



VULCAN

God of the Forge, Would Have Appreciated Such Modern HARDWARE STORES



VULCAN reached the pinnacle of achievement when he made the finely wrought and tempered armor of Achilles. Yet even his output depended entirely upon his brute strength. He knew nothing of modern labor saving machinery and tools which make even the most elaborate of present day tasks simple of accomplishment.

Vulcan and his forge are gone. In their place have come machine made products sold by a vast army of hardware and sporting goods merchants who occupy an important niche in the scheme of living and serving.

La Grande, progressive in all things, has particularly advanced in this branch of merchandising. Today La Grande boasts some of the finest, most up-to-date hardware and sporting goods stores in the country—equipped with complete stocks

of the finest merchandise and manned by intelligent owners and sales people who are ever on the alert to serve you faithfully.

Whether it be the latest thing in tempered cutting knives... pots, pans and culinary equipment for the modern colorful kitchen... needles, lawnmowers, saws, guns, or the latest in washing machines... you will find it at its best in these stores and offered in qualities and at prices reflecting the seasoned buying skill of progressive merchants. All types of people are their customers.

Hunters who want the best in equipment... carpenters seeking the finest tools... painters, builders and housewives lean on the judgment of these merchants in making a wise selection. That they get it goes without question. For conscientious merchandising and courteous, competent sales assistance is their watchword.

*Merchants know the
La Grande market is
covered by The Evening
Observer.*

Buy hardware and sporting goods in La Grande, where quality, service and fair price are assured.

La Grande Evening Observer