

FALL BUSINESS PROSPECTS ARE BRIGHT

LARGE CROP RETURN ONE OF FACTORS

Merchants of La Grande Optimistic as Autumn Season Opens

TRADE VOLUME IS DUE FOR INCREASE

New Wave of Prosperity Comes in Conjunction with City's Greatest Building Year.

La Grande and its territory, which have enjoyed a steadily growing volume and sound period of business activity, is on the threshold of one of the most prosperous autumns in its history, in the opinion of many local merchants, business men, manufacturers and others.

Already in some lines of endeavor, the beginning of this period is manifest. Over the Grande Ronde valley and into Walla Walla county, the farmers are harvesting a golden crop of grain—one that will run 1,500,000 bushels in Union county and a million in Walla Walla county.

Apple orchards give promise of producing a million-dollar yield this fall and other crops throughout the two counties are correspondingly large. Agricultural buying power is considered much greater this fall than for several years. Things that have been desired for some time will be within reach and the liquidation of loans will also be a boon to business, it is believed.

A factor that means much to the merchants is the fact that the market price, which has been holding up consistently, appears, short of the nation's expectation to bring the producers substantial profits with the local crop of fine quality and excellent proportions.

La Grande Optimistic

In La Grande, with two large sawmills turning out hundreds of thousands of feet of lumber daily, with more than 800 men drawing steady remuneration from the Union Pacific railroad system, with business interests generally optimistic, and with a million-dollar building program under way, present conditions are described as excellent.

With new hotels, ultra modern in all respects, are being rushed to completion. One, The La Grande hotel, is six stories in height, and the other, the Seaside Inn, is seven stories in height. Other business buildings are also under construction and residential activity is pronounced.

The section of La Grande as a whole for the new Eastern Oregon normal school is another strong factor in the city's optimistic view of the immediate future and has already resulted in considerable residential construction, preparatory to the increase in population which will follow the opening of the institution.

Local merchants are anticipating a large volume of business, both retail and wholesale, and are actively engaged in making preparations for the fall season.

SCHOOL TO OPEN ON SEPTEMBER 6

Seventy-Five Teachers—Record Enrollment in View

Six days from today and the 1927-28 term of school will be under way in La Grande. School opens Tuesday, Sept. 6, and on the following day work will actually start and the children of the city, who have been enjoying a vacation during the summer months, will resume their studies for another nine months.

In the elementary schools of the city the opening day of school will be devoted entirely to enrollment, which will begin at 9 o'clock. The children will be dismissed early and will return to school at 1 o'clock in the afternoon for a short session to complete enrollment. On Wednesday morning regular classes will begin.

Children, who will reach the age of six years by Oct. 21, will be admitted to the primary grade, J. T. Longfellow, superintendent of schools, announces. They will not be admitted, however, after the

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Interviews

GOLFING TEAM SELECTED; TWO TURN IN AN 83

Members of the 12-man team which will participate in the annual inter-city golf tournament at Baker this coming Sunday and Monday were determined in a qualifying tournament held Sunday on the local course, results of which were announced this morning. Norman Press and Chas. Bohmkamp tied for low honors in Sunday's round, each turning in an 83.

Other entries, which determine the rest of the team, followed C. H. Reynolds 84, Elmer Stoddard 85, Dr. H. F. Murphy 85, A. J. Stange 85, W. C. Perkins 85, John Thomsen 82, W. H. Roster 82, A. L. Klein 82, J. J. Carr 81, William Stier 81, J. M. Ray 81, Frank Lally 81, A. R. Bowen 81.

Baker, Edwin Pendleton, Walla Walla and La Grande will compete in the two-day tournament.

Fruit Prices Good

Karl J. Stackland, of Cave, was in La Grande yesterday on business. Mr. Stackland has been in the country this fall and winter. Conditions look promising for an excellent crop of fruit, he reports that fruit is scarce over all the state, but that it is bringing an excellent price to the growers, especially apples and pears. Prune prices are not so good, however, in spite of the short crop, according to him.

