



THE VALLEY IS SURROUNDED BY MOUNTAINS.

CITY BREWERY

Output About 4,000 Barrels Annually
—Julius Roesch, Prop.—Phone
Main 5.

The beer produced by the City Brewery is made from choice malt and selected Washington and Imported Bohemian hops, with distilled water. It is absolutely free from chemicals and simply could not be more pure. Good beer is really a food, and the product of the City Brewery should be recommended by local physicians as a tonic. It deserves the unqualified statement that there is no better beer manufactured either in Europe or America.

The brewery occupies several massive brick buildings, which have a 120 foot frontage, and extend back to an alley. The capacity is some 8,000 barrels a year, and the output is about 4,000 barrels. Of this, 1,000 barrels are bottled on the premises. Improvements in equipment under consideration for this fall include a 25-ton refrigerating machine, which will not only supply the ice and cold storage needs of the brewery, but produce a surplus for sale to merchants and the public generally.

The brewery output is entirely absorbed in this immediate section, and besides supplying the saloon and hotel trade, the brewery does a large direct business with families in bottled beer. Deliveries are made anywhere in La Grande.

It is now 20 years since the City Brewery was established, and its firm hold a public favor was never stronger than it is today. Mr. Julius Roesch,

AL. ANDREWS

The Store for Men Who Desire to Dress Well—Adams Avenue—Phone Black 231.

Does it pay to dress well? Think a minute. Run over your list of acquaintances mentally and ask yourself who of them are best received in business or social life. Isn't it the ones careful about their personal appearance? Well, then, it pays and pays big to dress well. A good appearance is an aid to your ability and success in every direction.

There are no clothes like tailor-made clothes. Each individual is a little different from any other, and there are few indeed who look anywhere near their best in ready-made garments.

Why not secure the advantages that come from a correct appearance? There is a big stock of seasonable fabrics at Al Andrews from which to make your selection, and your measures will be taken and the goods made up right here. The best-dressed men in La Grande are his patrons.

Mr. Andrews is a firm believer in quality and handles only material that he can honestly recommend. This applies not only to the tailoring department, but throughout the store.

The highest-class furnishings for men on sale in the Grande Ronde Valley will be found at this store.

Stock items that should be mentioned are Dr. Jaeger's underwear, Wilson Bros. shirts, E. & W. collars, a magnificent line of up-to-date neckwear, Knox hats, Stetson hats, The

In season, fresh fruits of all kinds are handled.

Mr. Seider enjoys a considerable wholesale trade, supplying ice cream and confectionery to many local dealers as well as those in adjacent valley towns.

The business was established about 1906, but has been in the hands of its present proprietor only some 18 months. Its growth in patronage has been steady and sure. Mr. Seider was born and raised here, and has, naturally, a host of friends in the valley. His invariable courtesy and unceasing efforts to merit the trade of the most discriminating people is building up a big business. No one feels more certain of the grand future of this favored section, and he is doing his part in making La Grande a desirable trade center. Do yourself the justice of visiting his store.

GRANDE RONDE ELECTRIC CO

Electricity for Light and Power—La Grande, Island City, The Cove, Hot Lake and Union—A Thoroughly Modern System.

Civilization has consecutively passed through the stone age, the iron age, the age of steam, and is now fairly entered upon the electrical age. The use of electricity is becoming more and more universal, and its possibilities are widening every year. No up-to-date community lacks this wonderful modern agency for light and power, no matter what the cost for generation. In the matter of electric service the Grande Ronde Valley is singularly fortunate. Nature has provided the necessary water power for the adequate and cheap generating of electricity, and a company with ample capital and modern equipment is furnishing a very satisfactory service to La Grande, Union, Island City, The Cove and Hot Lake. This is one of the very few electric light and power systems on the Pacific Coast that is owned locally. The money paid goes to local men and not to distant eastern capitalists. The men interested in the Grande Ronde Electric company have every possible incentive to foster and encourage the development of this section, for their material interests are centered here. Altogether about 300 horsepower is being supplied by the company to

A. B. C. LAUNDRY

A Thoroughly Modern Plant Which Turns Out Unexcelled Work—C. S. and L. F. Dunn, Props.—Phone Main 7.

The A. B. C. Laundry does a big basket business in Idaho and Washington as well as Oregon, and is unquestionably the best equipped plant between Pendleton and Boise. From 10 to 25 people are employed.

The building occupied is 50x100 feet in dimensions, divided into various convenient rooms, specially arranged for the purpose. Among the equipment is a 20 horsepower engine, 40 horsepower boiler, mammoth mangle, centrifugal wringer, washers, extractor, collar and cuff ironers, body ironer, edge ironer, etc. In fact all of the latest machinery required for up-to-date laundry work.

