



FIRE DEPARTMENT AND CITY OFFICES, LA GRANDE

# LA GRANDE'S MAYOR

At the last municipal election J. B. Stoddard was honored by selection for the highest office in the gift of La Grande citizens—that of mayor.

He made a strong canvas, advocating the abandoning of "star chamber" council meetings, and promising a business administration. Even his political enemies acknowledge that Mayor Stoddard has fully kept these pledges. He recognizes and accepts the high responsibilities of his official position, and in open communication to the council does all within his power to facilitate action on municipal matters of importance.

It was not without a deserved reputation for activity, that Mayor Stoddard came before the voters of this city, for his record as a member of the council and mayor pro tem, of Sumpter was well known. So was his public-spiritedness as a "booster" of that town. Aggressive but not unduly so, he stands for a clean business administration, and has evidenced consistently a full sympathy with all measures tending toward advancement and progress. In voicing what he believes to be right, Mayor Stoddard's fearlessness and earnestness are generally commended. He does not invite opposition or criticism, but neither deter him from a course he has marked out.

What Mayor Stoddard proposes and is attempting to accomplish, as gleaned from messages submitted to the council and organized city departments, are:

- Strict methods of business.
- New up-to-date charter and revised ordinances published in book form.
- Enforcement of stock ordinance.
- Parking of the city streets.
- Graded streets.
- Civic improvements.
- Clean, orderly town.
- City parks.
- Gravity water system.
- Modern sewerage system.
- Filing system for city papers.
- First-class records and books of account.
- Floating warrants to be brought up to par value.
- To make the city healthy, well-lighted and beautiful.
- Last fall Mr. Stoddard purchased the Oldenburg place, a 50-acre orchard adjoining the city limits, on the north bank of the Grande Ronde river. A single apple tree on this place has produced 54 full boxes in one season. The 1906 apple crop from these 50 acres will reach a gross value of nearly or quite \$8,000, which gives some idea of the adaptability of this section for fruit raising.
- Mr. Stoddard is president of the Stoddard Lumber company of La Grande, which operates a wood-working plant as well as a retail lumber yard. His material interests are bound up in the welfare of this section, and his voice and influence are at the call of the best interests of the people of this community.

### Opportunities For All.

J. A. Masterson, Elgin, Oregon—I have lived in Oregon 40 years, residing 10 years in the Willamette Valley and the balance of time in Eastern Oregon. Have followed farming and stock raising with excellent success in both Union and Wallowa counties. In my opinion Eastern Oregon today affords more opportunities for the accumulation of wealth than any other spot on the American continent. Land, as productive as the famous valley of the Nile, can be purchased here from \$15 to \$30 an acre, land that will produce from 50 to 50 bushels of wheat to the acre and other crops, in proportion. With the very best mountain water, accessible to abundance of good timber, excellent building stone and with a climate almost unsurpassed—with an inexhaustible range for stock in both summer and winter, we believe we have within our own borders and adjacent to Elgin the most desirable location for homeseekers on the Pacific coast.

## LA GRANDE COMMERCIAL CLUB.

### A Flourishing Organization Which Has Been of Great Value to This City.

The primary object of this organization is and always has been to consolidate the commercial interests of the city and county on all public matters.

Much successful work in community advancement has been accomplished. The officers and committees have worked diligently to secure institutions that tend to build up La Grande and Union county.

Directly to the efforts of the club must be credited the locating here of La Grande's two largest industrial enterprises:

The Amalgamated Sugar Co.'s immense best sugar factory (the only one in Oregon) representing an investment of several hundred thousand dollars. The factory discharges large sums annually, and its operation has had a noticeable effect on land values. It distinctly adds to local prosperity in all lines.

The George Palmer Lumber Co.'s saw milling plant, which is now being

**PAPER MILL.** Straw sufficient for all possible needs is going to waste in the fields of this valley.

**PULP MILL.** The white fir that is not of much value for lumber is especially excellent for pulp for paper making. There is ample raw material.

**WOOLEN MILL.** The only woolen mill in the valley manufactures blankets. It is very successful, earning more than 20 per cent. on the investment. There is room for several woolen mills.

**VINEGAR AND CIDER PLANT.** The orchards are here to keep several such plants in successful operation. Apples (cults and varieties not regarded as standard) can be obtained at a very low figure.

