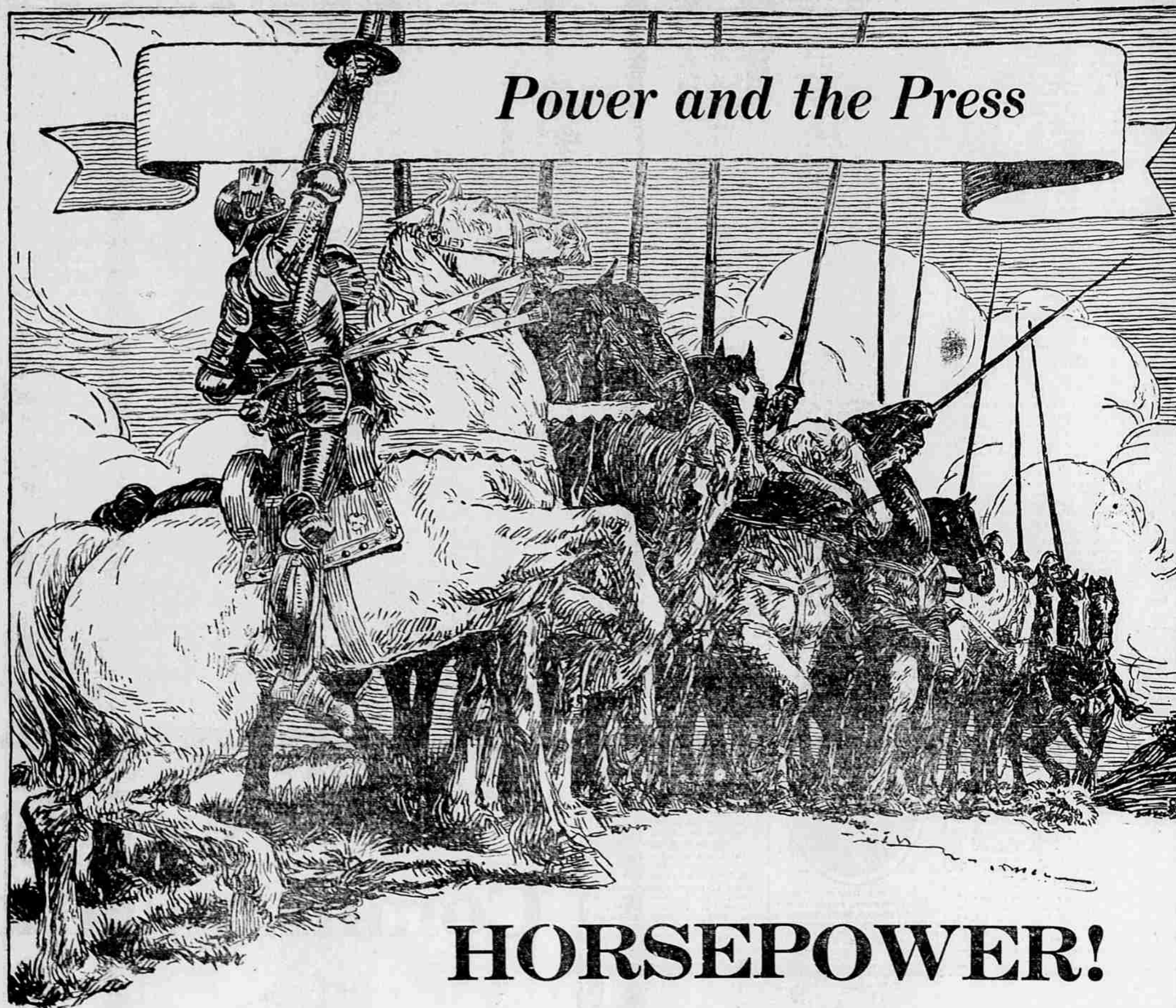




HORSEPOWER!

In the days of old "when knights were bold and barons held their sway," news of the day was spread by mounted courier and read by the literate few by the light of crude oil lamps or tallow tapers. Horsepower was the deciding factor in making life secure and roughly comfortable.

Today it is still horsepower—electrical horsepower—surging, flexible, a billion times more powerful—that brings comfort, security and convenience to the modern home, serving in a myriad ways the demands of an advanced civilization.

The modern daily newspaper is an example of the swift, varied uses of electrical horsepower and the opening and occupancy of the new home of The La Grande Evening Observer will emphasize to visitors on that occasion the part electricity plays in bringing you the day's news.

Electrical impulses over a single wire operate an automatic telegraph printer that types off wire news of the world without

a human operator near. Electrical heat melts the metal to be cast into type slugs from which the news is printed. Electrical power runs the typesetting machines to make this type and runs the new 15-horsepower motor that turns the press at its high speed of 6000 completed papers per hour. Electric outlets put an abundance of light throughout the offices and composing room that Observer workers may produce a newspaper by day or by night with utmost efficiency.

Within a few minutes of an important happening on the other side of the world, with the help of electricity the news is transmitted, set into type, printed and brought to your eyes. These facilities, found so completely in the fine new home of The Observer, would be a credit to a much larger city. Together with a trained staff, they provide a newspaper of which this community is justly proud. Our congratulations on this progressive step and on the opening of this beautiful new building.

Eastern Oregon Light & Power Co.

"Always at Your Service"