147 Pictures Reproduced In This Edition

In this issue of The Observer, a 112-page Progress Edition, the most complete and representative group of photographs of Union and Walla Walla county homes, business blocks, agricultural, industrial, scenic and other scenes that has ever been presented to the public is assembled.

A total of 147 photographs are included in this edition, carefully taken and printed with the object of securing the best possible exposures.

Source of Pictures

The Oregon Journal furnished the large Walla Walla wanderland group of pictures and the photographs of the Mt. Emily Lumber company and of Charles Playte were taken by H. J. Ritter. The airplane view of the timber apple district was secured through Harry Richardson.

Other pictures of La Grande were taken by The Observer by the Red Cross drug store and the agricultural and Union and Walla Walla county pictures, with a few exceptions where cuts or pictures furnished by individuals, were taken by The Observer's valley news editor.

A few cuts showing a few pictures of representative things in the valley were secured from the chamber of commerce.

Reproduces Business Area

The pictures were planned so as to reproduce the entire business area of La Grande, its industries and the residential pictures, which had to be limited in number, to show architectural tendencies in home building and to give visible proof of the remarkable home building program evidenced in this city.

WHEAT CROP TWO-THIRDS HARVESTED

Yield of a Million and a Half Bushels Expected in Union County

WORK BEGINS IN SPRING SOWN AREA

So Far Farmers Have Received Good Prices—Rain Holds Up Combines for Few Days

With about two-thirds of this year's wheat crop harvested, prospects for the wheat growers of the Grande Ronde valley are very bright. Yields are coming up to all expectations of the early season and in many cases are better than at first expected. Much of the winter wheat has been harvested and for the past week harvesting of the spring grain has been under way.

It is estimated that this year's yield will reach about a million and a half bushels. The crop reached this figure in one previous year, which was 1915, when the yield amounted to 1,500,000 bushels, the largest crop on record.

By the end of this week the Klack mills and warehouses will have received about 700,000 bushels of this year's wheat at their mills and warehouses.

Heavy Yields

Some excellent yields have been reported so far, including a 40-bushel yield on the Galloway brothers' farm in the Klack section, a 45-bushel yield of forty-fold, and on the L. C. Kennedy farm a mile and a half east of La Grande and a 50-bushel yield on the Ray-Greiner farm in the Sumner section.

If weather conditions are favorable the harvest may be finished by the end of September. The rain of the past few days delayed the harvest slightly and will make work difficult for a short time until the fields dry out again. The rain may have a tendency to delay some of the grain which is still standing, according to H. G. Avery, county agricultural agent, who would probably reduce the market price a little, although this is only conjecture. So far the farmers are receiving a good price for their wheat.

Spring Wheat Average

The average of spring wheat in the county is probably greater than that of winter grain, according to Mr. Avery. However, in the Klack section the winter wheat varieties exceed the spring grain. Union county is ahead of Walla Walla county with the harvest of much of the grain in the neighborhood.

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THE NEW GRANDE RONDE APARTMENTS



The three-story Grande Ronde apartments, one of the newest structures in La Grande, was completed in mid-summer of this year when more than two dozen ultra-modern apartments were opened to the public. The handsome three-story brick building, which cost in the neighborhood of \$100,000, was erected by a Portland firm, at the corner of Third street and Washington avenue. The large shade trees enhance the appearance of the building.

CLUBWORKERS IN ANNUAL PICNIC

Exhibits and Stock Judging Conducted at the Experiment Station

The annual picnic for the members of the Boys and Girls' Club of Union county was held yesterday at the Eastern Oregon Experiment Station at Union and has been pronounced by its promoters, as the best and most successful picnic and exhibit ever held by this group. There was a better response and there were also better exhibits according to E. A. Sayre, one of the two directors. This annual event has heretofore always been held in conjunction with the county fair, but as that is practically a thing of the past, a different mode of procedure was necessary for this year. The crowd present yesterday was estimated at between 250 and 300 people.

