

Exposition of New Spring Merchandise

New Spring Merchandise is now coming in fast. For months this store has been preparing. Selecting only the best merchandise from the best manufacturers of the country. Everything is of that desirable quality, which characterizes this store. The prices are the lowest in the country for the same class of merchandise. Visit the store—here you will find the N. K. West & Co. hospitality—giving perfect freedom to every one, without an obligation to buy.

NEW SPRING SUITS, COATS, DRESSES And SHIRTS Now on Display for the Women who Desires First Choice

Women instinctively turn to this store when seeking the new styles, for they are always sure of finding them here first. Not only this, but styles shown here are authentic and correct productions of New York's latest modes; anywhere you go, either today or six months from now, your garment is sure to be in style. The same coat, suit and dress styles they are now showing in the large cities' stores are here at West's for you to see, but without the penalty of a big price, which the large city stores ask.

The New Spring Suits

We are now showing dozens of new, spring models, suitable for all occasions. Coats are shown in shorter lengths and the skirts are fuller than ever—the materials are Taffeta, Serges, Gaberdines, Novelty checks fancy mixtures, etc.—also new combinations of silk and wool materials—Every garment is man tailored and is just a little more distinctive—better looking, such as only man tailored garments will be.—We invite your inspection, prices \$12.50 to \$50.00.

The New Spring Coats

The spring styles in women's and misses' Coats are now on display in the ready-to-wear department—as always this store shows them first. The styles are all most stunning. You will like the new short bell shaped models also the three-fourth length belted and full flar styles—The favored materials are poplins, taffetas, serges, gaberdines, anvetyn, polo cloth, etc. Prices range from \$10.00 to \$35.00.

The New Spring Dresses

Dainty, pretty, charming, are the words that describe, the new dresses we are now showing for spring—all the new styles and new effects are here in wool or silk fabrics. The colors are beautiful in plain or fancy checks, plaides, and stripes. Visit the ready-to-wear section some day this week and inspect the new styles whether or not you are ready to buy.

The New Spring Skirts

A most complete line of new spring skirts just received—The smartly tailored kind of skirts that well dressed women select—of soft skirt mixtures, dark blue, black, or gray serges; of fancy stripe materials and fancy plaides; of rich lustrous silks and other pleasing materials—tailored and stitched, some with pockets, with belts and other new ways—and most important of all is the decided fullness and high swing. Priced \$5.00 to \$15.00.



New Spring Fabrics

All indications point to silk as a leading factor in women's apparel this spring—Taffetas are more in evidence than ever, especially large plaides and wide stripe patterns, with changeables and plain colors close followers.

Soft tub silks, cords and the like are also in splendid varieties.

New tub silks, smart stripes and many combinations, yard \$1.15.

New stripe crepe de chine fine for wash waists, yard \$1.75.

New taffetas stripes, checks, plaides and plain colors, 24 to 36 inches wide, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00 yard.

Dress Goods—new black and white effects, stripes or checks, yard 50c to \$1.50.

All wool poplins full showing newest colors, yard \$1.50.

The biggest and largest range of serges in all shades and weights, yard 50c to \$1.75.

New Spring Wash Fabrics

A very large showing of new wash fabrics in a profusion of styles and pretty patterns—cotton fabrics lend themselves most effectively to the new bouffant style of dresses.

The designs are all striking with lots of color—Large plaides, wide stripes, large flowers—Voile, Madras, Organdy is the favored weaves. Every yard is new, fresh, and clean, just received, and the values are irresistible—contracted for before the present high cost of these materials 10c yard to 50c.

New Spring Waists

Are fast making their appearance in our women's ready-to-wear department—dainty, attractive styles, striking combinations, the largest and most complete assortment of new waists that we have ever shown before at this time of the year. There are so many different models that we can't begin to describe them all—silks, voiles, bastistes, etc.—Very new and striking are the new stripe wash silks, others are fancy plaides and still others are of sheer cotton materials daintily trimmed with laces and embroideries, etc. We want you to see them \$1.25 to \$7.00.

New Spring Footwear

For Women and Misses

This season when skirts are fuller and swing higher the shoe has moved from an unimportant item in the theme of dress to an important place in women's costume. The Gypsy pattern, which we were first to introduce in La Grande has become the undisputed style leader throughout the United States—Women who are keen judges of value will do a little window shopping and see the swell new models we are now showing \$3.50 to \$6.00—and remember we guarantee every shoe and carry widths from A to EE.

