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Newspaper.
Prints the News the
Day It Happens.

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An Independent
Newspaper.
Phone The Observer
the News.

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LOSE NOT YOUR HOLD ON SELF APPEARANCE--MAKE EASTER THE GREAT STYLE EVENT

In presenting to readers of the Observer this Easter Style Number we do so with the feeling that nothing is too good for the people of La Grande and Union and Wallowa counties; we do so with a feeling that time is fleeting and that every citizen of the communities has a bounden right to appease the inward desire to look well and be well dressed; to have homes that are well furnished; to enjoy the good things of life.

By this we do not mean to the extent of extravagance. Neither do we encourage people to become spendthrifts. But we do call attention to the great offerings in this issue, made by the merchants in their stock of goods, and we say, advisedly, that prices in La Grande have gone through the squeezing process so that anyone can be fitted out for Easter and Spring here as cheaply as any place in the country.

With the opening of the warmer period everyone needs something different to wear, and he or she who works and strives is entitled to have it—under the laws of economy. The home needs things to renew its interior, thus preserving its attractiveness for father, mother and children. It is with the desire to throw one big issue into the hands of all readers, wherein is set forth an emporium of the new things offered in the market that we have issued this number. Read it carefully, and remember that those who advertise are bidding for your business. In the "ads" the silent, but solemn, appeal is given for you to enter their stores and be convinced that the goods are right and the prices are right. In these "ads" your fellow citizens who are in the mercantile business are issuing proclamations which they will back up, and making promises to you in merchandise worth that they will live up to.

And, as the budding trees, the spring birds, and the soft air all come in turn to this section of Eastern Oregon, let the Observer admonish you that you are living in one of the best parts of the world. Do not become enamoured with fields far away that may seem greener and more attractive; do not heed the well-told stories of climate that is so much better; do not be deceived by the promise of great financial returns, provided you will but move to the Willamette valley, or to some other state. For, after all, if you will but look around and compare the condition of those who have heeded such words and removed to other parts, to those who have stayed right here in Union and Wallowa counties and have applied themselves, the ledger balance is in favor of him who stayed.

SIX PER CENT

And Safety

THE DIFFERENCE BETWEEN
AND
IS ONLY
BUT IT MAKES
DIFFERENCE IN YOUR INCOME, WHEN APPLIED TO
YOUR INVESTMENT.

SIX PER CENT
FOUR PER CENT
TWO PER CENT

FIFTY PER CENT

LA GRANDE INVESTMENT COMPANY HAS BEEN IN
BUSINESS FOR A QUARTER OF A CENTURY AND
HAS MET EVERY OBLIGATION PROMPTLY.

WE WILL PAY FIVE PERCENT ON ALL FUNDS EN-
TRUSTED TO US FOR SIX MONTH PERIODS, AND IF
YOU WANT YOUR MONEY TO EARN—

6%

—MAKE THE MATURITY OF YOUR LOAN TWO
YEARS.

WE LEND TO RESPONSIBLE INDIVIDUALS ON REAL
ESTATE FIRST MORTGAGES AND WE SAFEGUARD
TO THE FULLEST EXTENT ALL MONEYS OFFERED
TO US. THESE MORTGAGES ARE YOUR SECURITY.

LET US INCREASE YOUR INCOME.

CAPITAL, SURPLUS AND UNDIVIDED PROFITS,
\$90,000.00

LA GRANDE INVESTMENT CO.

SHERWOOD WILLIAMS, MANAGER LOAN DEPT.