The most careful system of checking and marking is in use and practically no complaints of missing articles are made by patrons—a fact increasing the efficiency of these machines. The management regards the long list of contented patrons as the most valuable asset of the A. B. C. Laundry.

First-class work, equal in all respects to that of the largest cities is turned out, and very moderate prices prevail. Bundles are called for and delivered anywhere in this city.

The business was established in 1895. C. S. and L. F. Dunn, the proprietors, devote their entire time to the laundry, and have built up a business that is a credit to their hustling ability. They are staunch believers in the certain growth of La Grande, and have always done their part in the work of community advancement.

MODEL RESTAURANT

(J. A. ARBUCKLE, Prop.)
Regular Meals and Short Orders—Open Day and Night—Adams Avenue.

The Model is characterized by neatness, cleanliness and appetizing food, as well as by the invariable courtesy extended patrons, together with prompt service. The restaurant was established nearly five years ago, and is under the direct management of its proprietor, J. A. Arbuckle. Mr. Arbuckle was in the same line for five years in Pendleton, prior to coming to La Grande.

LA GRANDE IRON WORKS

Best Equipped Plant in Oregon, East of Portland—D. Fitzgerald, Prop.

This complete machine shop and foundry is justly entitled to more than ordinary mention in The Observer's Industrial Edition, for it is a plant that would be creditable in a much larger city. Business is secured from a wide territory, and an enviable reputation for first-class work has been acquired. The plant was established only about one and a half years ago, and the rapid growth of business fully attests the business acumen of its proprietor, Mr. Fitzgerald. He felt that there was a decided need for a comprehensive iron works, machine shop and foundry here, and the orders that keep pouring in amply justify the correctness of that belief.

He owns the buildings occupied which are of corrugated iron, and which afford ample room for an even larger business. The entire plant's dimensions are 100x120 feet. The foundry 40x40 feet, has a cupola of three-ton capacity. Among its equipment is a crane capable of handling 3,000 pounds. There is a pattern-making department, and any sort of patterns are made right on the premises. All kinds of iron castings are turned out. The machine room, 40x40 feet, is equipped with lathes, drill shapers, planers, power hack saw, belt cutter, emery wheels, wood lathe, etc. One iron lathe, built by George W. Field of Lowell, Mass., and a planing machine manufactured by the Betts Machine company, of Wilmington, Del., are the largest this side of Portland. Bolts, pulleys, shafts, belting, etc., are kept in stock, and the plant is prepared to make machinery installations complete.

The blacksmithing and iron and wood-working shop is 40x50 feet, and has a wood planer, circular and band saws, trip hammer, etc., as well as three power forges. This department carries a heavy stock of bar iron and seasoned hardwood.

Electricity is the motive power used throughout the entire plant, and a 10-horsepower motor has been installed. The current is supplied by the Grande Ronde Electric company, whose plant is described elsewhere in this edition.

The La Grande Iron Works gives employment to from seven to 13 men.

1/2 N. railroad, a class of work that demands unusual accuracy.

Mr. Smith came west from Philadelphia, Pa., locating in La Grande six years ago. He is a staunch believer in the brilliant future of this favored section.

ACREAGE.

In Union county there are 1,497,500 acres of surveyed land; the rest is unsurveyed, the unsurveyed portion being valuable for timber, pasture and abounding in mineral deposits. The principal valleys of the county are: Grande Ronde, Indian, North Powder, Big Creek, Eagle and Pine. There are 300,000 acres of fine agricultural land in the Grande Ronde Valley.

MRS. J. R. FORREST

La Grande's Only Exclusive Millinery Establishment.

The matter of dress makes or mars appearance, and no woman acts wisely who ignores this fact. To be correctly costumed is a long step toward happiness. Unquestionably, the hat is the most important part of the costume. It is stylish and becoming, half the battle for appearance is won.

The discriminating ladies of La Grande and vicinity have in the millinery store of Mrs. Forrest, opportunities for securing the most modish of hats, just as much up-to-date and just as correct in shape and trimmings as are obtainable in Portland or any of the larger cities—while prices are really much lower for identical values.

Mrs. Forrest has demonstrated that it is possible to secure in La Grande the newest millinery ideas. Many of the best dressed ladies of this city feel secure in leaving selections to her excellent taste, her advice is at the service of all patrons. The fall showing of seasonable millinery will be unusually large, and will be correct in all particulars. Mrs. Forrest has but recently returned from an eastern trip, where she personally inspected the millinery innovations for the fall of 1906.

