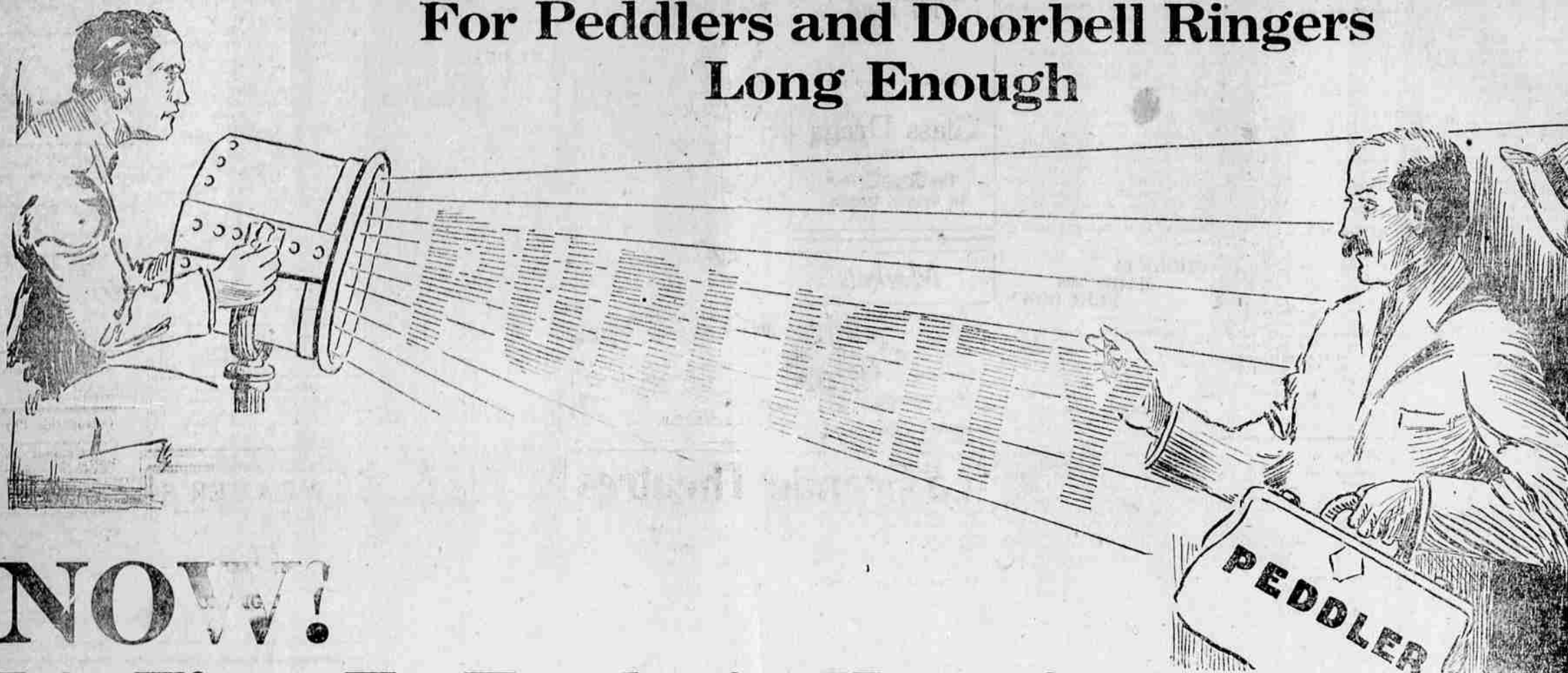


Let's Turn On The Searchlight!

**La Grande Has Been A Go-As-You-Please Market
For Peddlers and Doorbell Ringers
Long Enough**



NOW!

It's Time To Trade At Home!

La Grande rightfully takes pride in its modern stores. Its merchants are known throughout the length and breadth of the land. They are ever searching foreign and domestic markets for fine merchandise to offer you at fair prices. You can buy from them to better advantage than from the transient peddler.

HERE'S WHY

First:

Right here at home you can buy just as good merchandise as anywhere else in the country. It's offered you in great variety, calculated to meet the requirements of everyone—no matter how exacting they may be.

Second:

You can buy this merchandise here at a fair price—often a very low price. Nothing remarkable about this—keen competition between aggressive merchants keeps the price down—and the very life of business depends upon small profits and many sales.

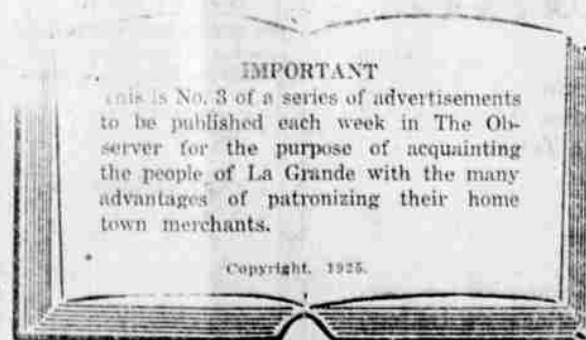
Third:

Your home merchant offers a real service. You can buy here on approval with the privilege of exchange—and better yet, you are guaranteed absolute satisfaction. Nothing remarkable about this either—your merchant is here to stay and depends upon your good will and continued patronage.

Fourth:

The transient peddler is here today and gone tomorrow. His merchandise is seldom of fine quality—certainly he does not offer you great variety. In the majority of cases he is compelled to ask a higher price in order to provide for his commission.

N. K. WEST & CO.
HILL'S
J. C. PENNEY CO.
CARR'S
W. H. BOHNENKAMP CO.
PUTMAN'S
SAM HARRIS
EASTERN OREGON LIGHT & POWER CO.
U. S. NATIONAL BANK
PERKINS MOTOR CO.
WESTENHAVER & GILBERT
OREGON HARDWARE & IMPLEMENT CO.



IMPORTANT
This is No. 3 of a series of advertisements to be published each week in The Observer for the purpose of acquainting the people of La Grande with the many advantages of patronizing their home town merchants.

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CLINT'S CLOTHIERY
F. L. LILLY
NORTON'S KIDDY SHOP
ASH BROS.
THE TOGGERY

GLASS DRUGS, INC.
L. & L. DRUG CO.
RED CROSS DRUGS
HOME INDEPENDENT TELEPHONE CO.
WALLING'S
PLAYLE OIL CO.
ART AND BABY SHOP
NELSON PRINTING CO.
BATTERY AND ELECTRIC SERVICE CO.
LA GRANDE ELECTRIC CO.
H. & S. ELECTRIC CO.
NEW YORK STORE