

La Grande Evening Observer

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PUBLICITY TO VALLEY VIA A NEW METHOD

USUAL EDITION OF HOME PAPER CARRIES MESSAGE

VERACITY OF ALL STATEMENTS BACKED BY FACTS

Pen and Pictorial Story of La Grande and Union County told to Thousands of Readers Through Unique Exploitation Scheme Adopted by the Commercial Club of the City of La Grande.

In presenting the regular issue of the Evening Observer and a combined Development section setting forth a few of the good traits of the Grande Ronde valley and La Grande, the Commercial club has taken a step in a different direction from the average northwest community which is bidding for homeseekers and settlers. The La Grande Commercial club believes the people of the middle west and eastern states are tired of getting handsomely colored fruit pictures in the form of booklets through the mails, and of hearing the same old story of remarkable things that can be done. Hence they have hit upon this plan of sending out an average edition of the La Grande Evening Observer in which is carried a Development section that for accuracy and truthfulness will stand the most rigid test.

It is especially desired that no one get an idea that Union county, Oregon, is a place where one may not work. It is quite the contrary for our people work. But there are few places where rightly directed energy will bring as good returns as right here. There are few places where the man who farms can make as much money on the same amount of labor as he can in this county. If a man is well enough fixed financially to engage in the lumber business there are splendid openings. The same is true of stock raising, for there is no better country anywhere for the production of live stock than here. Government reserves are obtainable in many instances and the person who goes in the live stock business filled with the desire to make good will have little difficulty here. Fruitgrowing is going to be one of the great assets of this section of the state. Where once nothing but wheat was raised and that but every other year, now you will find hundreds and thousands of acres of splendid orchards. The Oregon Agricultural college has, after thorough examination of the state, said the Grande Ronde valley is the richest large body of land in Oregon and on top of this statement specialists have determined that the soil in the valley is adapted to fruit growing in its best manner.

As a result of these facts many prominent fruitgrowers are turning from the extremely high priced orchard lands in other localities and are buying the more reasonable priced lands in the Grande Ronde valley determined in their own minds that just as good results and as fine grade of fruit is raised here. The commerce of the valley is increasing yearly. Where once La Grande and Union were the only trade centers, now there is Cove, Imbler, Alice, Elgin, Summerville and North Powder added to the list, and they are all thriving places.

Editor Not Exhaustive
It must be borne in mind the difficulty of giving anything like the resources of this valley in one issue of a newspaper unless that issue be extremely large, and therefore you must understand that the Commercial club in forwarding this copy of the Observer to you has not in any way expected that you should understand from it fully a graphic description of this locality. On the other hand, the club wanted you to see the every working of La Grande and Union county. They wanted to present to you a newspaper that is a daily occurrence in this city with no Sunday edition.

AN EVERY-DAY SCENE AT THE LA GRANDE DEPOT WHERE COAST TO COAST TRAINS PASS EVERY TWENTY FOUR HOURS OF THE YEAR



One of the elements entering into the Commercial thrift of La Grande is the readiness with which people "Get" places from here. Trains from Chicago to Portland and Portland to Chicago pass here every morning and evening—the camera man caught two continental trains, a branch line train all waiting for the dispatcher's orders to "Get out of town."

GRANDE RONDE BECKONS COME AND PARTAKE

SMALL TRACTS CAN BE TILLED WITH PROFIT

LA GRANDE AND HER PEOPLE ARE HAPPY AND THRIFTY

Public Land Question Puts Inquirer Back to Comparison With Original Raw State of West—All Appurtenances to Highest Civilization Found in Union County.

The Grande Ronde valley lies in Union county, Oregon, about 300 miles east of Portland. The county is what might correctly be termed mountainous, only about half of the area being tillable. But this half is very fertile and capable of intense cultivation. While the Grande Ronde valley land is improved by water, yet there is sufficient rain fall each year to insure good crops and a complete failure has never been known since the first white man settled here and began to till the soil. It is a non-irrigated valley and by its products it is known the country over as a very large body of rich soil.