Some idea of the extent of the patronage accorded Mrs. Forrest may be gained from the fact that during the busy season eight people are employed. Certainly no feminine reader of this edition or near La Grande can, in justice to herself, afford to over-



Hulse Photo.

the proprietor, has been in this line of business all of his life, and is himself a practical brewer, understanding every detail of the business. The head brewer, Gustav Yletor, is a graduate of the famous Hantke Institute of Brewing at Milwaukee, Wis., bringing to his work the most modern scientific methods.

It is but a just tribute to honest manufacture to say that the high degree of perfection of this beer, its absolute freedom from adulteration, together with the purity of the water used in its manufacture, and the sanitary and hygienic methods employed, both in production and delivery entitle it to be recommended solely in the interests of health and purity.

STODDARD LUMBER CO.

Rough and Dressed Pine Lumber—Fully Equipped Wood-Working Shop.

Orders for odd sizes of surfaced lumber are the specialty of the Stoddard Lumber company. The plant, which is operated by a 15 horsepower electric motor, is equipped for all kinds of planing, turning, lathes and stickerwork. Doors, and sash, porch columns, balustrades, brackets and filigree work are produced. Altogether there are about 20 wood-working machines of various kinds, and practically everything under the head of wood-working will be promptly done.

The large yard carries an excellent stock of well-seasoned lumber, all dressed lumber being under shed.

Estimates are furnished of the amount of lumber needed for any building requirements, and prices are quoted at the lowest notch.

The officers of the company are: J. B. Stoddard, president; J. H. Leishman, vice president, and Leo B. Stoddard, secretary-treasurer.

DEPOT STREET, LA GRANDE.

Conqueror \$3 hat, Hanan's shoes, etc. There is a line of working trousers and overalls are carried, suitable for rough work.

Mr. Andrews might well be termed the introducer of new things for men's wear in La Grande. All the innovations are seen at his store first. He will take pleasure in advising you what is most suitable for your individual needs. That "dressed" look is not hard to attain with his assistance. From six to eight men are employed, which of itself indicates the success which Mr. Andrews has met in this city, and indicates public appreciation of his efforts to supply the best only.

As a business man whose individual interests are centered here, Mr. Andrews takes a commendable interest in the progress and advancement of La Grande. He has been a director of the Commercial club from its inception, and has consistently favored those community efforts that tend toward development of this section's natural resources.

E. D. SELDER

(Wholesale and Retail.)
Ice Cream, Sherbets, Confectionery and Cigars—Opposite Foley Hotel.

For delicious fruit-flavored soda water, sundaes, ice cream and sherbets, there is no place in La Grande that will suit you better than "Selder's." Strictly pure ingredients alone are used. The furnishings and fixtures are right up-to-date and very attractive.

It is becoming quite the thing for "shoppers" and others downtown to stop in at "Selder's," and get a plate of ice cream, a sherbet or a cooling drink. Confectionery is made right here and the selection of candies shown at all times will fill any reasonable need. As with the ice cream and ices, so with the candies—the greatest care is taken to insure that they will be healthful as well as delicious.

manufacturing interests, among which are:

	Horsepower.
Pioneer Flour Milling Co	60
La Grande Flouring Mill	60
The Cove Flouring Mill	35
Island City Water Works	40
Hot Lake Sanitarium	40
Stoddard Planing Mill	15
La Grande Iron Works	10

and various small motors. Both arc and incandescent electric lights are furnished, for the illumination of streets, stores, halls, churches, and residences, and these lights are in very general use.

There are about 30 miles of high transmission, and the company has three power plants, so that stoppage of service from break-downs is almost impossible. At The Cove power station, there is a 300 k. w. General Electric company generator, which at present is furnishing all the needed light and power. The water used there has a fall of 890 feet. At the station near La Grande, back of Old Town, there is a 350 k. w. Bullock generator, and a water supply with a 1160 feet fall. This is the second highest head in the Pacific Northwest. That at The Cove is fourth highest.

A 150 k. w. generator is located at Oro Dell, which is operated by both water and steam. This is now an auxiliary plant, to be used for emergency purposes, although it is the original plant in the valley.

The Grande Ronde Electric company was organized in 1904, and absorbed the plant of the La Grande Light & Power company and the La Grande Water Storage company, and the Union Light & Power company. Many improvements and extensions have since been made, and the company may be relied upon to fully keep pace with any possible demands for its service.

The officers of the company are: T. H. Crawford, president, and C. H. Crawford, secretary-treasurer, who, with Walter M. Pierce, W. G. Hunter and T. R. Berry, form the board of directors. F. M. Housh is electrician.

