

LEADERSHIP

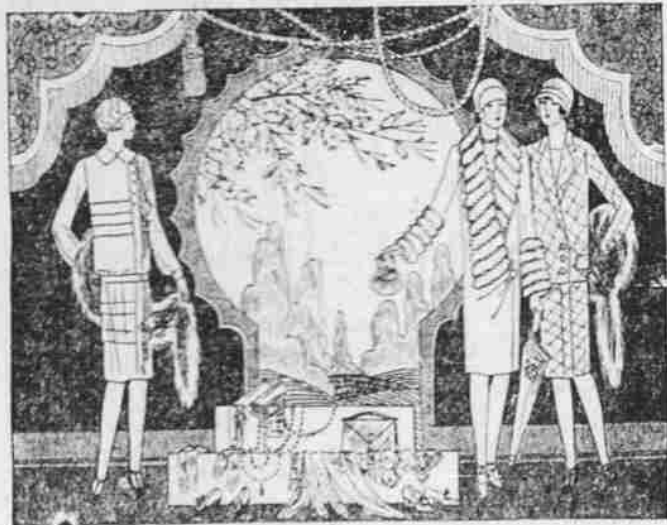
For More Than 25 Years This Store Has Been Maintained Abreast of the Community's Progress -- Always Leading In Assortments, In Style, In Quality And In Service!

THE reputation for having the leading store, for excelling in assortments of merchandise, for featuring recognized leaders among nationally advertised lines, for maintaining a high standard of quality and an equally high standard of value—that reputation is to be envied and guarded in any community.

For nearly a generation West's has been known for its leadership

in the La Grande territory, a leadership that is evident in every department of the entire store—in drygoods, ready-to-wear, millinery, accessories, shoes, and in the complete Store for Men.

Now, as always, it is a guarantee of quality, of good value, and established evidence of good buying economy to be able to say that it was purchased at N. K. West & Co.'s. Complete fall merchandise displays are ready for you now.



Color Is The Keynote This Fall

With The Atmosphere of Paris

A striking note in smart Autumn fashions in both frocks and coats is the adherence to the popular browns and black. These lovely shades of browns are called "bark browns" and are the rich colorings found in a close study of barks in the fall of the year. Furs lend charm to the coats while embroidery and rich brocading enhances the more exclusive frocks.

HOSIERY The new smart fall hose is a two tone number of Kayzers with the famous two tone slipper heel in a contrasting color with the rest of the hose. La France and Phoenix offer the newer shades of Sandust, Cascade, Riviera, Châlet, Aloma and Catio, etc., in weights from the heavier service hose to the sheer all silk chiffon.

ACCESSORIES Bags and pouches are larger than ever this fall with reptile trimming more popular than ever. Gloves in the pull-on style as well as the plain and the embroidered scalloped cuffs are among the newer numbers. The collar vestee is the smartest thing in the neckwear line, being adaptable to so many uses.

SHOES Like ladies' coats and frocks, are found in the popular new shades of darker tans and browns, the high heel two and three eyelet ties promise to be the more popular with pumps, both plain and buckle styles, a runner-up.



Hart Schaffner & Marx

The Three Best Colors For Fall

By Hart Schaffner & Marx

CLOTHING Copperbeach-brown, smoke blue and powdered gray were created by Hart, Schaffner and Marx and style leaders the world over adopted them. The three leading styles are: No. 1—Longer coat; easy fitting; rounded lapels; 20 inch trouser bottoms; No. 2—Shorter coat; 3 buttons; square notch lapels; easy drape 20 inch trousers; No. 3—Two button coat; rounded lapels; trousers, trifle narrower; easy coat.

FURNISHINGS The new fall ties are full of stripes, checks, dots, geometrical and futuristic figures are a few of the patterns. Sox also have a world of color and the patterns are more pleasing than ever. Shirts from Manhattan in rich stripes and high colors most of them with collar attached are the newest of the new.

STETSON Hats are richer looking than ever this Autumn, they have those sparkling warm browns, reddish browns and deep Spanish tans you see in the copper beach leaves; with slightly tapered crowns and narrower brims—but all the hat making is there, that only Stetson knows.

FLORSHEIMS Like the rest of the men's clothing leans toward the darker and reddish browns. The "Rolls" the smartest of the new fall Florsheims is a red brown shoe with colored stitching in an extremely comfortable last. More men are wearing Florsheims yearly—there must be a reason—see that your next pair are Florsheims.

La Grande's Leading
Store For Over
25 Years

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