

ENTERPRISE CENTER OF WALLOWA COUNTY BUSINESS, INDUSTRIES

By D. B. REAVIS
(Secretary of Enterprise Chamber of Commerce)

Enterprise, the county seat of Wallowa county, has perhaps one of the most beautiful settings of any small city in Eastern Oregon. It lies in the heart of Wallowa valley, called by the Indians "The Country of Winding Waters," and is a truly beautiful town on one first glimpse it from the La Grande-Wallowa lake highway, winding over the hills from the west. It is a town of modern homes, pretty lawns and beautiful shade trees.

It is the largest town of the county, having a population of approximately 2,500, and is the financial and business center, being the hub of the highway and most of the water systems of this section. It has, among other advantages, a monthly payroll of \$75,000, a \$750,000 water system which obtains its supply from natural springs, a \$25,000 sewer system, paved streets, eight churches, a Carnegie library, a \$1,500,000 mail, cheese factory, warehouses, grain elevator, blue plant, retail clothing, hardware and grocery establishments and many other industries, both established and in the making.

Center of Activities

As the center of nearly all activities of the county, the town supports every movement which will build up the county. The county fair, held in Enterprise, high September, boasts the largest per capita attendance of any county fair in the West, if not in the entire United States and is supported entirely by its own efforts. The Fourth of July parade held in the city each year is gaining a statewide reputation.

Lying as it does, in the heart of the most natural dairy section in the Northwest, it is only natural that a modern Swiss cheese factory should have located in the town during the past year. The plant, which is producing fine cheese, is together with an abundance of cold running water on practically all the valley farms, enables the farmers to keep their milk and cream in first class condition, which in turn enables the butter and cheese manufacturers to produce a superior product.

Black Marble Deposit.
One of the largest deposits of black marble known in the entire world is found about three or four miles southwest of Enterprise, from which is produced fine marble more than 20 per cent purity. This has led to the organization of the Black Marble and Limestone company, which at present is constructing a plant near Enterprise on a spur of the B. & N. railroad. Another development will be the construction of an aerial tramway, for which the right-of-way already has been obtained. The tram will be approximately three miles in length and will place the cost of transportation of raw material to the plant at a very nominal figure.

The Enterprise Electric company, now owned and operated by the Pacific Light and Power company, has its headquarters at Enterprise. Its power is obtained from the east fork of the Wallowa river at the head of Wallowa lake and also has a subsidiary plant at the foot of Wallowa lake. This uninterrupted service is given the entire valley.

Another local undertaking that has grown to a very creditable business within the past few years is the Home Savings and Loan association. It now has 450 members on its books and has real estate loans to the sum of \$25,000.

Rog Shipping Center.
Enterprise has for a number of years been the largest shipping point for hogs in Eastern Oregon.

In fact at present, Wallowa county is the banner hog county of the state of Oregon. Lambs, cattle, wool and grain are also shipped in large quantities from this point. Lumbering is the largest single industry in Enterprise. The East Oregon Lumber company has one of the largest and most efficient plants in the inland Empire. It operates over 40 miles of logging railroad, tapping the vast bodies of timber lying in the northern section of the county. It also operates a retail department, supplying the local consumers with fluted lumber, builders' supplies, fuel, etc.

Enterprise has a very bright future as Wallowa county has resources that have never been tapped. Large bodies of mineral that have scarcely been scratched lie in the mountains south and east of the valley. In time, no doubt, a woolen mill will be constructed here, as this town is tributary to one of the largest and finest sheep districts in the state.

Ladies' Exchange Is Combination Business Place

Mrs. E. E. Norris, owner of the Ladies' Exchange, which is located at Hemlock and Adams, does a number of businesses and does them all well. Incidentally, Mrs. Norris is one of the few women who operate service stations in the state.

She maintains what is said to be the only ladies' exchange in La Grande. She carries a complete line of groceries and confectionery. She operates a large storehouse and carries auto accessories. In addition Mrs. Norris handles the agency of a number of varied products. All this she manages, in her busy store, entirely by herself. And what is more, every thing is well managed. None may complain of lack of service from Mrs. Norris.