J. G. WAGNER

Harness and Saddlery—Repair Work.

Horse-owners who have used J. G. Wagner's harness are a unit in appreciation of its good qualities. A poorly-made, cheap, factory harness is a poor investment at any price. Just when called upon to stand an unusual strain, they usually break, and nearly all runaway accidents may be directly traced to this cause.

Mr. Wagner does not carry this class of goods. Every harness sold in the shop is well made from a good quality of leather, so that he feels safe in recommending it. Single and double harness are made-up and carried in stock, although the specialty is making harness to order.

The stock includes saddles, bridles, surcingles, halters, fly nets, nosebags, robes, blankets, chaps, spurs, horse furnishings and horse hardware—in fact, everything for the horse except shoes.

Repair work is promptly and neatly done.

Mr. Wagner has been in business here only two months, coming to La Grande from Wenatchee, where he was in the same line. He is a practical harness maker himself, and employs only competent help. You can absolutely rely upon fair, square treatment and full value for your money at this shop.

LA GRANDE HIGH SCHOOL

Short order meals and lunches are served at all hours, day or night, and regular meals at the usual hours. Prices are decidedly moderate.

Farmers, ranchers and fruit-growers who drive to town from a distance will find The Model the place to get a hot cup of coffee or a quick meal.

Oysters in any style are a specialty. The restaurant well deserves its name, for it is a model of its type, and unquestionably the most popular one in the city. Eat there once and you will see the reason.

and turns out all kinds of machine shop and foundry work and wagon-making. The repairing and re-building of machinery is a specialty.

Realizing that machinery repair work often necessitates the temporary shutting down of a plant, Mr. Fitzgerald is as expeditious with this class of orders as thorough workmanship will allow. He is a veteran in his line, having been in the same business for many years in Dayton, Wash., before coming to La Grande.

The La Grande Iron Works is certainly entitled to the machine shop and foundry orders of the manufacturing plants and other machinery-users of this section purely on the grounds of satisfactory service, expedition in filling orders and reasonable prices.

JAMES R. SMITH

Jewelry, Optical Goods, Watch Repairing—1212 Adams Avenue.

Mr. Smith shows an attractive jewelry stock. His store is not a large place, but it contains a large stock. Many expensive articles are displayed, but it is a mistake to suppose that everything in the line of jewelry and jewelry novelties is high in price. There are hundreds of articles in this stock suitable for personal adornment or for gifts that are of insignificant cost. Perhaps you are not aware of this fact. If so, you are specially urged to call and ask prices. A few of the most important stock items that should be mentioned are cut glass silverware and table cutlery, jewelry novelties, watches, clocks, fancy umbrellas, etc. A wide range of choice is offered in loose and mounted precious stones. Diamonds are a good investment, aside from the satisfaction and prestige of possession. Their value is steadily increasing and must continue to do so.

Watch repairing is a specialty. The complicated mechanism of a good watch should be entrusted for repairs only to skilled hands, and Mr. Smith is certainly an expert in this line. He is local watch inspector for the O. R.

look the millinery-buying opportunities of this establishment.

H. W. HEWITT

Optician and Jeweler—Adams Avenue.

Ninety-nine individuals out of a hundred, if asked which of the senses they prized most, would answer—"eyesight!"

No one would willingly jeopardize this greatest of human blessings, yet hundreds carelessly do so, either by procrastination or by wearing ill-fitting, unsuitable glasses, which play havoc with the sight, and are really much more of a detriment than a benefit.

The people of La Grande and vicinity need run no risk of eye-injury at inexperienced hands. Mr. Hewitt is a licensed optician whose knowledge of optical work is of a high order. If you or any member of your family feel the slightest failure of your sight, it is your duty to call on Mr. Hewitt at once. Delays are unwise in all eye troubles. Don't imagine that because you once wear glasses you must do so always. Minor trouble may be quickly overcome, and then you can lay your glasses aside. You can return to your ordinary sight at any time.

Jewelry, Watch Repairing, Engraving. A good watch deserves careful treatment. At least once in 18 months it should be examined, cleaned and oiled if the best results are to be attained. Mr. Hewitt makes a specialty of repair work, and employs only the most competent assistance. Rings are made to order, gems are set, and engraving is done. A well selected stock of watches, jewelry and jewelry novelties is carried, and there is a fine display of loose precious stones, including diamonds, sapphires, emeralds, etc.

It is now five years since H. W. Hewitt began business in La Grande, and he has built up a good patronage. Your custom will be appreciated, whether your orders be large or small.