

SALE STARTS TUESDAY, JUNE 5TH  
Be the first to take advantage of these great bargains

**N. West & Co.**  
THE QUALITY STORE

LADIES' SUITS AND COATS NOW  
SELLING AT BIG  
REDUCTIONS



**Wonderful Announcement**  
Of Ladies' Coats and Suits, Silk and Wool Dresses, Skirts and Misses' Coat and Dresses

**25% OFF**

These Suits for Women are in the season's most jaunty and effective styles. Positively every suit in our stock reduced. Although this is exclusive apparel it must be sacrificed, as it is our rule not to carry over merchandise from one season to another. —everything must be up-to-the-hour in style. Therefore, one may select any dress, suit or coat NOW at a saving of one-fourth former prices.

Ladies' and Young Ladies' Suits, Formerly at \$20.00 to \$55.00  
NOW \$15.00 to \$41.25

**25% OFF**



**Ladies' and Misses' Coats**  
Reduced 25 per cent.

Your very best opportunity—some of the season's most attractive styles have found their way into this great reduction sale, which will prove "one big chance" for the women who understand quality and are anxious to save in acquiring it. This sale is one now, so don't delay to come early and realize the tremendous opportunity in these coat bargains.

Ladies' and Misses' Coats that formerly sold at \$12.50 to \$42.50  
Now .....\$9.50 to \$31.50

**All Skirts Reduced 20 per cent**

All these skirts were bought this spring, and are made of stylish materials in the newest and most popular styles. They are the most attractive skirts that can be secured for travel, outing wear or for business and shopping, during the spring and summer.

You who have put off buying will find unusually strong inducements here at these low prices. Skirts that formerly sold at \$6.00 to \$30.00 are Now .....\$4.50 to \$21.50

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**Dress Bargains-- Extraordinary--**  
Every Dress--Silk and Wool  
**25 per cent**

You will find it very easy to dress on little money if you see these great bargains we are offering in Ladies' Dresses. These bargains are wonderful, not from an economic standpoint alone, but to the dresses as well, for they are a gentle-women's clothes. They were all bought this spring—in the latest colors and fashions; are some of the season's most favored frocks.

You may find a dress here for any occasion at a price one-fourth the regular value.  
\$13.50 to \$45.00 Dresses, now reduced to ....\$9.00 to \$33.75

**EDITORIAL PAGE OF THE LA GRANDE EVENING OBSERVER**

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The Observer carrier boys are instructed to put the papers on the porches. If the carrier does not do this, misses you, or neglects getting the paper to you on time, kindly phone The Observer, as this is the only way we can determine whether or not the carriers are following instructions.

**Support The Government!**

At this critical period in our history our manufacturers are offering their mills, and our young men are offering their services to the United States Government.

Do your bit by subscribing to the Liberty Loan. This bank can furnish Bonds in denominations of \$50, \$100, \$500 or \$1000. You can pay for bonds in installments.

Come In and Talk It Over

**La Grande National Bank**

Phone Main 37 before 7:30 o'clock and a paper will be sent you by special messenger if the carrier has missed you.

**SUBSCRIPTION RATES.**

By Carrier.		Daily, by mail per six months	
Daily, single copy	5c	in advance	\$2.50
Daily per week	15c	Daily, by mail per three months	
Daily, per month	65c	in advance	\$1.25
Daily, per six months in advance	\$3.50	Daily, by mail per month	45c
Daily, per year in advance	\$7.00	The Saturday Evening Observer,	
		per year in advance	\$1.50
By Mail.		Weekly-Observer-Star, per year	
Daily, by mail per year, in advance	\$4.00	in advance	\$1.50

**THE USES OF THE LIBERTY LOAN.**

To the American citizen who gives some consideration to features of his investments other than the mere money return from them, the uses to which the money raised by the sale of the Liberty Loan Bonds is to be devoted will prove a patriotic inducement to purchase such bonds. A certain dignity attaches to money invested in a high and noble cause.

The Liberty Loan is made by the United States Government to purchase arms and equipment for American soldiers and sailors, food and supplies for the American Army and Navy. The money is to be spent in America for those Americans who are fighting America's battles on land and sea.

Part of the money raised by the sale of Liberty Bonds is to be loaned to our allies; this too is to be expended in America. It is to be spent for food and supplies for the Armies of our allies fighting on our side on the various war fronts in Europe. It is America's first contribution towards doing her part in the war we are engaged in.

It is billions for defense in the world-wide war Autocracy is waging against Democracy, but not one cent for tribute.

**HELP THE RED CROSS WAR FUND.**

The following letter from Henry L. Corbett, chairman of the State Council of Defense, is just one of the many The Observer receives asking for its support in National movements:

MR. CLARKE LEITER,  
Editor of The La Grande Evening Observer.

Dear Sir:—Oregon has been entrusted by the President of the United States with the responsibility of raising \$600,000 of the \$100,000,000 Red Cross Emergency Fund for war service. Of this sum, \$200,000.00 is apportioned to Portland and Multnomah County, and \$400,000.00 to the State at large.

With the help of Oregon newspapers we can perform this great task allotted us. This is a piece of universal ser-

vice which every man, woman and agency must render unselfishly, that our boys may go to the front in the full realization that dependents at home will be cared for and that they themselves, if wounded, may be given the care that will insure their return to us.

We believe the appeal is so strong, the need so vitally important, that if the newspapers but tell the story, our task will be easy of accomplishment.

From the Western Headquarters at San Francisco and from the Oregon Headquarters at Portland will go to you news which is vital to the success of the campaign. We bespeak for our boys at the front and those they leave at home, your fullest cooperation and publicity that the work may be a success and that the call of the President may not have been made in vain.

Very truly,  
HENRY L. CORBETT,  
Chairman for Oregon.

The Observer is very glad to assist. It will do its bit.

Put PUNCH into your patriotism. Subscribe for a Liberty Bond. Do it TODAY—not tomorrow. Ask any bank for particulars.

We can be friends even if we don't agree on all questions. Everyone has the right to his opinions. And it's no sign that a man is crazy if he doesn't agree with us.

Here is a remark of John Wanamaker's with which we agree. He is the largest user of advertising space in the United States and he knows what he is talking about. Here is what he says:

"Advertising doesn't jerk—it pulls. It begins gently at first, but the pull is steady. It increases day by day and year by year until it exerts an irresistible power."

Railroad employes are subscribing liberally to the Liberty Bonds. Railroad men can always be relied upon to do the right thing. They will find the bonds good investments for their savings.

Germany's most efficient war weapon is its railroads. These were built for war purposes and were laid out by strategists. They are used for transporting troops and supplies where they are needed. In this way Germany is able to meet any emergency at any of the fronts.

La Grande was glad to welcome the Union Livestock Association boosters and to learn of their plans for their big show. All of the citizens of Union County should pull together to make the Union stock show a great success, which it will undoubtedly be.