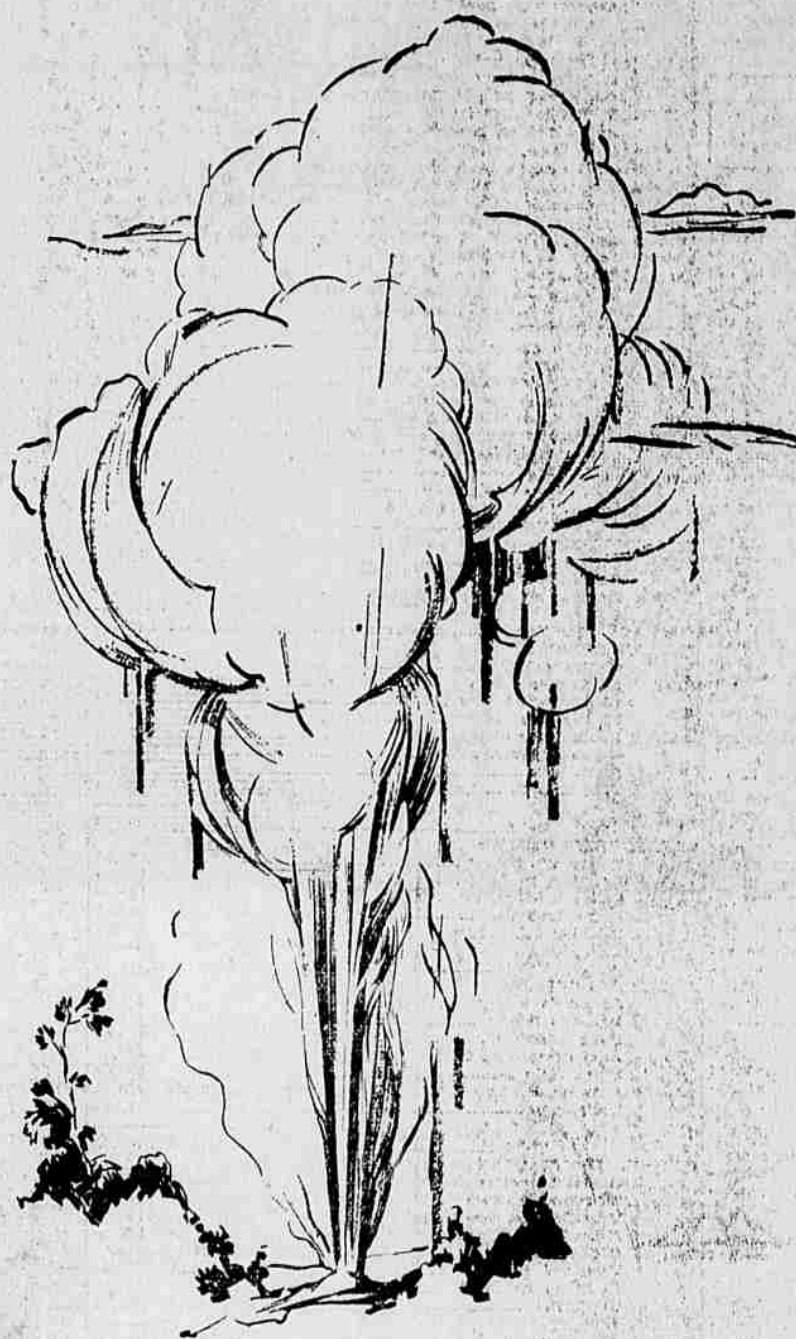


LA GRANDE BANKS

As Dependable as "Old Faithful"



BANKS are the backbone of every successful city or town. Without reliable banking institutions there can be little civic, social or financial progress.

La Grande banks stand out nation-wide as monuments to the success of the enterprising city which they serve. Year after year they have guarded, fortified and built the financial and business interests of this prosperous growing community and its peoples. Collectively and individually they have served with faith, courage and foresight. Today La Grande banks are not only successfully established organizations within themselves but they form the

bulwark and foundation of a thriving city.

Investor, borrower, saver — big or small — turn daily to one of La Grande's national banks in a knowledge and feeling of confidence, security and helpfulness to be gained.

Courtesy and efficiency likewise are ever present. From every standpoint is your patronage of their many services justified.

When La Grande points with pride to its great percentage of personal welfare and happiness — when La Grande points with pride to its commercial and industrial expansion... it points first and last to its banks.

Because bank advertising expenditures are governed by results gained, La Grande banks placed 39,662 lines of advertising in The Observer during 1928. This is positive proof of the high reader intelligence comprising the circulation of this publication.

La Grande Evening Observer

Eastern Oregon's Leading Newspaper

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