

Following Our Nation's Lead



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Responsible Charge Accounts Solicited

If Your Name Is Not on Our Books,
We Invite It Now

OUR OWN UNITED STATES first showed her interest and desire to aid the Allies by subscribing an immense loan. By this trust, by this granting of credit a feeling of confidence and friendliness has been established—a mutual understanding that years cannot eradicate.

Between business concerns, credit is very old—
—in fact, it is almost as old as the business itself.

Credit is merely business faith between men—faith in the assumption that both parties will play fair.

This store has used the credit system for years in the past, each year strengthening its policy of fair dealing and courtesy to every one—each year adding to its list of customers and friends—until now it can count hundreds of charge accounts, both in and out of La Grande.

Credit between a business house and an individual has grown in these thirty years until personal credit is now applied not only to the purchase of everything for the home, but even the home itself. It has made comfort and luxury possible in all the millions of homes throughout America, which otherwise would have been the barest of homes with the most meager of pleasures.

From the furnishing of the home has come the next step up—that of buying clothing for the entire family on personal credit. Today the individual walks into our store and uses his credit in exactly the same way as any business concern walks into its

bank or into the manufacturing market and uses its business credit. Everyone who deals with us has that confidence of fair dealing—that confidence of surety and trust that years of honest endeavor have established.

We are proud—proud of the fact that we have taken the lead among credit and even specialty stores of the city—proud of the fact that the quality of our merchandise is the highest to be found anywhere—proud that our styles in many instances surpass any shown in the city—proud that we are able to offer this friendly personal credit—this pact between our customers and ourselves that merits their friendship and good will.

Do you know that we do an immense cash business—and that no reduction is allowed simply because we charge nothing extra for Credit? Our credit is an added service that has brought us trade and holds trade for us. No red tape—no old form leases or contracts to sign—simply a friendly, trustful understanding and agreement.

Hundreds of people have thirty-day charge accounts with us—others pay by the month—others semi-monthly—and still others by the week—each person decides for himself which way would be the more convenient.

The credit between nations that is established for mutual benefit—is that same credit that we offer you, in a lesser way—a clean, straightforward business proposition open to those who wish to take advantage of it—same, sensible and convenient.

Clothing for Men, Women
and Children

N. K. West & Co.
THE QUALITY STORE

Dry Goods and
Shoes

La Grande Evening Observer

AN INDEPENDENT NEWSPAPER

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Daily, single copy.....5c	
The Saturday Evening Observer, by mail, per year in advance.....\$1.50	
Weekly Observer-Star, by mail, per year in advance.....\$1.50	

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A TOE-STEPPING CAMPAIGN

Did you ever hear of a toe-stepping campaign? Probably not; but one is now under way in this county. Union county has, with this Liberty Loan campaign, inaugurated a new by-product of the war, it is believed. The War Advisory board is advocating a "toe-stepping" campaign that has for its purpose the teaching of thrift. Here is what a toe-stepping campaign means:

In the first place a titanic task—a monumental task—looms before the citizens of Oregon, and to be more specific, before Union county people in particular. To raise the third Liberty loan is going to mean the cooperation of every taxpayer and every wage earner. In order to buy bonds it is going to be necessary to save more money than we have been, it is pointed out. We are going to have to sacrifice non-essentials—we are going to have to forgo many things we would otherwise obtain.

From time to time the toe-stepping will hurt, no doubt. But the men who are fostering the movement are at least unselfish about it, for they are advocating many things that will hurt their own business toes, and if they step on someone else's toes it will only be turn about. The

board is formulating a lot of timely hints about how to save money with which to buy thrift stamps and bonds—bonds through the weekly payment plan being as much in the reach of the wage earner as to the wealthier citizen-ship.

STANDING BY THE BOYS

La Grande residents, or for that matter all the residents of the county, are not lacking when it comes to standing firmly by those who are to take part in the war. This kind of patriotism has been shown over and over again, in war subscriptions, Red Cross work, and all other activities tending to help "win the war." Then there is the kind of backing which is not represented by money. It is the spontaneous feeling which is manifested on all proper occasions toward those who are called upon to shoulder the brunt of the contest at the front. Outside the misery inflicted on innocent women and children, the overshadowing tragedy of war is that only the "flower of manhood" is called on to take the risks of the "supreme sacrifice." It is the young men who must go, because of their physical fitness to withstand the hardships and because of their alertness and efficiency in action. The result is that the heaviest sacrifices must fall on those who are just at the right age to enjoy the blessings of peace.

But the older ones are doing all they can in aid and encouragement of those who are called upon to go to the front. At the luncheon given to the boys who left last night, the assurance was voiced by practically every one

of the speakers that the folks at home are as a solid unit back of them. There is not a thing which will in any way add to the comfort of those who answer the call to the colors which will not be provided if there is a possibility of so doing. This spirit is in turn appreciated and will be remembered by the boys when they are away. It is one of the many manifestations of patriotic devotion which will do its full part to win the war.

THIRD LIBERTY LOAN

No official statement in respect to the third Liberty loan has been made, but it has been inferred from other official statements that it will be for an amount not less than \$6,000,000,000. It is presumed that the date of closing the loan will be late in May as the 4½ per cent certificates now offered, which will be receivable in payment of subscriptions to that loan, mature on May 28. It may be assumed that the bonds will bear 4½ per cent, but as to their other terms there is no information. The proceeds of the income taxes are already being received by the sale of certificates of indebtedness receivable in payment for them and are being disbursed, the disbursements including profits to contractors which are available for the purchase of new government certificates or bonds. Authority must be obtained from congress for any new issue of bonds in excess of \$3,666,233,850, which is the unsold remainder of the bonds already authorized. Sales of the first and second Liberty loans on the exchanges have been comparatively small, presumably representing purchases in excess of the ability of buyers to pay for or carry.

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make March a dangerous month for
coughs, cold, croup and whooping
cough. Be prepared to get prompt
relief. Don't let a cold run into serious
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3523 W. 16th St., Little Rock, Ark.,
writes: "My little boy had a severe
attack of croup and I honestly be-
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LA GRANDE, OREGON

CONSERVATION

Textile products are high in price, quality is greatly
reduced. UNCLE SAM WANTS WOOL AND COTTON
FOR HIS ARMY.

Look into your wardrobe and take stock of your suits
and gowns that you have laid aside, then before purchasing
new ones call us by telephone and we will give you an
estimate on cleaning, dyeing or remodeling. In this way
we will put them in shape to give you service for many
months to come, and at a small fraction of the cost of new
clothing.

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life of a garment.

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