

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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SPREAD THE INFORMATION. Be sure that you get it. Give someone a copy today. You'll find it in your pocket. It's a good thing to have. What time is it? It's 1927.

THE PROGRESS EDITION

The Observer is proud of its Progress Edition presented to the people of the La Grande territory today. We hope that its readers will also have some pride in having it, that it will prove of interest and of value as a cross-section of this community and its activities.

One hundred and twelve pages, fourteen sections, for one edition is normally considered a fairly sizable job for newspapers outside the metropolitan areas. Work was actually begun just four weeks ago today. The final publication date was determined, a goal of over a hundred pages was set, and the printing of the various sections was begun.

It has meant a great deal of work for every department of the paper. Nothing approaching this in scope or size had ever been attempted in La Grande. Neighboring newspapers men say it is the most pretentious ever issued in Oregon. And every bit of the news and advertising work was done by our own regular staff with the exception of two or three community articles which carry the proper "by-lines" or credit. All too frequently special editions are written and sold by outside professionals whose lack of appreciation for and knowledge of communities and their institutions leave much that is to be desired in the finished product. The mechanical work, of which we are especially proud, was done almost entirely by our regular composing room and press room organization.

The Observer does not take the position that today's Progress Edition is a perfect thing of its kind. Far from it. Already there are many things apparent that could have been included, others that could have been vastly improved, a few errors that could be corrected. But considering the time used in its preparation and publication, there is a wealth of highly interesting information, a great mass of facts and statistics, that will serve, we hope, toward educating all of us on what Union and Willamette counties have, what they have accomplished. More than that, we hope the edition, while presenting the progress of the present, will stimulate enthusiasm for the realization of greater progress in the future.

Some omissions have doubtlessly happened. The word "happened" is used advisedly. Accidents "happen"—things "occur" by design. Any vital material not included has been overlooked inadvertently or was not available in time because individuals concerned could not be found. Every effort has been made to present accurate information but the Observer will appreciate receiving any corrections that may be necessary.

Today's edition, which represents an investment of several thousand dollars, is made possible by belief in its worth and importance by the business, industrial, professional, and agricultural men of this territory whose advertisements appear. These messages, incidentally, present in almost every instance an interesting material as do the news columns. They are especially designed to tell the facilities and service provided by the institutions they represent, or to present matter of general community interest. Nowhere in the Northwest can there be found a more progressive group of firms and individuals than this. To them, and to the great army of employees who are a part of their organizations, belongs the credit for the Progress edition in this edition. A community is made by its citizens and the people of La Grande and the Grande Ronde and Willamette valleys have cause to be proud.

Fall business prospects are exceedingly bright by comparison with the spring and late months of last year. A record crop will bring from half to a million dollars more into the valley than last year. There is prospect that the lumbering industry will be improved in the coming months. Building is still active and there are indications that next spring will see other construction on a big scale. All in all, La Grande can be rated this year as one of the most active business communities in the Northwest.

There is approximately two pounds of white paper in each copy of the Progress Edition today—about fifteen cents worth (L.O.) Observer office. After you've read it if you haven't any relatives or friends to whom it can be sent, maybe it will do for cupboard shelf covering after fall housecleaning.

Be patient with the late carrier boy today. Most of them can't even lift, let alone carry, all their papers of this issue at one time. The papers weigh more than the boys.

TODAY AN INSPIRATION FOR TOMORROW

The construction of two fine new hotels; the location of the Eastern Oregon Normal school; the installation of ornamental street lighting units; the improvement of water supply, of the sanitary system, of fire protection facilities, of streets and sidewalks; the addition recently of a magnificent lumber manufacturing plant; the building and improvement of many business blocks and residences; the harvesting of a record crop throughout this and the Willamette valley; the notable population growth of La Grande—these, together with the prospect for equally important developments in the early future, served as an inspiration for the publication of this Progress Edition.

The progress that La Grande and its territory has made the last few years especially deserves to be thus recorded. A community grows and develops in direct proportion to its knowledge of and enthusiasm for its own possibilities. The purpose of today's Observer is to spread that knowledge and to aid in arousing that enthusiasm. There are those who confidently predict an even greater and more rapid development within the next five or ten years. Certain it is that La Grande is witnessing the dawn of a new era, the growth of a city destined to be one of the outstanding centers of Oregon's development.

