

Of Interest to Everyone



ADVERTISEMENTS *Are Considered NEWS*

Because La Grande Shoppers **WANT** to Read Them!

LA GRANDE shoppers are busy people, and in order to conserve their time and energy they consult the advertising columns of the Observer and make their decisions accordingly. Therefore, to them, advertising is of as much importance as the news.

THE OBSERVER circulation reflects directly the preference of its readers. They read the Observer because they want all the news - local, state, national, and international - and no premiums, no prizes, no inducement but the paper itself is offered to get new readers.

La Grande Evening Observer