feet of floor space than any other retail establishment in this section of the state.

For years we have maintained an enviable reputation for huge stocks of merchandise, for nationally known quality, for experienced service. Many lines have been carried since the early years of the company and customers throughout Union, Wallowa, Baker and Umatilla counties have had a part in building the present business volume.

Hardware--

Hibbard-Bartlett-Spencer sold the first stock of hardware to us and their "OVB" and Hibbard brands have set a standard for quality ever since. The hardware stock is noted for completeness.

Household furnishings occupy a prominent place in the store and every new kitchen or home convenience is to be found there. One of the oldest and most widely sold lines is the Monarch Range. With models for either coal, electricity, or combination, any range need can be filled. Monarch quality is recognized throughout the world by experienced housewives.

Furniture--

Furniture occupies four complete floors—the space required for five normal store rooms—and presents one of the biggest stocks of fine suites and pieces to be found in the state.

The choicest offerings of every furniture in the country are on display—design and workmanship receiving special attention in buying. DeLuxe springs, Ostermoor mattresses, West-Made desks, Luxry and Monarch furniture, and Armstrong's linoleum are some of the featured lines. New fall stocks are being put on the display floors daily.

Implements--

International Harvester farm machinery products—McCormick-Deering—are known throughout the world for modernizing agricultural methods and cutting production costs. With this foundation we maintain a complete and dependable implement service.

Goodyear Tires--

For more than a decade we have featured Goodyear products. Today progress in manufacturing has produced the greatest Goodyear tire ever built at the lowest price—a triumph in value. Now, as always, more people ride on Goodyears than on any other make.

W. H. BOHNENKAMP CO.

"30 Years of Superior Service"