

Come To La Grande CIMA RRON DAY SATURDAY February 21st

See What
\$1.00
Will Do
Cimarron Day

CIMARRON DAY

FRIDAY AND SATURDAY IS

DOLLAR DAY

AT THE

NEW YORK STORE

Friday -- Saturday

We can assure thrifty shoppers who are eager to save, they will be doubly repaid for their efforts. Come! Just save! At this busy store of quality and service, where your dollar will do double duty!

Make Your DOLLAR Do Double Duty

Friday -- Saturday

Come! Let's talk good times back again! Mercandise lower and better than ever! Come! Let us demonstrate to you the buying power of today's dollar! It will buy like it never bought before!

MEN'S DRESS SHIRTS
Men's Collar-Attached Broadcloth Dress Shirts, in a beautiful assortment of colors, some novelty, some pastel shades. Sizes from 14 to 17. Regular 85c values.
\$1

MEN'S DRESS SOX
Plain and fancy Rayon. Some fancy and novelty patterns. All new for spring. Regular 35c values.
\$1

MEN'S NECKWEAR
One Big Lot of Regular 50c Ties, latest patterns. You must see them to appreciate their value.
\$4

PART WOOL COAT SWEATERS
Men's medium weight part wool Coat Sweaters, just the thing to wear under your coat.
\$1

MEN'S DRESS CAPS
Men's all wool, one-piece top Dress Caps. Indestructible ribbons. Fancy satin lining, with all-around leather sweat band. All spring's newest styles. Regular \$2.25 values, each.
\$1

RAYON SHIRTS AND SHORTS
Wilson Bros. shirts and shorts. Regular 75c value — Special for Dollar Day.
\$1

HEAVY RAYON LINGERIE
Heavy Rayon Bloomers, Panties, Vests, with bodice top fabric, shoulder straps. In popular styles and colors. Have a rich, soft sheen and dainty shiriness which gives them the charm of luxurious silks. Regular 98c values. 2 for
\$1

TURKISH TOWELS, Large Size
A Bargain Extraordinary! Large size Turkish Towels, good and heavy weight, with fancy wide ends. So soft and fluffy, white as snow. Just the towel for the bath. Regular 25c values.
\$1

SILK & WOOL HOSE
One Special Lot Ladies' Superior Quality Silk and Wool Hose in colors: Gunmetal, Muscadine, Reddish, all good colors.
\$1

HAND DECORATED LUNCH CLOTHS
Beautiful Hand Decorated Lunch Cloths. Made of good quality wash material. Colors of orchid, rose, blue and white.
\$1

45 GAUGE CHIFFON HOSE
One regular \$1.25 full-fashioned Pure Silk Hose, Picket Top. In colors of Sandal, Rose, Beige, Clair, Teinture.
\$1

TOM SAWYER PLAY SUITS
Famous Tom Sawyer Wash Suits for Children, assorted colors. Regular 60c values. Dollar Day.
\$1

NEW YORK STORE

La Grande, Oregon

Read the Book
CIMARRON
By Edna Ferber — \$2.50

OTHER NOVELS BY SAME AUTHOR

So Big 75c

Show Boat 75c

Roast Beef, Medium 75c

MANY other novels by famous authors, such as Zane Grey, Wm. Raine, Mary Roberts Rinehart, Kathleen Norris, all in the popular reprint editions at 75c per volume.

LA GRANDE BOOK and STATIONERY CO.
1114 Adams

Our New Spring Line of
WALL PAPER
Is Here

We Invite Your Inspection.

Pittsburgh Paint Store

Jack Allen Supply Co.

"The Home of the Sportsman."

You will find a complete line of sporting goods as well as Auto Motor Parts and General Tires.

La Grande, Ore.

Day and Night Service
FOLEY HOTEL TAXI

PHONE MAIN 773

Princess Aluminum
CORN POPPERS

Cimarron Day Special

98c

at
WAGNER'S HARDWARE
Successor to W. K. Gilbert Co.

Cimarron Day

SPECIAL

For Cimarron Day Only, we will allow a discount of 10% on any of our gas ranges.

OUR COMPLETE LINE OF ESTATE AND WEDGEWOOD GAS STOVES ARE TESTED AND APPROVED FOR THE USE OF BUTANE GAS.

FRED SPAETH
Phone Main 586 Montgomery Ward is Next to Us.

