



Madame du Barry In All Her Splendour

*Never Enjoyed the Travel Comforts
La Grande Automotive Merchants Bring to You*

When one industry springs from nothing to the richest, most productive of all industries, and in the confines of one generation... it takes shrewd, progressive, up-to-the-minute merchants to keep pace with it, and one step ahead of it, in supplying the public with its new creations.

La Grande automotive merchants have always displayed that ambitious progressive spirit that is so essential to the success of man-made products.

Nowhere will be found more elaborate automobile showrooms and extensive ultra-modern service stations — with their thousands of dollars' worth of expensive fittings and mechanical equipment.

Nowhere can be found bet-

ter automobile tire and accessory merchants whose comprehensive stocks are ever at your command.

These men are "motor-wise." They are interested in seeing you get the finest for your money. They strive to give you better value—better service. And if they believe that additional investment of funds will increase the efficiency of their organizations — that money is willingly spent.

Theirs is the unwritten creed that courteous, efficient, real service actually starts after the sale has been made. And it is because of this creed that the public of La Grande enjoys the finest, most modern, most fairly priced automotive merchandise America has to offer.

Look no farther. Whether you buy a car, an accessory for that car, or the gas consumed in it, you can do better in La Grande.

Naturally La Grande Automobile Dealers Recommend The Observer

The position of The Evening Observer as a medium for complete automotive coverage in this territory is strikingly demonstrated by the fact that in 1929 fifteen automobile makers, representing a total of 22 different cars, placed advertising in the Evening Observer.

The Evening Observer

La Grande, Oregon