

Can You Afford To Throw A Dollar Away?

If you are now a subscriber to The Evening Observer (and four out of five families in Union county ARE regular readers); you are throwing a perfectly good dollar away if you don't take advantage of The Observer's annual October Bargain Rates.

Ordinarily your subscription by mail costs you 50c a month or \$5.00 a year in advance. During this month you can save a dollar—renew or start your subscription for only \$4.00. This offer is good only in October, remember!

If you receive the paper by carrier, you ordinarily pay 75c a month or \$9.00 a year in advance. Now, however, you can save \$1.25—get the entire year's subscription for only \$7.75. This offer, to carrier subscribers, is good only for the first half of October—it expires positively on October 15th.

Is It Any Wonder That Hundreds of Observer Subscribers Take Advantage of These October Bargain Rates Every Year?

What greater bargain can you find than this?—what better opportunity to get a big value and save money? World and state news by Associated Press Leased Wire sixteen hours ahead of any metropolitan paper entering this territory. Local and Valley news in greater volume than all other county papers combined. Comics, features, pictures—a complete daily newspaper for little more than 1c a day!



The Observer Has More Than Twice the Paid Circulation Both in La Grande and Throughout the Valley Than Any Other Paper Published in These Two Counties or Entering This Territory from Outside Cities.

Don't Miss This Chance To Save On Your Subscription!

By Mail Delivery

\$4.00
A Year

Good Only Until October 31st
Regularly \$5.00 a Year

By Carrier Delivery

\$7.75
A Year

Good Only Until October 15th
Regularly \$9.00 a Year

Mail Or Bring Your Check To The Observer Office Now--Don't Delay!

La Grande Evening Observer

Eastern Oregon's Leading Newspaper

Associated Press Leased Wire Service

NEA Feature Service