

THE OBSERVER

Read In More Than 1750 Homes In La Grande

—and that is practically complete circulation coverage in the city area—the most complete ever attained by The Observer or any other newspaper at any time.

And More Valley Circulation Than Any Two Other Publications!

—out on the farms and ranches—in the other towns of the Grande Ronde and Wallowa Valleys—The Observer is read in more homes than any two other publications combined.

Paid Circulation With Resultant High Reader Interest Every Day!

—no free circulation, no “pay-next-year” circulation, no “blind” circulation. More than 3000 families read The Observer every day and they PAY for the privilege. The high reader-interest and firm reader-confidence so valued by advertisers is a natural result of such quality circulation.

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

—so is it any wonder that you find The Observer favorably known and constantly read in practically every home in the entire La Grande territory? More and more The Observer becomes known throughout Oregon as—

“Eastern Oregon’s Leading Newspaper”

La Grande Evening Observer

F. B. Appleby, Publisher

La Grande, Ore.

H. F. Matthews, Business Mgr.