

UTILIZING GREAT NATURAL RESOURCES — THE KEY TO GREATEST PROGRESS

A New Industry Promises New Wealth For These Two Counties

The progress evidenced in this community the last few years is directly traceable to the growth and prosperity of these two counties, to good highways, to agricultural efficiency, and to the development of new industries.

Wallowa and Union counties are inseparably the same in interests. The growth and development of Wallowa county is of vital importance to La Grande and the utilization of any natural resource immediately has a direct advantage for this community.

Owned by this company near Enterprise and Joseph is the greatest lime deposit in the west. Laboratory tests have established its qualities as being equal to the best lime in the country; builders throughout

the western states have testified by repeated urgent orders that it is superior to any lime available to the construction industry.

For fifteen years the quarry from which this black marble lime is secured has been worked in a primitive way. Now with adequate capital and the enthusiastic interest of leading men in both counties, four modern kilns and an efficient and complete plant are being built in Enterprise to make the most of this resource.

It is the opinion of experts who have made exhaustive examinations of the plant and quarry that seldom has a new industry anywhere in the Northwest started out with such an obvious assurance of lasting success. A new industry promises new wealth to a community — and new wealth is the foundation of a new and greater progress.

Accept No Substitutes --- Specify "Chieftain" Lime

Builders and contractors who have used Black Marble, "Chieftain," Lime say it is more satisfactory to work than any other brand. There will be increased building activity in La Grande and throughout Eastern Oregon the next few years. Added to the lumber, the sand and gravel, the stone already produced in this section is now this high quality lime to take a prominent place among local building materials.

Specify "Chieftain" lime whenever lime is needed. Over 120,000 barrels of lime will be produced annually in the new plant. It means added payrolls, added population, and added investment returns for Union and Wallowa counties.

An Eastern Oregon Industry Owned and Directed by Eastern Oregon Men—

The Black Marble & Lime Company is owned and directed by prominent men of these two counties. As we have faith in Eastern Oregon, so we have faith in this new industry, in its possibilities for growth and expansion, in its playing a prominent part in future progress and becoming an outstanding asset of this territory.

Black Marble & Lime Company

Chas. A. Bingaman, Pres., Sommer Bldg., La Grande—Plant at Enterprise, Oregon.