Her shop is well systematized, with one department for her grocery business, one for the exchange department, one for a storeroom and a large warehouse in the rear. Since Mrs. Norris' death in 1924, Mrs. Norris has not only been able to continue the business, they started together but to continue and to enlarge upon it. Her grocery line is unusually complete, as are her home-made bakery products. Mrs. Norris does an unusually heavy service station and auto accessory business, located as she is on the Wallowa highway and at a business corner of La Grande traffic.

Exchange Success.
The Ladies' Exchange department, begun in a small corner has grown so in the past few years that a special room is now devoted to it. Mrs. Norris' foresight and business judgment in establishing such a business is proved by the success with which it has met. Handwork and needle work of all kinds are included in the products which women bring for Mrs. Norris to handle for them.

Special bakery products are also sold through the exchange department. All the charm of a "country store" and all the efficiency of a city business may be found in "Mrs. Norris' store."

LATEST FAD.
NEWSPAPER, R. L.—The latest fad in pets in this exclusive seaside resort is a baby goat. Miss Lillian's "country store" has caused excitement in the town when in a cool dress she carried a pure white baby goat under one arm.

BEAUTIFUL RESIDENCE



Mr. and Mrs. Bob Klein have a beautiful new residence near the edge of Enterprise. The lawn is smooth and velvety and the ornamental shrubs have made remarkable growth in a short time. They have a home of which they may be justly proud.

CONFECTIONERIES RANK VERY HIGH

La Grande Business Places Modern in Every Detail; Outlook Bright

La Grande has a number of beautiful confectioneries, all of which do a heavy business and are among the most modern in Eastern Oregon. Included in the business institutions of the city. Practically all of the stores provide a lunch or cafeteria service which is on a par with the confectionery business itself.

The Tiffin, owned for the past two years by Ray Price, is one of the largest establishments of its kind in Eastern Oregon. Its specialties include fountain, cafeteria, dining, candy and catering to parties. While it has only been known as the Tiffin since 1924 when it was bought by Ray Price, it was formerly owned by Harry Snodgrass and Mr. Price from J. C. McPherson and J. G. Snodgrass. It has been an established business here for the past 25 years or so.

It was first known as Lloyd's candy shop and later became known as Young's confectionery, with George Young as owner. Mr. Young built up an extensive business, especially in the manufacture of candy. Charles Karther bought the business from Mr. Young in 1915 and owned it until a year later when Al Ritchie bought it.

Joe Richardson purchased the business from Mr. Ritchie and continued to develop it until it was purchased by Mr. Snodgrass and Mr. McPherson about six years ago. During its existence it has several times been remodelled, the last improvements, about two years ago, making it one of the most attractive places in the city. (Tinted walls, which are bordered by heavy mirrors, and panel) shaded lamps in a color scheme of grey and red adds to the beauty of the place and the service department. The fountain is also very attractive, being white marble. A compartment in the back of the building is used for private parties or dinners, in which Mr. Price makes a specialty. Awaiting at the entrance and a touch of her color to the Tiffin, Mr. Price has made arrangements for the entertainment of the kitchen to the back of the other, which will double the capacity of the business. Eight girls are employed to take care of the fountain and table service.

The Lavender Lunch.
The Lavender Lunch, said to be one of the finest and most elaborate lunch places in the Northwest, was opened October by Mr. and Mrs. Charles Karther and has since that time been doing a heavy business that is steadily increasing. Cafeteria, deli-ciousness, grill and fountain.

Office Blossom.
The Orange Blossom, located at the corner of Fifth and Jefferson, is an oasis in the confectionery and snack lunch business here, but promises to develop into one of the busiest businesses in La Grande. Located on a corner that has in the history of La Grande, been consistently successful from a business standpoint the Orange Blossom, with its effective color scheme and attractive interior, is easily a drawing card in itself. Moreover, the owner, V. K. Wells, has equipped his business so that he is prepared to make use of a quick lunch business and a soda fountain business as well as a confectionery line of candies, staple groceries and pastries. The interior, like the exterior, carries out the Orange Blossom idea and is a most effective store.

In the future Mr. Wells, who is also owner of the Club chair store, plans to install a large mirror in the back vestibule which will separate the kitchen from the confectionery itself. In the near future Mr. Wells will move the entire equipment from the cigar store into his new establishment this fall. The equipment at the Orange Blossom already includes two soda fountains, one for sodas and drinks and the other a beer and sandwich fountain. A large electric plate is in back of the beer fountain and will be used in the quick lunch service which is to be started this fall. Mr. Wells, before coming to La Grande a year ago, operated the First National service station at Ellettsburg, and has had considerable experience in meeting the public. Mr. Wells is confident that business at his new location will be excellent.

