

National Advertisers in La Grande Observer

FAITH

These typical national manufacturers, located all over the United States, will spend in excess of \$22,000 this year telling about their products to Evening Observer readers. La Grande retailers handling these goods will do well to feature them and inform Evening Observer readers where they can be bought.

A word now to the Evening Observer readers themselves: You are always SAFE in buying these nationally advertised products; take no substitutes.

TRANSPORTATION

Union Pacific Railroad	Canadian Pacific Line
Union Pacific Stages	Southern Pacific Company

TOBACCO

Chesterfield Cigarettes	Camel Cigarettes
Lucky Strike Cigarettes	Old Gold Cigarettes
	Cremo Cigars

TIRES AND AUTOMOTIVE ACCESSORIES

Champion Spark Plugs	Western Auto Supply Company
Goodyear Tire & Rubber Company	U. S. Rubber Company
Willard Batteries	

OIL AND GASOLINE

Richfield Oil Company	Wilhelm Oil Company
Standard Oil Company	Union Oil Company
Texas Company	General Petroleum Corporation

HOUSEHOLD

White King Soap	Lennox Furnace
Kelvinator	Iron Fireman
Maytag Washer	General Paint
G. E. Refrigerator	Frigidaire

FOOD

Lipton's Tea	Crescent Baking Powder
Hills Bros. Coffee	Ghirardelli Chocolate
Sperry Flour	
K. C. Baking Powder	M. J. B. Company
Sugar Institute	Pacific Coast Biscuit Company
A. Schilling & Company	
Budweiser	Puritan Malt
Swift & Company	Golden West Coffee
Tru-Bake	White Star Tuna

AUTOMOBILES

Ford	Chrysler
Plymouth	Buick
Nash	Studebaker
Willys-Overland	Hudson
Dodge	Essex
Oldsmobile	Oakland
Packard	Pontiac
De Soto	Durant

MISCELLANEOUS

W. W. Feed Grinder	American Federation of Musicians
Paramount Pictures	Buckingham & Hecht Shoes
Portland Crematorium	
McMurtry Manufacturing Company	Me-Ba
Thos. Bilyeu	Ferry Seeds
Vetex	Northrup, King & Co.
Walter Critchlow	Western Savings & Loan Association
Arcturus Radio Tubes	National Board of Fire Underwriters
Kelso Smelt	

MEDICAL

End-O-Corn	Cystex
Lydia Pinkham	Vick's Vaporub
Rexall Orderlies	Musterole
Thoxine	Foley's Honey & Tar
Sargon	
Tanlac	Lepso
Creomulsion	Dare's Mentha Pep-sin
Allenrhu	Kruschen Salts
Hem-Roid	Moone's Emerald Oil
Dr. Chas. J. Dean	Agmel
Marmola	Adlerika
Doan's Kidney Pills	Bi-Rex
Baalman's Gas Tablets	Zemo
Dr. Ritholtz & Son	Dr. Rock
Mello-Glo	Carter's Liver Pills
Paul St. John	
Fruitola	

Telling the World About La Grande And the Evening Observer



Just as the offices of the Associated Press throughout the country pour a steady stream of news into the Evening Observer to tell La Grande about the world, so does the Evening Observer pour a steady stream of market information to Mogensen offices throughout the country to tell the world about La Grande. A visit back stage to the Evening Observer national advertising offices will prove just as interesting as your visit to the new Evening Observer plant itself.

Here you will find 50 expert advertising men and women, located in seven great metropolitan offices, carrying the story of La Grande to the business world. You will hear and see the 50 experts telling manufacturers and businessmen of the country the story of La Grande's wonderful prosperity: its agriculture and live stock, its great lumber mills, its divisional railroad shops, its isolated trading territory, its progressive merchants—constantly telling the story of La Grande's advantages to the country, working hand-in-hand with your Chamber of Commerce, but fostered and paid for by your daily newspaper.

This is the work of the Mogensen Company, national advertising representatives for the Evening Observer. The seven offices of this organization are daily bringing more national advertising to the Evening Observer. This national advertising is brought to help La Grande merchants sell more goods—another phase of your newspaper's daily service that will be explained in detail if you will just telephone La Grande Main 600 and ask a representative to call.

Any La Grande industry wishing to expand its market may get the benefit of Mogensen service without any charge. Drop a line direct to our closest office, or ask an Evening Observer representative. It costs you nothing—just part of the Evening Observer service for La Grande.

Every day 210,036 Oregon buyers read these
TWELVE MOGENSEN NEWSPAPERS

ALBANY DEMOCRAT-HERALD
ASHLAND TIDINGS
ASTORIA ASTORIAN
EUGENE REGISTER
GRANTS PASS COURIER
KLAMATH FALLS HERALD-NEWS

LA GRANDE EVENING OBSERVER
MEDFORD MAIL TRIBUNE
OREGON CITY ENTERPRISE
ROSEBURG NEWS-REVIEW
SALEM CAPITOL-JOURNAL
THE DALLES CHRONICLE

M·C·MOGENSEN & CO·Inc.



564 MARKET STREET—SAN FRANCISCO

Seattle Portland Los Angeles — New York — Detroit Chicago