Large tracts of land are not essential here for profitable farming as it has been demonstrated beyond a question that a few acres will bring in sufficient profit to remunerate any man. The small farm is of recent trial however, and too many still look upon the Grande Ronde valley as a place where the wheat king flourishes only.

Many thousand homeseekers have passed by Union county only to locate in localities that are less favored and where labor will not return the dividends it will here. The first settlers who were determined to make this valley a place of permanent abode came here in the early sixties and it was twenty years after that before the railroad was built through. Most of the increase in population and improvement has occurred within the past few years.

Henceforth advancement is to be rapid for the discriminating people who have earned their money by hard work and who are contemplating locating in the west are weighing carefully the advantages offered by every locality. This section of the Evening Observer is devoted to truthful statements. There is no word painting, no rash and unfounded statements to excite the fancy of anyone. It is just plain talk every word of which can be borne out by comparison and data on record. Union county has no desire to induce anyone to come here on false representation. What resources are here are good enough for the people who live here, and it is thought they are good enough to exploit to anyone wishing a home in the west in a truthful, honorable business-like manner. There is no fake bonds to sell, no mining stock schemes, no swindles of any kind receiving the endorsement of the commercial club which is in reality the father of this development section.

La Grande with its people, its prosperity, its splendid future stands behind every word here uttered. This city offers a guarantee on every assertion and promises to make good if there is any misstatement in the publication. No high priced publicity man is here. No railroad company is backing this effort. It is an effort of the plain, unassuming citizenship of the Grande Ronde valley who know they are right when they invite those who wish a good place to live in to come and cast their lot in Union county, Oregon.

Public Land and Improved Land
Too many people from the east and middle west feel if it were possible for them to take up a homestead they would locate in the west at once. Let us compare Union county as it exists now with the raw frontier in dollars and cents.

In this county the roads are built the bridges are built, the school houses and churches are erected. The county is well organized and a going concern. All those expenses have been met by the ones who preceded

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OLD-FASHIONED "BEST OF ALL"

UNION COUNTY THIS YEAR PLANS BIG FAIR

NEW SITE FINE ONE

Generous Premiums to prevail at 1912 Attraction

Who says the county fair is a thing of the past? Let that man also include Christmas, Fourth of July and the Home coming days in his remarks. For if his statement is true of the county fair it is also true of the other events which are held so dearly by the American people.

No, the county fair is not a back number. La Grande is to prove this by the splendid attractions now being slated for next September.

To begin with a number of the business men decided this year to rejuvenate and establish a permanent county fair of standing in Union county. So much confidence had they in the enterprise that a company was formed and \$20,000 will be spent in purchasing ground and giving the first exhibit this fall. The grounds consist of a tract of about 26 acres within a few blocks of the heart of the city. Permanent buildings are being built and a first class speed ring is now under construction.

The fair will contain every detail of a great county fair. The race program means that the best horses in the northwest will be here and added to horse racing will be automobile and possibly flying machine exhibitions.

Generous premiums will be given for fruit, grain and farm displays. And also strong prizes will prevail for the ladies departments including fancy and art work.

It will be the only fair along lines of breadth and successful attainment in Eastern Oregon with the exception of the fair held in Wallowa county, which while not nearly so large probably as Union county's event, will be first class in every way and will be largely attended.

LUMBER MILLS HUGE, MODERN

PERFECTION IN INDUSTRY IS FOUND LOCALLY

CAPITAL IS NEEDED

Palmer Mill and the Perry Mill are The Two Largest

The man with small capital cannot successfully enter the lumbering industry. This statement is frank but very true. The time has arrived in the manufacture when large mills do the work at so much less cost that the mill with a small output suffers a severe handicap.

