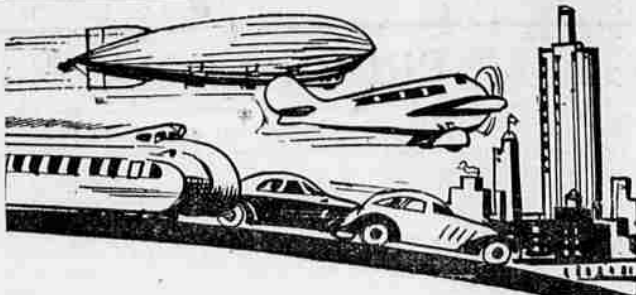


1868
to
1934



FALK'S MARCHES ON WITH THE PROGRESS of La Grande

In 1868 David and Nathan Falk established the firm known as D. Falk and Bros., thereby starting the service that has been carried on until this day.

Many years this firm served residents in Eastern Oregon and Western Idaho with necessities common in that day and each year expanded their business.

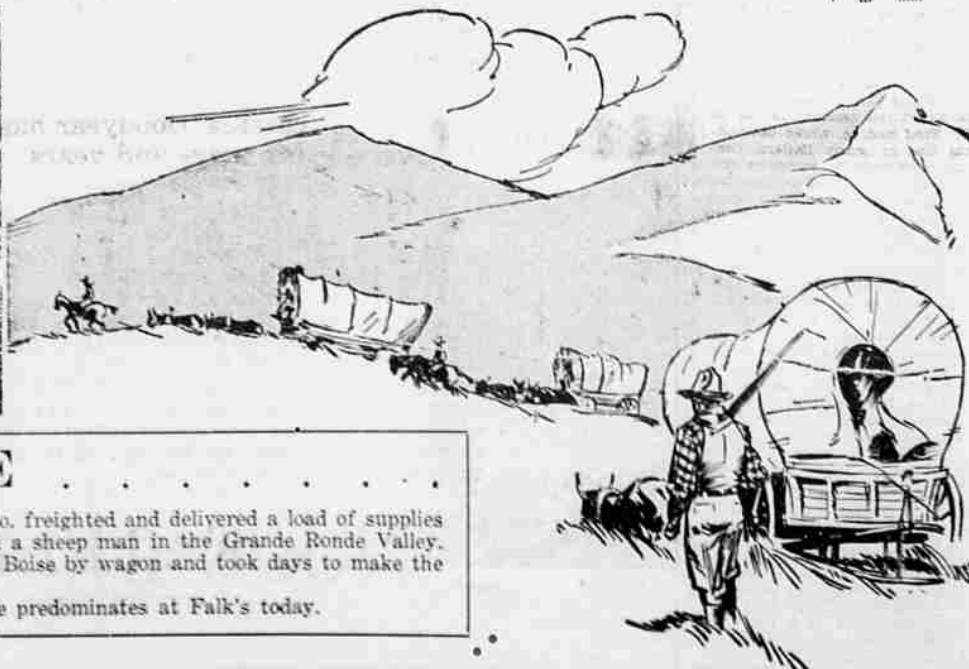
Everyday needs in the 70's were fewer by far than today and increased in each decade until today the general store first started grew into a large depart-

ment store handling many more lines of merchandise than was originally carried.

Today Falk's La Grande Store (successor to N. K. West & Co.) carry on the progressive spirit

of La Grande, an enterprising city surrounded by thriving communities, and giving the same service instilled by the founders.

Still progressing toward a higher goal with the past economic ills and tribulation forgotten — GOING FORWARD WITH LA GRANDE.



SERVICE

In the early 80's D. Falk & Co. freighted and delivered a load of supplies to Carl Hooker's father, then a sheep man in the Grande Ronde Valley. This journey was made from Boise by wagon and took days to make the round trip.

This same service predominates at Falk's today.