Conditions are, perhaps, far from being perfect. During the first half of 1927 business activity was not normal; unemployment was kept at a low point here only by record building programs; some of the fruit crop was almost a total failure. But these had spots, after all, are incidental and not permanent. The trend of population, of investment capital is definitely to the Pacific Northwest. Growth and the development of natural resources here is actually only half begun. Its eventual realization, if we but knew, would stagger the imagination.

The pioneers who founded the village of La Grande a short half century ago could not have dreamed the modern city and fertile valley of today. Who can tell what another fifty years will bring? Whatever it is, no small responsibility for the result will rest with the citizens of the present. Viewing that fact we commend to the readers of this Progress Edition the opportunity for greater knowledge of our existing possessions, greater optimism and enthusiasm for the possible possessions of the future, greater cooperation and ethereal civic consciousness that they may experience early realization.

INTERVIEWS

(Continued from Page 3)

"There's a great deal of work for every department of the paper. Nothing approaching this in scope or size had ever been attempted in La Grande. Neighboring newspapers men say it is the most pretentious ever issued in Oregon. And every bit of the news and advertising work was done by our own regular staff with the exception of two or three community articles which carry the proper 'by-lines' or credit. All too frequently special editions are written and sold by outside professionals whose lack of appreciation for and knowledge of communities and their institutions leave much that is to be desired in the finished product. The mechanical work, of which we are especially proud, was done almost entirely by our regular composing room and press room organization."

BUILDING BLOCK



The large new hotel building, on Jefferson avenue and Elm street, is pictured above. The hotel occupies the upper floor. In the center of the picture is the Business Trust Co. and in the right is the Chrysler garage. In the extreme left is the office of Messrs. A. C. Smith & Co.

W. C. Perkins, of the Pacific Hotel company, predicts that business in La Grande will be good next year. "The year will bring more than it ought from a business standpoint," according to Mr. Perkins. "This is due in great part to the excellent crop in this section. I believe that the hotel market will pick up again next year. It will be a little better than in 1926, and with the crop in many sections for the record will see in 1927 a better year than La Grande has in many years."

John Smith, the owner of the new business block which is now under construction, looks forward to a prosperous year also. "A light year is ahead of La Grande and Union county in business," he says.

M. J. Green, La Grande attorney and county assessor, believes that this will be an exceptionally prosperous year for La Grande and Union county. "The crop in the valley will be good, the price of wheat and other crops will be high, and the business in this county will be generally good," he says.

A. T. Hill, president of the city and supervisor of Public Works, says that the year will be a good one for La Grande and Union county. "The fall crop will be good, and the business in this county will be generally good," he says.

Carl Skovland, county engineer, says that the year will be a good one for La Grande and Union county. "The fall crop will be good, and the business in this county will be generally good," he says.

There was a day in Eastern Oregon when progress wasn't measured by automobile and airplanes, by tall buildings and paved roads, by payrolls and the price of wheat.

In those days when a man's horse burned down or his saddle horse died, the loss was a loss and there was nobody to stand it but himself.

Or when he died, the only thing left for the widow and children was the real property he might own, the winter's supplies he might have stored up in the lean-to, and the gold pieces he had been able to keep intact in the old family box.

Life and fire insurance are creations of progress—and they are its protectors. We insure anything and offer rates and special features that deserve investigation if you value your property or want to protect your estate.

Security Land & Savings Co.

Twenty Years of Insurance, Loan and Real Estate Service
La Grande National Bank Building
J. F. PHY --- J. J. CARR

WHEAT CROP TWO-THIRDS HARVESTED

(Continued from Page 1)

Union county has been the first in the state to harvest two-thirds of the spring wheat crop. About 70,000 acres have been harvested, though it is said that damage to the crop has been minimized. The very best of the spring wheat is ready. About 70,000 acres have been harvested, though it is said that damage to the crop has been minimized. The very best of the spring wheat is ready.

LIVERPOOL WHEAT

LIVERPOOL, Aug. 31 (AP)—Wheat which is to be shipped to the U.S. is said to be the best in the world. It is said to be the best in the world.

GOAL!

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We'll Build for You!

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We Also Do All Kinds of Cabinet Work

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WHEN PROGRESS WAS MEASURED ON HORSEBACK

There was a day in Eastern Oregon when progress wasn't measured by automobile and airplanes, by tall buildings and paved roads, by payrolls and the price of wheat.

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