La Grande has two of the largest lumber manufacturing plants in Eastern Oregon. The George Palmer Lumber Co. located in the city, has one of the best equipped mills known to the lumber trade. It is not so large as some of the coast mills but it is a great deal more complete than most mills located on the coast. The lumber made here is made to a standard. A customer who orders one carload from the George Palmer Co. can reorder a year later and will find every piece of lumber an exact duplicate of the former order.

This institution is one of the heaviest employers of labor in Eastern Oregon and carries from 500 to 700 on its pay roll continuously. Nothing but American labor is employed and a man who works at the Palmer mills for any length of time has a standing in this community because the community treats its men right and tries to obtain manly men to fill all positions.

The Grande Ronde Lumber company located at Perry, four miles from La Grande, is not so large as the Palmer company but it also employs a large number of men and the business it creates centers in La Grande. Besides these two large institutions there are a number of smaller plants throughout the county meeting with various degrees of success.

But let it be understood by all who would turn this way to enter the lumber business that small capital is out of place and taking a risk when it enters this industry.

PHONE SERVICE IS IMPROVED

SUMMERVILLE AND IMBLER ON LOCAL EXCHANGE

HURRY THE BIG TASK

Outlying Districts to be Connected Directly With La Grande.

The Home Independent Telephone Co. has decided to connect its Imbler and Summerville subscribers direct with the La Grande exchange, in order to give them continuous service twenty-four hours a day. This change has been greatly desired for some time by the people in the affected districts, for it will not only give them both day and night service, but they will also gain the advantage of free connection with more than 1300 La Grande subscribers.

The Home Co. is now placing additional cross arms upon its main La Grande-Joseph pole lead on which to carry the wires which will serve the Alice and Imbler districts and a new pole line is to be constructed from the Moss corner to Summerville which will give the Summerville and Mt. Emily district direct connection with the La Grande exchange.

This change will be highly appreciated by the present La Grande subscribers as it will add approximately 100 more rural subscribers to the La Grande exchange, which already has more telephones connected to it than any city in Oregon east of Portland.

The Home Co. has been preparing to make this change for the past eight months and it is expected that the work of transferring the Imbler, Alice and Summerville subscribers to the La Grande exchange will be completed within a short time.

Western Yale Club Meets
St. Paul, Minn., May 25.—The Twin Cities are blue, very blue today, not the blue that goes with the "this certainly is a tough old world" feeling, but the bright blue that arouses a spirit of youthful enthusiasm in the breast of the old "grand" of Yale University. Both in Minneapolis and St. Paul the colors of Old Eli were much

SPUD MARKET LOOKS TO ELGIN

CROPS THERE LUCRATIVE TO THE OWNERS

SHIP IN TRAIN LOADS

While County Generally Suited For Spuds Elgin is Perfection

Elgin, located in the north end of Union county, can lay proper claim to being the potato town as well as a large producer of apples. The yield is large and the market here is good. Shipping potatoes in trainloads was left for Elgin people to start last fall.

One bright winter morning the commission merchants of Kansas City were taken off their feet by seeing a train load of potatoes each car bearing the Elgin label come rolling into the middlestate market. Examination proved the "spuds" were of very high quality and as a result the merchants eagerly grabbed every sack and tried to make a contract for this season's output.

Thus the Elgin potato has established a reputation that will live. Nothing is shipped but first class stock and the growers there know how to produce the first class product.

In evidence, for the two cities are acting as joint host to the eighth annual convention of the Associated Western-Yale Clubs. The several hundred delegates to the gathering got together at a brief business session. The entertainment programme covers two days and has as its chief feature a banquet at which President Hadley of Yale, President Vincent of the University of Minnesota, and B. J. Phelps of Chicago, president of the Western Alumni, are to be the chief speakers.

The Missoula team, chaperoned by Cliff Blankenship, the old Washington catcher, is turning up the Union Association, having won sixteen of the first seventeen games.

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