The biggest feature, probably, was the exhibit made by the members of the different clubs over the county—sewing, cooking, homemaking, gardening and poultry. The booths, which accommodated the first three mentioned, were arranged on the second floor of the office building at the station. Instead of at the high school gymnasium as had been originally planned. The club members, boys and girls, together with their leaders, vied with each other in endeavoring to make the booth in which they were especially interested.

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WILL CELEBRATE LABOR DAY HERE

Pendleton and Baker to Join in All-Day Program on Sept. 5

Next Monday is a day set apart throughout the nation on which the laboring man shall seek recognition and rest. In keeping with this national policy, organized labor in and about La Grande has perfected plans for a delightful Labor Day celebration to be observed here in a manner fitting to the occasion and purpose. Beginning early in the day and continuing until late at night, there will be fun, frolic and worthwhile spectacles all in tune with the occasion.

Not only has an entertaining schedule of events been put on, but reports from headquarters are that the sporting interests and individual effort put forth to make the event a success, far exceed any similar celebration in this city. Every unit of the Central Labor council is reported by General chairman Mac Gorman to be doing its bit willingly and heartily, and professional men are lending willing hands to make the day a success in every detail.

Parade in Morning

The parade will be the opening feature of the day, beginning at 10 o'clock. There will be three divisions made up of industrial, commercial and labor. The first division will consist of the local business firms, each with a float and a band. The second division will be made up of the local laboring men, each with a float and a band. The third division will be made up of the local professional men, each with a float and a band.

Immediately after the parade in the afternoon, the local laboring men will go to their respective places of work to prepare for a long afternoon. Ample entertainment facilities will accommodate all who desire to sit down. Many from Pendleton and Baker will be present, and many from the local laboring men will be present, and many from the local professional men will be present.

Water Fight

The opening act of the afternoon of sport and other amusements will be a water fight, in which the volunteer fire department will send a team against a team made up of laborers and meat eaters. This will be on the downtown streets and will be a real water fight.

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Party of White Men Murdered by Chinese Bandits

New York World Reports Message Intercepted from Wireless Station—One American Dead

NEW YORK, Aug. 31 (AP)—The New York World today says that a message telling of the massacre of a party of white men led into Szechwan Province, China by the Kiching Fichner, noted German explorer, has been intercepted by its wireless station.

The report of a British resident of Szechwan, India, that Fichner and his party—which included V. G. Plymre, of the American embassy of God Mission and W. Watkinson, an Englishman of the China Island mission—were slain by hostile natives was relayed by the German trans-oceanic wireless press. The expedition was crossing the world and mountainous region of Central China, headed for India, and was approaching Tibet from the east.

It was in Tibet that Dr. Fichner first was known by penetrating forbidden territory and visiting the "devil worshippers" at the risk of his life. His wife, disguised as a man, because of tribal prejudices among the Tibetans accompanied him on early expeditions. Dr. Fichner was also famous for his leadership of south polar explorations, backed by the German Kaiser, prior to the World war. He was later a German staff officer.

Asks Investigation

Dispatches from Peking yesterday said that the British legation had asked the Chinese government of Peking to investigate the fate of the white men, following receipt of an official message saying that "three Europeans" were slain near the Tibetan border by tribesmen.

The party is said to have chosen the shorter route through interior China, desiring the ease of the trip too dangerous, although there were warnings of anti-foreign sentiment in Central China.

PLANE WINGS WAY TOWARD WEST TODAY

Hamilton and Minchin, Accompanied by Princess, Start Ocean Hop

UFAVON, Eng., Aug. 31 (AP)—After waiting for 19 days for favorable weather, Captain Leslie Hamilton and Lieut. Col. V. F. Minchin, with Princess Lowenstein-Wertheim as a passenger, left here at 7:32 o'clock this morning in a monoplane, the 80. Buckle, in an attempt to fly to Canada.

They had fuel for a 44-hour flight but expected to reach Ottawa in 37 hours. After landing at Ottawa they hope later to go on to London, Ontario, to claim the prize of \$25,000 for a flight from London, Eng., to London, Ont.