New Shipment of Boys' Spring Blouses Just in 50c



Men's Spring Hats are Here
Gordon \$3 - - - Stetson \$4

THE OBSERVER

BRUCE DENNIS, Editor and Owner.

RATS.

New Orleans has spent millions to

render itself ratless. Dr. Victor Neiser, director of the international health commission, estimates that rats cost the city of New York \$250,000 a day.

It has not been difficult to exterminate in settled communities the

larger beasts of prey. The rat, getting under man's guard, is a worse menace by far than ever was the wolf or the rattlesnake. The saber-tooth tiger must have been a disturbing neighbor, but not so deadly as the vicious rodents that prowl our cellars and alleys.

Several fatal diseases are spread by rats, notable among them trichina and the bubonic plague. In addition rats devour and spoil great quantities of foodstuffs and other goods.

Wherever man goes, rats presently come creeping after. Like all parasites, they thrive in the midst of squalor and flourish where sanitation is poorest. They have been taken for granted, held to be unavoidable pests, but, like a great many other evils, are no longer regarded as inevitable visitations. In the middle ages, no one dreamed of escaping from the scourge of vermin which afflicted every level of society.

It is readily conceivable that the presence of rats and flies, in the full course of time, will be looked upon as indicative of shameful neglect and these costly creatures will be practically exterminated in self-respecting communities.

THE WAR LIKE PRESS.

If all the wars that have been prophesied and urged by the press of the United States had come to pass, this nation would now be embroiled with more enemies than surround the Central Powers. There have been at least a score of wars with Germany over the Lusitania question. With Japan, probably three score. With England, over questions of mail and embargo, we have had at least a dozen wars. And with Mexico, with Huerta, with Villa, with Carranza, only heaven knows how many. Situations that have been "grave" in the extra editions of the evening, have suddenly vanished into clear air the next morning. In no other country has the militaristic portion of the press, ably abetted by that portion which is too irresponsible to bear any definite name, been so thoroughly belligerent. The Review of Reviews says "Our press makes war daily." And the strange part of it is that this clique cry is kept up for months on

end with no response at all on the part of the people—the people who would really have to carry on the war if there was one.

It is extremely difficult to convince

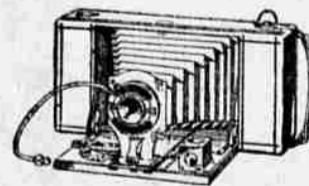
a farmer that one can do a day's work in eight hours.

We rise to inquire why the Indian in front of tobacco stores has disappeared. Probably because he has been educated and is playing baseball.

Some men don't go to church often, but they are willing to admit they wouldn't live in a town where there wasn't any.

The man who hasn't anything laid by for the rainy day does not, as a rule, believe in preparedness.

Horlicks' Malted Milk and AnSCO Cameras



Teach young America to distinguish between proper and improper foods, the uses of pure foods—pure drugs—the necessity of pure air—and the results are A HEALTHY BODY

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The amateur camera of professional quality with the new speedex film, the prize winning Cyko paper, the AnSCO warp and the results are perfection.

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AnSCO Vest Pocket Camera 2 1-4x3 1-4 \$5.00 to \$55.00
Postal card size Camera (Anastigmat Lens) \$20.00 to \$55.00

If it isn't an AnSCO it isn't the Best
Silverthorn's Family Drug Store



The Careful man realizes that Burglars always know where Valuables are hidden. Do he puts his valuables where they are safe—in our Safety Deposit Vaults—and has no fear.

IT IS CARELESS TO KEEP JEWELRY AND VALUABLE PAPERS IN THE HOUSE; IT IS ALSO DANGEROUS. YOU MAY LOSE THEM; FIRE MAY BURN THEM; BURGLARS MAY STEAL THEM AND MAY KILL YOU TO GET THEM.

THE CAREFUL MAN KEEPS HIS VALUABLES IN ONE OF OUR SAFETY DEPOSIT BOXES. HE KNOWS THEY ARE SAFE, SO IS HE AND HIS FAMILY.

WE WILL RENT YOU A SAFETY DEPOSIT BOX FOR \$2.00 PER YEAR.

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