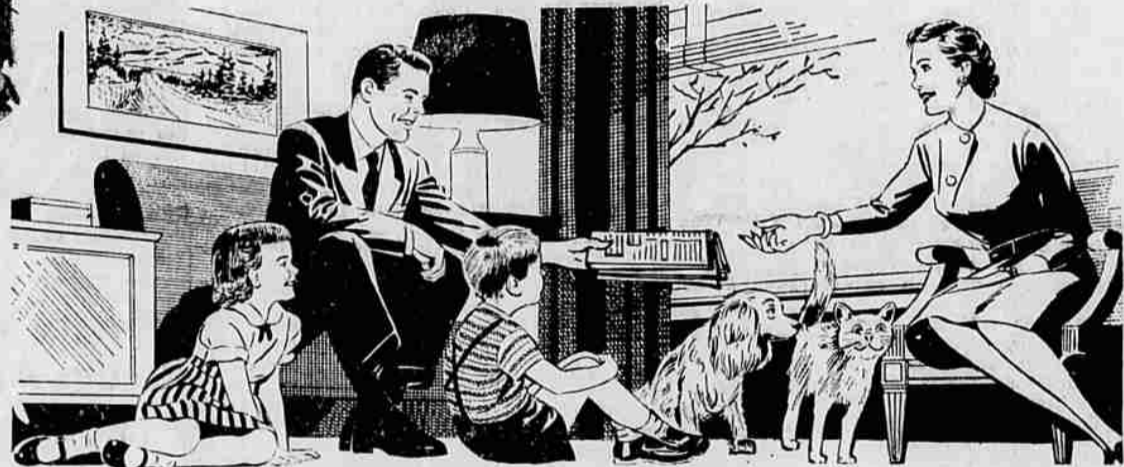




## FOR BACK-TO-SCHOOL NEEDS SHOP and SAVE AT HOME!

Before long our youngsters will be starting back to school again . . . and they are going to need lots of new clothes, school supplies and the other one-and-a-dozen things that make them look better, feel better and learn better. So, for months your La Grande merchants have been making plans and buying the items you will need. Now the shelves and aisles are overflowing with exciting, fresh new fall merchandise! You couldn't find a better or more varied selection at lower prices if you drove hundreds of miles. They invite you to just take a look at their stores—when you see the many wonderful buys, you won't want to go elsewhere. And, shop soon . . . while stocks are most plentiful!



**FREE PARKING** within easy walking distance of any store where you wish to shop.

**"COME AS YOU ARE"**—dress comfortably and bring along the children, too. Stores are centrally located for shopping convenience.

**BIG SELECTIONS** of famous, top-quality merchandise. If an item you want has been sold out, the merchandise will order for you.

**REASONABLE PRICES** . . . prices that are as low or lower than any other community. You save in many ways by shopping at home.

**AUTHORIZED DEALERS** are right here to sell and service top name brand appliances, autos, etc.—whatever you want!

### WHAT COMMUNITY SHOPPING MEANS TO YOU:

**1) A BETTER COMMUNITY!** It takes money to build a community . . . money that circulates within the community and money that goes into taxes that support our schools, and civic improvements. Help yourself . . . spend at home!

**2) EASIER SHOPPING!** When you shop at home, you can "come as you are" . . . enjoy plenty of free parking within easy walking distance of the stores you need . . . shop in leisure with none of the hustle and bustle of big city shopping . . . and find everything you want easily.

**3) GOOD LOCAL CREDIT!** And, when you establish credit with your merchants here at home . . . when you want to buy a home or need a credit rating for any other purpose . . . your record is handy and it means more, too!

**4) TAKE ADVANTAGE OF SALES!** Yes, when a sale is announced here at home, you are right here ready to take advantage of the many values and low prices. And, when you are a regular at-home shopper, you often know of sales before they are advertised to the public.

**5) SAVE TIME AND MONEY!** Going out of town to shop is a costly way to shop. Save your valuable time and your money by shopping within minutes of your own home. Prices are just as low here in your community, too!

**6) YOU CAN TRUST YOUR LOCAL MERCHANTS!** . . . they are your friends and neighbors and they depend on their good reputation as much as their quality merchandise and low prices to sell you. Their integrity is high!

THE ADVANTAGE OF SHOPPING IN YOUR LOCAL COMMUNITY FAR OUTWEIGHS ANY DISADVANTAGES YOU MAY THINK THERE ARE. SHOP AT HOME AND SAVE!



This program sponsored by the La Grande business and professional firms displaying this emblem . . .