STATE
Last Day
WHAT YOU NEED IS LAUGHTER!
"SEE AMERICA THIRST"
Harry Langdon
Starting Friday
"SUNRISE TRAIL"
Thrilling Western

RIN-TIN-TIN
in
The Lone Defender
Look!
This Ad and 35c Good for Two Admissions

The New
Majestic Refrigerator

Spells Longer Menus at Less Expense and Labor to You.

See It! Ask us about the 30 Fine Features.

H & S ELECTRIC CO.
107 Depot St. Phone Main 127

"BUY BRANDED LINES"

FALK'S LA GRANDE STORE
Successors to N. KVEST & CO.

MAKE YOUR HEADQUARTERS AT FALK'S 'CIMARRON DAY'!

YOU'LL find a lot of satisfaction buying nationally known brands. Your goods, in so far as is possible, carry the manufacturers' brand names, and these have a real meaning to you. In cases of satisfaction you know whose goods are pleasing you and you can buy more. In case of dissatisfaction, you know to whom you may come for adjustment.

"BUY BRANDED LINES"

Boothmore Coats, Kayser Hose, Corticelli Silks, Pendleton Blankets, Fruit of the Loom Prints, De Bevoise and Modart Corsets, Munsing Wear, Worth and Blair Millinery, Emma Jettick Shoes, Peacock Shoes

Michael-Stern and Fashion Park Suits, Stetson Hats, Interwoven Socks, Florsheim and Freeman Shoes, Eagle and Arrow Shirts, Silk-A-Lot Ties, Oshkosh Overalls, Bradley and Columbia Knit Sweaters, Campus Cords, Hickock Belts

Four Offerings for Friday and Saturday

BOYS' **Kaynee Shirts** 98c
Every shirt guaranteed fast color — fine quality broadcloth — sizes 12 to 14½ — Regular price \$1.50.

MEN'S COLLAR ATTACHED **Shirts** Values up to \$1.00 \$1.75
3 for \$5.00
Broadcloths, Madras and French Flannel — beautiful patterns and first fine quality at this low all sizes.

Kayser Shorts and Band Bottom Bloomers \$1.00 each
Made from pure non-run silk — fine quality at this low price.

Dance Sets \$1.95
Lace trimmed and tailored styles — priced special for "Cimarron Day."

— CIMA RRON SPECIALS —

NO. 1 24 x 48 — Cotton Yarn Rug suitable for bath or kitchen — Special 98c

NO. 2 Art Waste Paper Baskets — assorted colors and fancy designs 95c

NO. 3 Large size aluminum Cookie Jars, colored glass knobs — a real special at 76c

NO. 4 Ball Bearing Roller Skates, Junior size, Reg. \$1.50 value — Special 75c

NO. 5 Assortment of Velour & Cretonne covered Bed Room Chairs — just the thing for \$4.95

NO. 6 Venetian Plate Mirrors, size 7 x 16, chipped edge and assorted shapes, each 99c

NO. 7 All Pyrex and Colored Ovenware SPECIAL 20% DISCOUNT Saturday Only

NO. 8 Regular \$2.00 Grade Ball Bearing Roller Skates, Saturday Only \$1.85

W. H. BOHNKAMP CO.

The Most astounding
WAFFLE IRON OFFER
We Have Ever Made!!

This Handsome Manning Bowman Ht-Indicating Electric Waffle Iron Finished in Chromium — the plate that does not tarnish

During Feb. Only
\$9.95

95c DOWN
\$1.00 Monthly

IT ISN'T often that we are privileged to make such an unusual offer. During February we offer you a Manning Bowman Electric Waffle Iron at a price that is truly remarkable. A little heat indicator on the top of this iron tells you exactly when the iron is at the right heat for baking waffles. The finish is Chromium — the plate that will never tarnish or discolor and does not require polishing. And still with all the extra value — extra usefulness — this Manning Bowman iron can be had at no increase in price. Only \$9.95. Easy terms.

Eastern Oregon Light & Power Co.
ALWAYS AT YOUR SERVICE

Send the following message, subject to the terms on back hereof, which are hereby agreed to

WESTERN UNION

PR68 33 NL—W. A. HOLLYWOOD, CALIF. 11

LA GRANDE CHAMBER OF COMMERCE
ATTENTION CIMA RRON DAY COMMITTEE
LA GRANDE, ORE.