Start Flight in Rain

They made a beautiful take-off after raining about three-quarters of a mile. They circled over the flying field and headed westward, rain was falling and it was misty so the plane was lost to sight to the numerous watchers almost immediately.

At the end of the field the flyers narrowly missed hitting the trees, fearing a crash, had an ambulance and fire engine ready, but the accident was averted.

Minchin had the wheel at the start, but Hamilton expected to do most of the piloting.

Princess Financing Flight

When the princess, who is financing the flight, entered the plane, she took off her cloak, revealing she was wearing a purple leather flying outfit of knee length and jacket, black silk stockings and brown leather boots with black fur around the tops. She carried her own supply of food in a leather box and wicker basket.

PASSES OVER INVERAN

RELEAST, Inver, Aug. 31 (AP)—The Trans-Atlantic plane of Captain Leslie Hamilton and Col. V. F. Minchin is reported from Glasgow to have passed over Inveran, near the coast of Galloway bay, at 12:10 p. m., proceeding due west. The flyers at the time were about to leave land behind them and begin the actual overseas part of their journey. From Cape Breton to the coast is a straight line of 490 miles in a straight line.

Elect Dr. Bouvy To Fellowship In A. C. of S.

Dr. Lee Bouvy, eye, ear, nose and throat surgeon of La Grande, has been honored by election to fellowship in the American College of Surgeons, which is an elected body of surgeons from all parts of America, whose purpose is to advance the knowledge and science and promote high and honorable standards of practice.

Fellowship is conferred as an honor of recognition of ethical practice and scientific achievement and will be granted at the convention in Detroit Oct. 2.

Dr. Lee Bouvy has practiced in La Grande since 1925, when he was associated with his brother, the latter moved to Portland in 1925. He received his Bachelor of Arts degree from the University of Missouri and the degree of Doctor of Medicine from the University of Pennsylvania. He holds specialist's certificates from the American Board of Ophthalmology and the American Board of Otolaryngology.

A recent article in the Peaseville Medical Bulletin told of the election of Dr. Bouvy to fellowship in the American College of Surgeons.

Vierkotter Leads In Ontario Swim

TORONTO, Ont., Aug. 31 (AP)—Cooling a sea which at the four mile buoy was 68° centigrade, Ernst Vierkotter, German, passed George Young, Toronto youth and Oshawa champion, and took a 50-yard lead in the 2000-yard 21-mile Lake Ontario marathon at 11:05 o'clock today.

A few minutes after he was passed by the German, the Toronto boy gave up the race and was pulled into the shore by a tugboat. Vierkotter, who made the first four miles in the first hour of one hour and 20 minutes, lost to Vierkotter half a mile further on the course.

Accidents Send 2 Men to Hospital

Two men in somewhat jaded condition were brought to the hospital yesterday when they fell from rail cars. One, Oliver Young, a Mount Emily Lumber company employee, was brought to the Grande Ronde hospital yesterday from Klack after he had received a broken leg when he fell from a specker. Some time later, Elmer Matthews was rushed to the hospital suffering from a fractured hip received when he fell from a box car. Mr. Matthews is an O.W. employee. Both are resting as well as possible.

LANDIS COURT APARTMENTS



The beautiful Landis Court apartments, owned by Dr. H. P. Landis, and pictured above, are located in the physician's former home at 1704 Second street, in a very attractive residential section. Work of transforming the dwelling place into an apartment house was started late last year and completed several months ago. The fine residence building was built by W. H. Bohmkamp and served as the Bohmkamp family home for many years. When first erected it was probably the finest residence in this city.

IT IS A SIGNIFICANT FACT

That the largest and most successful manufacturers and the largest and most successful La Grande retail firms use The Observer for covering the La Grande territory practically to the exclusion of all other mediums or methods.

The reason is obvious. Never before in the history of The Observer has it had so great a daily circulation in the city and over the valley. Never before has the reader interest, the reader confidence been so high. Never before has the cost per reader been so low. And it is recognized by its peers as one of the best daily newspapers in Oregon.

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