**CANNING FACTORY.** A well-located canning factory would be certain profitable. The fruit is here.

**TANNERY.** There is a fine opening for a tannery under the most favorable conditions.

The Commercial club occupies and is gradually acquiring a commodious building, erected for its purposes in 1909. (See illustrations). The



INTERIOR VIEW IN LA GRANDE COMMERCIAL CLUB BUILDING.

property is easily worth \$10,000. This makes possible social features, and has been a strong incentive in securing the present membership of nearly 200.

The building has a large gymnasium, which is also used as an auditorium for conventions and meetings. It will seat 450 people. The floor of this gymnasium is waxed, and many dances are held under the auspices of the club's social committee.

The baths are a much appreciated feature of the building's equipment. They include plunges, shower and tub baths, and are used to the extent of at least 200 baths a week the year round.

There is a library of about 1,000 volumes and a reading room is supplied with all of the leading magazines and periodicals as well as the daily papers of the Northwest.

Fielded the club ably occupies the field filled in many places by the Y. M. C. A.

It is not the purpose of this article to dilate on the self-sacrificing work of individual officers and members. As occasion arose for their services, there has been no hanging back on the part of any whose personal efforts could assist in community benefit.

The original organization was formed in the spring of 1895, and it was soon after incorporated. The first home of the club was in the Rogers block. Later a change was made to the Sommers' block. In 1899, the need

of adequate quarters became so apparent that the membership decided to build. Turner Oliver, William Miller and Roy H. Miller filed articles of incorporation of the La Grande Commercial Club Building association. Stock books were opened and sufficient stock subscriptions were quickly secured. The building was completed the following year. The club is steadily buying in the stock, and now owns more than a third of it, so that in a reasonable time the property will be clear of incumbrance.

The officers now are: William Miller, president; F. S. Ivanhoe, vice president; Turner Oliver, secretary, and T. J. Scroggin, treasurer. The board of managers includes: William Miller, F. S. Ivanhoe, Turner Oliver, F. L. Meyers, Guy McCulley, A. Z. Andrews, George L. Cleaver, J. B. G'ham, John Collier, E. E. Romig and James Murphy.

A majority of this board has been connected with the club from its inception.

A great deal of correspondence has been carried on by the club with people in all parts of America, and even in Europe. Any information desired in regard to investment opportunities and general conditions in this section will be promptly supplied on receipt of request. Communications should be addressed to La Grande Commercial Club, La Grande, Ore.

## IDEAL DAIRYING CONDITIONS HERE.

The Industry Has Already Become an Important One in the Grande Ronde Valley.

Herd of Jerseys and other thoroughbred dairy cattle are becoming quite general in this valley.

The intelligent farmers are awakening to the fact that there is "big money" in dairying, and that in this way, a certain income can be derived from their land while at the same time increasing its fertility and adding to its value. Hay fed to dairy cattle brings in more money than hay sold on the market.

There is no place on the earth's surface possessing natural advantages for the dairying industry superior to those of the Grande Ronde Valley, and when to this fact is added the existence here of a modern up-to-date creamery of ample capacity and liberally conducted by a competent management, it is no wonder that the dairying industry is beginning to assume such large proportions.

Every succeeding year shows not only an improvement in the quality of local dairy stock, but a decided increase in the returns per cow. The farmers are learning how to best care for and feed their dairy animals.

The Blue Mountain Creamery Co., alive to the steady growth of interest in dairying among the wideawake local farmers, has just increased its capital stock from \$10,000 to \$25,000, and will spend the money on improvements.

A brick building, 40x110 feet in dimensions is to be erected at once in La Grande. This will give a capacity ample for the increase of business, which was already crowding the present plant.

An artificial ice-making equipment will be installed, as well as a complete cold storage system. For a time at least, more than enough ice will be made for the company's requirements and the excess will be sold to business houses and homes.

The new plant will permit a cen-

tralization and concentration of the present somewhat scattered business, and enable the creamery to meet any and all possible competition.

The Blue Mountain Creamery Co. operates plants at La Grande, Union, Pendleton, Walowa and Enterprise, and sells the output in Oregon and Idaho. The La Grande and Union creameries are in this valley, a fact indicating the extent of the dairying interests already here. It is the purpose of the creamery company to finally centralize the creamery business at La Grande, maintaining a system of shipping stations over the territory that produces the cream, instead of having so many creamery buildings with separate corps of employes, and attendant heavy expenses.

