

Associated Press Leased Wire News Of The State, Nation and World

CONSISTENT GROWTH

Changes and improvement are often unseen and unrealized by those closest to them. The Observer, we imagine, seems much the same to many readers as it did several years ago—a natural thing. Growth and expansion, to be permanent and healthy, must be gradual and consistent. And gradual development attracts little attention.

Like the city and territory it serves, The Observer's growth has been consistent, gradual. To turn the pages of files ten or five years ago, however, is to find evidence of how great that growth has been. Today, for example, The Observer has more than twice the news service, more than twice the news staff of three years ago. Circulation has increased more than fifty per cent. Mechanical and business facilities have been improved tremendously.

GREATER NEWS SERVICE

Throughout the year The Observer publishes more local and valley news than all other county papers combined. The associated press report over own private wire informs the La Grande territory of state, national and world news sixteen hours or more earlier than any other paper serving this section.

GREATER CIRCULATION

The Observer's news service and its single policy devoted to the development of Union and Wallowa counties is reflected in its circulation. Its circulation this year is the greatest in its history—a greater guaranteed, paid circulation than any two papers published in the territory or entering it from the outside.

—The—
Evening Observer

REACHES OVER 3,000 FAMILIES DAILY

More Local and Valley News Than All Other County Papers Combined!