

PROGRESSIVENESS!

SUCCESS DEMANDS GOOD APPEARANCE



Success and progress are not easily accomplished. The factors contributing to La Grande's growth to its present position as first and foremost city of Eastern Oregon are many in number. Not the least of these are its industries, its business houses, its civic organizations, and the tireless efforts and broad vision of its individual citizens.

Progress for the individual is always aided by good appearance. In this modern day, success demands neatness, style, and commanding quality in clothing and its accessories. Keeping abreast of progress is demanded not only of individuals but of a store and we are both proud of this store's position in the community and its reputation as a style leader among men who know good clothes.

Fall models in suits, top coats, in smart haberdashery are now ready for your selection. Finest wools tailored as only Society Brand can do produce suits that will satisfy the style taste of the most discriminating buyer.

As Usual

Society Brand

Leads for Fall

They're the finest suits we know of for the price. We can't imagine where on earth you could get them any finer. We make that statement advisedly — for Society Brand and we worked together for weeks investigating—planning — manipulating—figuring ways and means to give you the greatest value. The way well dressed men are buying these suits makes us more certain than ever that you can't get more for your money anywhere.

Smart Togs for School

Younger men are wearing — tan, grays, fawn, brown, buff color, a great variety. All with the unique single-and-triple stripe that gives our suits their individual character. Altogether original, exclusive—and as good looking as the new 3-button models in which these fabrics come.

Manhattan shirts in new novelty patterns—new lighter colored slip-over sweaters. Sport knickers in imported Scottish wools and in linen. Neckties—stripes and overplaids —also featuring the new Trocadero Mogadores in Continental stripes.

"We have everything that the best dressed men desire."

"Indestructo" Wardrobe Trunks for college—a lasting convenience. Complete range of models.

BOSTONIAN SHOES
STETSON HATS

Westenhaver & Gilbert

La Grande The Store For Men Depot Street

McGREGOR SPORT TOGS
BRADLEY SWEATERS

IT'S THE CUT OF YOUR CLOTHES THAT COUNTS