The combined patrons in this creamery system, number about 350, and the output of butter is from 1500 to 2000 pounds daily according to the season. Cheese is manufactured, as is also ice cream, both of which is produced exclusively.

Farmers throughout the Grande Ronde Valley, who are in a position to keep and milk a few or many head of cows, and who are not yet doing

so, should look into the dairying industry, for it means dollars in their pockets.

Call at the creamery nearest to you, and talk with the local manager. You will quickly see how you can materially increase your income without interfering with your present crops at all.

There are dollars in milk for Grande Ronde Valley farmers.

By the use of a separator, the skimmed milk is retained on the farms for feeding purposes, and only the butter fat delivered to the creamery or collecting station. The Blue Mountain Creamery Co. is agent for the celebrated De Laval Cream separator, and about 300 are in use in this valley. They are sold on easy payments.

O. E. Harper, the general manager, a hustling creamery man, with the able assistance of W. H. Weeks, secretary-treasurer, and other members of the company, is steadily building up what is destined to become one of the most important creamery interests of the West. The Observer can see nothing ahead for the company, under this management, less than success in every sense of the word.

## LA GRANDE INVESTMENT CO.

City and Farm Property—Stock Ranches a Specialty—Acts as Agents for Non-Residents—Farm Loans—Abstracts of Title—Fire Insurance.

After a careful reading of the comprehensive articles in this edition on the resources and advantages of La Grande and its tributary territory, the question naturally arises, to whom is it best to apply for detailed information as to investments. The Observer unequivocally recommends prospective investors and homeseekers to the La Grande Investment Co., as being both responsible and reliable, and thoroughly posted on local conditions and land values. On the company's lists are the most desirable city and country properties on the local market, and the descriptions given and statements made may be absolutely relied upon. The company is desirous of locating satisfied new citizens, whose prosperity will result in attracting friends to this section for all the Grande Ronde Valley lacks is a denser population of contented citizens. Write candidly to the company, stating the amount of money you are able to invest and a desirable selection of property, fully described, will be laid before you. Or, better still, come and see for yourself the grand investment opportunities open to you.

Without exaggeration, it may be said that the Grande Ronde Valley offers to intensive farmers the chance of a lifetime. This is not a wild, uncivilized, new section just open to settlement, but on the contrary possesses every social and modern advantage of the east. Cash markets are already open for every product of the farm, transportation facilities are excellent, the land is of proven fertility, and the crops best adapted to it have been ascertained. Irrigation is no experiment here, but of proven value. A small farm, intelligently worked, will lead to a certain competence. Considering these things, land is held far below its real value, and present prices cannot reasonably be expected to continue long. Already there is an upward trend, and there is nothing more certain than that land values will steadily increase. The time to buy is now!

Suppose you write today. The La Grande Investment Co. is the outgrowth of the real estate business founded by W. B. Sargent in 1891, being incorporated under its present name in 1899. The capital is \$5,000 and the surplus \$10,500. Mr. Sargent, who is president of the company, is a practicing attorney, and the secretary, J. K. Wright is also an experienced real estate man, having been in this line in Newburg, Ore., prior to coming to La Grande. Mr. Wright is a notary public.

If conditions where you are do not entirely suit you, come to La Grande and the Grande Ronde Valley, where success will certainly follow your energetic, well-directed efforts.

The Grande Ronde Valley will sustain ten times the population it now has in the farming, dairying and fruit growing business offering in these lines advantages to be found in very few places.

## VALLEY VIEW FARM.

J. M. McCall, the Owner, is One of the Valley's Successful Farmers.

Mr. McCall first visited the Grande Ronde Valley in 1865, coming west from Illinois. He was impressed with the appearance of this fertile section, and 22 years ago returned here to make it his permanent home.

He now owns 800 acres of excellent hay and grain land, three and a quarter miles from La Grande, which he has named Valley View Farm; 120 acres near Island City, in grain and fruit, and 240 acres, six and a half miles from La Grande, devoted to pasturage. This latter tract has quite a little timber on it. Mr. McCall believes in diversified farming and his success is certainly a strong argument.

Besides his extensive land holdings, he is interested in the Eastern Oregon Trust & Savings Bank.

As indicating the possibilities of this section it may be said that in 1886 Mr. McCall's tax receipt was for \$17.50, and in 1906 it was for \$469, which shows how steadily he has increased his property interests.

