

A Word To The Wise Is UNNECESSARY



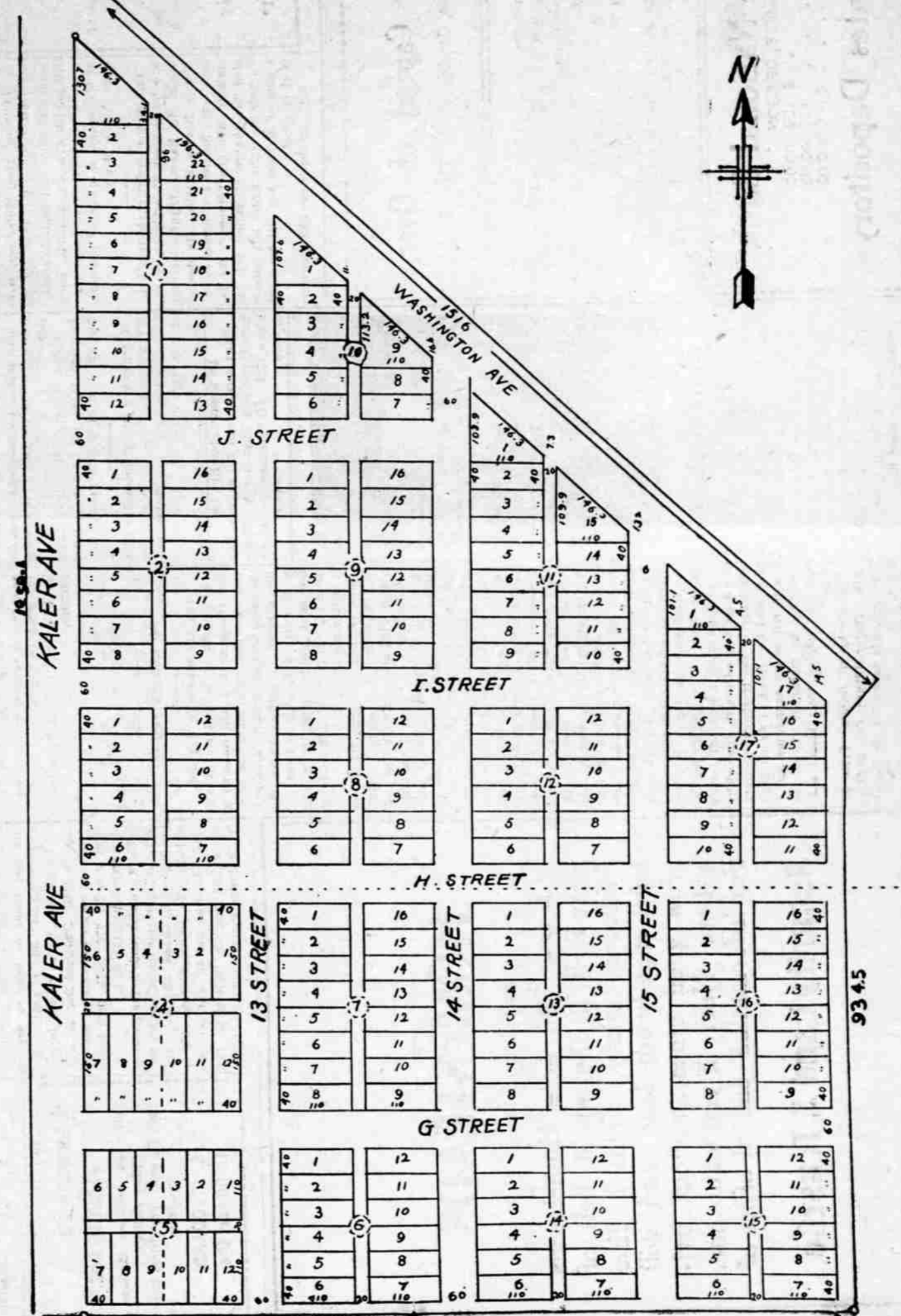
CONNORDALE

The wise man has convictions—and follows them. He achieves success in life because he determines in advance his course of action and pursues it to the end. He looks ahead and trims his sail to catch the breeze. He is consistent in all he does. Every move he makes is a step onward and upward toward the goal of his ambition. He is guided in his actions by common sense and cool-headed business judgment. He seldom makes mistakes because he guards against them. Truly a word to the wise is unnecessary, for the wise man is constantly alert to take advantage of his opportunities.

The weakling drifts with the current. His efforts come to naught because he lacks a definite objective point and the will power to map out a course of action and follow it to the end. He asks advice of the wise man—and fails to follow it. He acts on the spur of the moment without due consideration—or fails to act at all. He lives from day to day with no thought for the future, and ends as aimlessly as he began. Therein lies the difference between success and failure. And the experience of all the ages has proven the truth of this comparison.

Have you, who read this advertisement, thought these things out for yourself? Are you following out a course of action that will lead on to success, or are you drifting with the current? Have you ever asked yourself the question, "Why am I here—in La Grande?" If you take heed to your future—you must have done so. And if you are a wise man you must have found a satisfactory answer to that question or you would not remain. And that answer must have been: "I am here because I have faith in La Grande. Because I am confident of its great future. Because I know that no community surrounded with the wonderful resources and with the countless natural advantages of La Grande can long remain a small town. And I intend to remain here because I want to take advantage of the rise in property values and the increase in business that will result when outside capital begins to develop this rich country and La Grande comes into her own."

On this same page is a plat of the Connordale Addition. It is located on Washington avenue—now being improved by the city—only ten minutes walk from the business center of the city. La Grande is progressive and so are we. The concrete sidewalks and curbs are already in. The city water system has been installed and the sewers will soon follow. Wide streets and parking spaces make it the most desirable residence section of La Grande. Green lawns, shrubs and shade trees will beautify it. Building restrictions insure its uniform and artistic development. It is located in the path of the city's growth—in the only direction, in fact, in which La Grande can grow to any extent. It is being handled by men of experience and integrity. These things create values. From day to day we will take these points up and explain them in detail. Our office is in the La Grande National Bank Building on the ground floor. Will you come and see us, and let us take you down over this beautiful tract in an automobile?



LA GRANDE Development Company

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