

Style Note:—

SUCCESSFUL business men will be noted wearing their shirt sleeves rolled up, during 1932 for



1932 Will Reward "SHIRT SLEEVE" Effort Only

SITTING in comfortable office chairs "talking" about what ought to be done, won't send the "little black line" on its swift upward course across 1932 business charts . . . It's going to take red-blooded optimism, coupled with "get down and dig" shirt sleeve determination, to put ALL business back on the only direct route to Prosperityville.

It's going to mean W-O-R-K . . . and lots of it. We're going to have to create CONFIDENCE, which means that all fear and uncertainty must be dissipated . . . We're going to have to create NEW buyers of our merchandise, and our services, as well as regain and retain the former buyers of these commodities.

HOW? With carefully merchandised newspaper advertising, attractively displayed, and consistently published . . . We've a big selling job on our hands but "experience proven" merchandising methods coupled with a persistent program of advertising in this newspaper will disperse those clouds of uncertainty and restore buying confidence.

The personnel of the Observer advertising staff believes that 1932 will reward "shirt sleeve" effort ONLY — we've rolled up OUR sleeves and we're all set to give YOU every assistance in the mapping out of a program of advertising that will gain for you the successful rewards offered by the new year.

La Grande Evening Observer

Union and Wallowa Counties