Although a busy man, he finds time in the right season to enjoy the superb fishing and hunting of this section, which is his chief recreation.

His handsome farm home is shown in the illustration.

## GOVERNMENT LAND.

A government land office is located at La Grande, and there remains in this county some homesteads and timber claims well worth taking up.

The settler or purchaser must be a citizen of the United States or must have declared his intention to become such. To secure government land, he must be 21 years old.

Under the homestead act, agricultural lands to the extent of 160 acres may be secured without any payment, except \$22 in fees. Five years actual residence is required, and certain improvements must be made on the land. If desired, title to the land can be secured after 14 months' residence, by paying \$1.25 an acre.

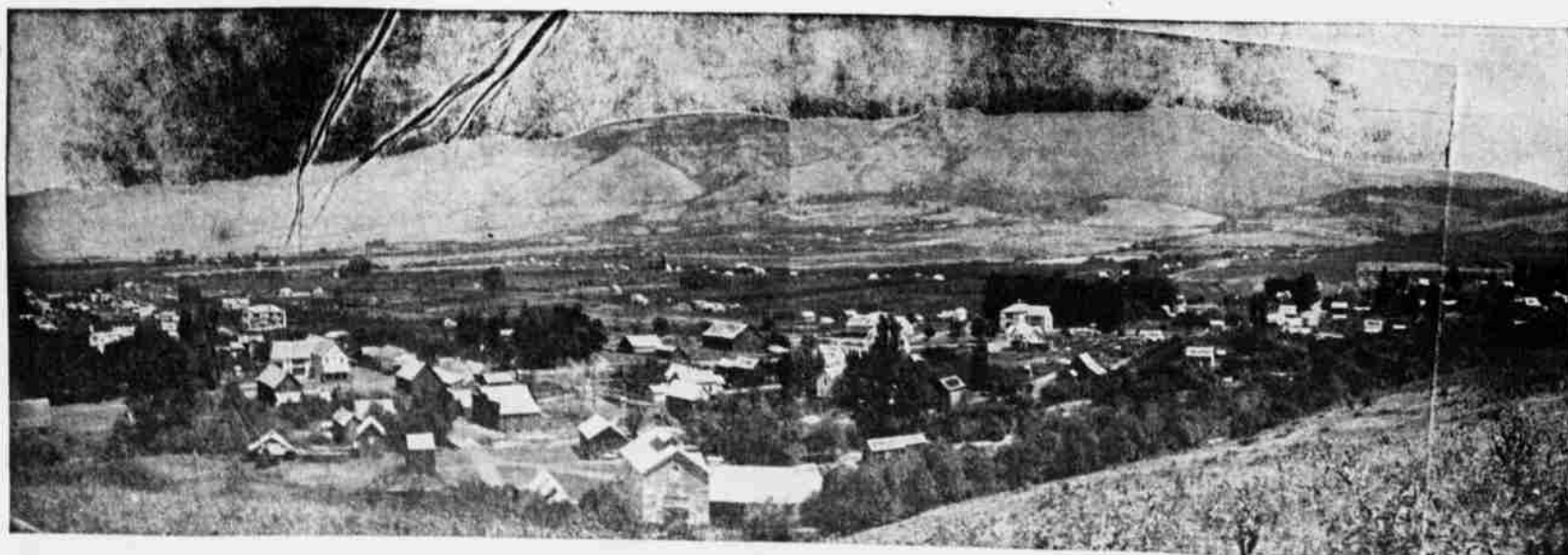
Timber lands can be taken under the timber and stone act to the extent of 160 acres. The land must be chiefly valuable for its timber. No residence on the land is required. Purchaser must visit the land once, however, and must pay \$2.50 an acre.

There are a few sections of state lands in this section. These lands are sold for \$2.50 an acre, no residence or cultivation being required, and payments may be made in five annual installments.

## Had Nothing—Now Rich.

W. G. Hunter, La Grande, Oregon—I was born in Missouri and came to the Grande Ronde Valley in 1865 without a cent. I saved my money and went into cattle raising and wheat growing. Today I am one of the largest land owners in the valley, and my land is easily worth and can be sold for \$50 per acre.

Without fear of contradiction, it can be said that no better opportunity is offered anywhere in the Northwest for the home-seeker or capitalist, than in the Grande Ronde Valley.



BIRD'S-EYE VIEW OF COVE.