



Pioneer Character Builds the Service You Get in La Grande Furniture Stores

CHARACTER builded upon the strength of the pioneer past marks the foundation of the service you get in La Grande furniture stores. Yet La Grande's furniture dealers are extremely modern in their methods, giving you the advantages and benefits of every scientific detail to beautify your homes, satisfy your tastes and provide you with comfort.

What romance is woven throughout this story of service to you!

That surdy black walnut was dragged from fever infested swamp lands by groups of sturdy ebony skinned negroes. From the dense Indian jungles came the rosewood inlays that form its chief decoration, hauled to civilization by trumpeting, plod-

ding elephants—into the civilization of America's great modern factories, where men of many nations with the craftsmanship of generations carve these woods into things of beauty and quality for your home.

From among the best of these huge factories, La Grande furniture merchants, with their skill-ed buying, choose the myriads of furnishings with which to bring you happiness. They offer them to you with all the service they can command—reliable, dependable service that bespeaks the spirit of both an old and new era. They offer them, too, with the greatest economy that modern merchandising methods can create. Citizens of La Grande, your confidence is fully justified in your furniture stores.

*Local Furniture Dealers Broadcast
Their Messages in The Evening
Observer*

La Grande Furniture Stores used 223,398 lines of advertising in the Observer during the past 12 months. No better proof could be offered as to the effectiveness of this method in reaching the buyers in the La Grande territory.

La Grande Evening Observer

Eastern Oregon's Leading Newspaper

This is the second of a series of pages that will be run by The Observer dealing with the superior services and stocks of La Grande business firms.