

They Are Grabbing This Chance To Save Money!

Subscribers Are Already Flocking In To Profit By These Bargain Rates

BEGINNING TODAY!

You too may take advantage of the greatly reduced rates offered for newspaper service equalled only in the largest cities. This newspaper has as its daily features many enjoyed only by metropolitan newspapers including:

Full Leased Wire Service

of The Associated Press. Our own telegraph operator here in La Grande, placing us as close to world and state happenings as are the Portland dailies.

Daily Carrier Service

by our own carriers, enabling readers to get their papers about an hour after they are printed every day, in La Grande, Union, Elgin, Imbler, Perry and North Powder.

Latest Market Report

The Evening Observer, through its direct telegraph wire connections with Portland and other world market centers, publishes every afternoon full market reports which are right off the wire at presstime, making them the latest daily market reports by twenty-four hours of any reaching La Grande and adjacent territory.

Latest Community News

of all this great territory, including Wallowa county, with able, paid correspondents at nearly every point and settlement. If you appreciate local news, you can get it all only in The Evening Observer.

Three Great Comics

Everett True, Mom'n' Pop and the mischievous Freckles and his friends daily tickle newspaper readers all over the country.

Women's Features - Cartoons

Sister Mary's Menus, style pictures and descriptions are of keen interest to women. Cartoons on timely topics are daily features in The Observer, as are the editorials, and news pictures.

Those who read The Observer Want-Ad page for bargains and "pick-ups" often save the cost of the year's subscription!

FOR TEN DAYS ONLY CLOSING MONDAY, MAY 10 SPECIAL BARGAIN RATES! ON SUBSCRIPTION TO THE EVENING OBSERVER

BY CARRIER

One year's subscription delivered daily by carriers to your door in La Grande, Union, Elgin, Imbler, Perry or North Powder, for which you would pay at the regular rate of 75c per month, \$9.00 per year. BARGAIN RATE---

\$7.75

Six months by carrier, to any of above towns, which would regularly cost you \$4.50 at 75c per month. BARGAIN RATE,

\$4.00

Hundreds Are Welcoming This Opportunity to Save Money, Time and Future Bother.

SEND YOUR CHECK TODAY!

All payments at these reduced rates must be made by mail or at our office. Payments at the reduced mail rate must be made at once by mail, at our office in La Grande, or to circulation manager at work in the country.

BY MAIL

During this Special Reduced Rate Offer all mail subscribers may pay up whatever they are in arrears and a year in advance. The regular rate is \$5.00 per year. BARGAIN RATE---

\$4.25

Service to country mail subscribers has been greatly expedited to all points by the use of Stage Lines in all directions. Most farmers may now get their paper at their own postoffice the same day it is printed, if they do not wish to wait for rural mail service next day.

Clip This Coupon FOR SUBSCRIBERS BY CARRIER

Date..... 192.....
To THE EVENING OBSERVER
La Grande, Oregon.
Enclosed please find \$..... in payment for The Evening Observer until 192....., to be delivered by carrier to my home.
(Signed)
Street Address
City

**Reduced Rates
Open To Both
Old and New
Subscribers**

Clip This Coupon FOR SUBSCRIBERS BY MAIL

Date..... 192.....
To THE EVENING OBSERVER
La Grande, Oregon.
I enclose \$..... in payment for The Evening Observer by mail until 192.....
(Signed)
Mail Address