MY VERY BEST WISHES AND HEARTIEST CONGRATULATIONS ON YOUR CELEBRATION OF CIMA RRON DAY. RADIO PICTURES HAVE MADE WONDERFUL PICTURE FROM EDNA FERBER'S GREAT STORY. WISH I COULD BE WITH YOU.

CORDIALLY,
RICHARD DIX

Spring Fashions
... By Putman's

New And Lower Prices
Are Herewith Announced

THERE is a new spirit abroad — MORE FOR LESS — and in no other establishment is that spirit so evident as at Putman's... you may satisfy your fashion requirements here at moderate cost.

SPORTS, street, afternoon and informal frocks cost as little as 17.50 — Spring coat fashions begin at 19.75 — smart and exclusive Knitted Suits are featured as low as 12.50 to 29.75.

IN our popular priced Coats and Dresses you may select clever copies of higher priced garments as low as 10.00 and 15.00 — and at these new low prices Putman's standard of style and quality is maintained.

PUTMAN'S
READY-TO-WEAR AND MILLINERY

"Who Killed Cock Robin?"

WE'RE not so sure! But we do know who killed it by the sign on the front and the display of Rexall merchandise in the window.

The Rexall Store system came into being 27 years ago when forty retail druggists formed a cooperative organization for better drug store service and called their stores The Rexall Drug Stores.

Each of these original forty druggists had the best drug store in his town, and all the ten thousand drug stores which have since become Rexall Drug Stores were selected on the basis of their standing in ethical pharmacy merchandise, ability and local responsibility.

The cooperation of these 10,000 Rexall Drug Stores provides you with the best in drug store service.

C. J. Breier Co.
IS THE WEST
Store No. 13 La Grande, Ore.

We Shall Lend Every Effort Towards Making

Cimarron Day
a Day of Profit and Pleasure
to La Grande Visitors

NOTICE: After the exhaustion of our present supply of Oleomargarine, we will not restock for 1931. Butter is already too low in price.

Grande Ronde Meat Co.

Better Values! Smarter Styles!

Spring Footwear
for all the family!

Sea Sand Kid
A smart new version of the popular tongue pump.
\$3.98

Peni-Arch One-Strap
A slipper you can wear anywhere in smart comfort. In black or brown kid.
\$4.98

Colonial Pump
Dignified martens — at a welcome low price. Parchment with ribbon bow.
\$2.98

A Stunning Pump
Sea sand kid with trimming of brown kid. Metal buckle.
\$4.98

'Peni-Arch' Model
As smart as can be... cut-out oxford in all-over sea sand kid. Combination last. Also in brown.
\$4.98

Delightful T-Strap
Fashioned of the new "Sea Sand" kid, with trimming of sand beige morocco grain.
\$3.98

Ever So Smart!
Sea sand kid, trimmed with the new Patou beige kid.
\$4.98

Peni-Arch Oxford
Such smartness! Such comfort! Black-dull kid; combination last. Also in brown.
\$4.98

Tongue Pump
Of sea sand kid, trimmed in the new mode with smartly contrasting brown kid.
\$4.98

J. C. Penney Co., Inc.
DEPARTMENT STORE
1407-09 Adams Ave. La Grande, Oregon

SAVE with SAFETY
At Your Rexall Drug Store

YOUR REXALL DRUG STORE
What is it?

There's a certain drug store near your home known as The Rexall Drug Store. You'll know it by the sign on the front and the display of Rexall merchandise in the window.

Your local druggist is a local man chosen because he is honest and progressive. He conducts a local business and assumes all the responsibility for the community demands. He offers you all the advantages of a great international institution.

He offers you a drug store service raised and held to a definite standard. The quality of your Rexall purchase is always uniform, always reliable.

He offers you all that other drug stores sell and in addition many things that can be purchased only at Rexall Drug Stores.

He offers you a money-back guarantee on every Rexall Product.

goods and the best in drug store service, for all these stores are helping each other to help you save with safety.

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GLASS DRUGS, INC.—The Rexall Store

20% NELSON

Discount on all calling cards or business cards ordered on Cimarron Day. Latest stock and types — — — The Printer

Graduation GIFTS
need worry no one. Printed sheets and envelopes thrill every boy or girl. Exceedingly economical and answer popular demand for useful gifts. See us for a deal that gives you 100 sheets and 100 envelopes for what you usually pay for 25. — — —

OPPOSITE LA GRANDE POSTOFFICE