

CONNORDALE TALKS. CITY BUILDING.

TO THE PEOPLE OF LA GRANDE:

What makes a city? What enabled Galveston, swept by flood, to clear away its wreckage and emerge from the calamity that overwhelmed it a greater and busier city than it was before its devastation? What power gave to San Francisco, destroyed by fire and earthquake, the grim determination and unshaken faith that raised a still more magnificent monument to the loyalty of her people on the smoking ruins of their homes? What has made of Spokane the acknowledged seat of "The Inland Empire of the Northwest"? Why have North Yakima, Walla Walla, Medford, Eugene, Roseburg and many other small towns doubled and tripled their population, their bank deposits, their volume of business, and their wealth within the past few years? Is it through force of circumstances? Is it because of a commanding location, rich natural resources, superior climate, or other advantages over which their citizens had no control? Partly, yes. Chiefly it has been due to the spirit of faith, loyalty and enterprise of their citizens. The spirit that encourages outside capital to enter and develop and build up the community. To the spirit that supports and assists local enterprises. That welcomes the newcomer and makes a place for the stranger. That is big enough to lay aside petty jealousies and conflicting interests. That binds every citizen to the common cause of growth, improvement and civic betterment, in order that all may profit equally and none may suffer individually through cut-throat competition, suspicion and distrust.

La Grande has behind it the famous Grande Ronde Valley. Soil experts unite in praising it as the richest large body of land in Oregon. Tributary to La Grande are billions of feet of standing timber. There is an abundant supply of pure water, and excellent drainage. There is a "down-hill haul" that makes of the city a natural Railroad center and division point. La Grande is the logical distribution and trade center for a rich district. Above all it has the second largest pay-roll in Oregon. Have any of the towns above named greater natural advantages than La Grande? Could there be a sounder foundation on which to build a city? All that is necessary is a spirit of progressiveness, faith and enthusiasm on the part of its citizens, and a city can be built that will be a credit and a source of pride to its builders.

In union there is strength. Add to these natural resources an attitude of confidence and support on the part of the property owners and public-spirited residents of La Grande and the combination will be irresistible. So also the success or failure of a business venture depends as much on the honesty, ability and good faith of the promoters as upon the virtue of the proposition itself. In Connordale Addition are found all the advantages of a well-regulated, high-class city property. It is close to the center of town on a main street which is to be paved this summer; it is improved with wide streets, parking spaces, concrete sidewalks and curbs; city water is already in and the sewers will follow; electric lights and telephones will shortly be installed; there is a building restriction on each lot that prevents the building of any manufacturing plant, laundry or livery stable, and in this addition ALL building operations are restricted to a sum that will insure an attractive, comfortable type of dwelling. No houses may be built closer than 20 feet from the inside edge of the sidewalk. In short this will be the only section of town that will develop uniformly, and before Winter it will be dotted with artistic homes and bungalows, and will be a credit and "boost" to the city. Its value will increase in proportion as its appearance improves.

Added to these natural advantages is a spirit of good faith on the part of the promoters, which they will demonstrate and prove in their dealings with investors. In return they ask that the citizens of La Grande give them the moral support and the confidence they deserve. When you invest your money in foreign localities you benefit someone else. When you benefit your neighbor you benefit yourself. Support local enterprises. Incidentally you know what you are getting. Let us take you over the Connordale Addition and show you what we intend to make of it.

LA GRANDE

Development Company

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