

N. K. West & Co., Inc. Announce Their

Formal Opening Display

Monday, September the Tenth

FORMAL Opening Display that shows an admiring public "what's what" in frocks, coats, ensembles and millinery and those lovely accessories that add so much to a costume.

THE New, the Novel, the Distinctive, within the bounds of good taste, original, without bizarre, are here in delightful array for milady to choose from.



Simplicity Marks The Youthful Mode

NOW as maidens fancy turns to Autumn clothes—whether she is going to college—or staying at home—here in our Misses' section fashion is interpreted to meet all her requirements of suitability for the occasion, and you may rest assured they are correct coming from La Grande's leading store.

Misses' Modes!
Women's Modes!
Modes for Small Women!
Modes for Large Women!

Handsome New Autumn Coats Assume First Rank Importance

\$15.00 to \$125.00

ESPECIALLY stunning models are now ready for your inspection—Coats gorgeous with their abundance of fur trimming. For dress, the rich soft-to-the-touch fabrics that may be gracefully wrapped about the figure lead the mode. Many of the models are copies of imports. Richly luxurious furs form unusual collars, matched lapels, reverse to hem, large fur cuffs in various shapes are also stressed—every trimming touch is Paris inspired. Black Lynx, Wolf, Badger, Pointed Fox, Beaver, Persian Lamb, Silvered Fox, Kit Caracul, Baby Sealskin, Squirrel. Fitch are used on soft velvety fabrics and velvets—each coat ideal in youthful sophistication.

An Assemblage of Distinctive
Charm

Formal Presentation of Fall Fabrics—Silks—Woolens



THE fashion celebrities of the fall and winter mode—the new silks—the rich velvets—the smart flannels—are now displayed here and once again at the beginning of each new season fashionable women come here to see the fabrics and colors that are shown throughout the world.

Popular New Velvets

LOVELY plain and patterned velvets that are popular this fall are found in colors of tan, blue, brown and black in all widths. Plain velvets and pattern velvets come in shades of tan, blue, brown and black—the prices are from

\$2.60 to \$8.39

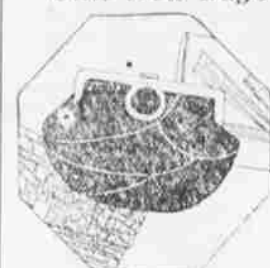
Rich Flannels and Kashas

MORE popular than ever this season are plain and patterned flannels and Kashas. Materials in rich autumn drab, blue, brown and grey. The widths carry from 24 to 34 inches but the quality is at the same high standard you expect of West. Prices from

\$1.25 to \$2.75



Chic New Bags



In rich browns and black in calf and reptile leathers

See Our Opening Window Displays

Modernistic Jewelry



Beads, Bracelets, Earrings, chokers and novelty pins

Smart Chapeaux

For Every
Type Of
Fall Costume

Fashioned of velvet, felt, silk, satin or velours, they carry out fashion's final minute details to a T.

Whether it be a colorful hat or a subdued toned one, you can successfully choose from this smart collection.

\$5 to \$25



New And Beautiful Frocks Answer Fashion's Call

\$10.75 to \$65.00

THE frocks you'll want for fall wear await you here in wide assortment of style—for every occasion. For street, for afternoon, for sports, for dinner and evening—each interprets the leading features in ways best suited to its particular type.

Fashioned of flat crepe, crepe back satin, taffeta, velvet, metal cloth, charmeuse, twill, rep, each is noticeable at once for its air of motion and its distinctive cut. Exquisite Autumn hues replace the pastel shades of Summer. Trimmings are new and charming, a deft manipulation of flares, pleats, godets—infinite variety in necklines and sleeves.

A Presentation Interesting Varied

New Autumn Hues in Hosiery That Are Authentic



HOSIERY plays an important part in milady's dress. Two of the world's largest hosiery concerns insure us of the new—the ultra smart—in shades as well as styles, high square heels, half heel, slipper heel and two-tone heels.

KAYSER
VENIS
REPTINE
TARTO
BLESSON
ROSE TACHE
ALUMINUM
JUVENILE
PENE

PHOENIX
HAYE
PRACH
SANTY
SHAIN
MOONLIGHT
HONEY HEDD
ATMOSPHERE
SILVER

The above shades may be had in the following prices:

\$1.65 \$1.95
\$2.00

\$1.50 & \$1.75
\$1.95 & \$2.50

Presenting The Fall Mode In Footwear

In a Most Attractive Array of Autumn Colorings And Materials

WITH the approaching new season comes new and interesting footwear fashions for milady, and of course she will want to view this smart assemblage of the new—the correct—in footwear. New blues in velvet kid and alligator. Fashionable browns in suede, kid, alligator, lizard and calf make your selection of shoes a pleasure.



A shoe with a wide, buckled strap in a color combination of blue, red and black alligator is the shoe that is a new creation in black suede with smooth heel and closing strap combination priced at

\$8.50
\$7.50



Pied Piper and Poll Parrott Children's Shoes Insure Comfort and Service Combined

THE school day period is the time when most care should be taken in securing proper fitting shoes for the kiddies. Pied Piper and Poll Parrott shoes are built over the world's greatest health lasts, of the finest of wearing materials for their active feet. All styles from dainty one strap styles to high lace shoes including the popular Pirate boot are now on display—Come in and see them!