

“NOW
LET ME
HELP
YOU”

“PHONE
MAIN
600”



The La Grande
Observer
WANT ADS

COURTEOUS and efficient, The Daily Observer Ad-Taker awaits your call. As soon as she knows what you want, she delivers your message to thousands of wide-awake readers of the Observer. In a twinkling, your want is satisfied! Again and again, day after day, this service to the public of La Grande is repeated. Houses are bought and sold, apartments are rented, sundry articles are exchanged, investment opportunities are opened, jobs are filled, used cars are found, and lost articles are returned to their

owners; and all takes place right in the want-ad columns of the Observer. The keynote of the want-ad section is Action! From the time the ad-taker records your want until the time you meet the specific second half of your bargain, things move. They move fast and in a direct line. Which is why results obtained the Observer way are easier, speedier, cheaper. The want-ad section is maintained as a market place in which the private individual, as well as business itself, can always be assured of a businesslike transaction.