Sandwich Shop.
The First National Confectionery at the Sandalwood Shop as it is often called, just across the track, is now owned by R. E. Matson, who came here from Ellettsburg and Enterprise where he had experience in lunch and confectionery business. Mr. Matson serves quick lunches, making a specialty of sandwiches, and also does a large fountain business. Candy and cigars are also included in his line. The shop is well located and is pleasing in appearance.

Johnson's.
Just a block below the First National Confectionery is the Johnson's Confectionery which has been operated for many years by Tom Johnson. A fountain service as well as a large line of pastries, candies and staple goods is included in the complete stock which Mr. Johnson carries. The business is a well established one which Mr. Johnson has built up through years of reliable service to his customers. The building is large and well arranged.

Pease's Place.
For the past ten years, W. M.

Pease, or "Shorty," as he is known to his friends, has been in the confectionery business on Adams avenue and has built up a following of friends and customers that includes young and old alike. Before entering the confectionery business, Mr. Pease lived here six years as a carpenter. Deprived of his eyesight he nevertheless is able to manage his business efficiently and waits upon his customers with unfailing accuracy. Until two years ago, "Shorty" operated a business in the location of the present Duffy's Confectionery. After retiring from the business for a year he re-opened a business, which is known as "Shorty's Dew Drop Inn" located next to the Oldsmobile Sales company. New furnishings and a beautiful arrangement of the counters makes the shop pleasing in appearance. Ice cream is a specialty and a 20 gallon capacity electric refrigerator plant is a part of the equipment.

Duffy's.
Duffy's Confectionery located on Adams has been owned for the past two years by Mr. and Mrs. C. E. Duffy and has built up an excellent business in that time. Staple groceries, candies and ice cream are included in the lines of goods which are handled. The shop is neat and well arranged and Mr. and Mrs. Duffy have built up a heavy trade.

Corner Cupboard.
The Corner Cupboard, built and opened last month, located at Second and Adams and owned by George B. Richardson, who for years has been in the grocery business in La Grande, is probably the most modern and attractive confectionery among the moderate sized concerns in the city. Located on an excellent business corner which draws not only from a wide residential district but also from the business passing directly by on the Oregon trail, Mr. Richardson's business has every prospect of success. A special success, which is used in the finishing of the exterior of the shop which was completed the fourth of July, and large beautiful glass windows add to the appearance as well as making the interior light and cheerful. Light wood in the furnishings and in the cleverly lighted booths accentuate the cheery atmosphere in the new concern. Mr. Richardson has named his business most appropriately the Corner Cupboard, for the stock has a wide and complete range. Bakery goods, ice cream, soda water and staple and lunch groceries as well as candies are included in the stock. The International Trading company who has La Grande headquarters with Mr. Richardson, who takes orders for tailor made suits. In the short time of its existence, business has been unusually good, Mr. Richardson declares.

The Riverside.
The Riverside Confectionery at 2414 Second street, has been operated for the past six years by Mr. and Mrs. Thorsen, who previous to the confectionery, operated a La Grande school for 20 years. Mr. Thorsen carries a complete line of

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candies and staple groceries, as well as having a large fountain service. His business is well conducted and is enjoying a steady growth. Mr. Thorsen, in his long experience with the saloon and lunch business at his saloon on Jefferson street, has become well acquainted with the business in which he is now engaged.

The chapel entrance is on Spring avenue, and just off the large side entrance hall is the main chapel room, which will seat about 110 persons. At the other end of the room from the main entrance is the exit door, and adjoining the chapel room on the other side is the family room which is furnished to give a homelike atmosphere. There is a fireplace in one end of the room, and overhauled and mahogany furniture is used.

The music room joins the family room, this room having an outside entrance so that the musicians may come and go without the candles and staple groceries, as well as having a large fountain service. His business is well conducted and is enjoying a steady growth. Mr. Thorsen, in his long experience with the saloon and lunch business at his saloon on Jefferson street, has become well acquainted with the business in which he is now engaged.

MORTUARY RANKS WITH THE BEST

Hunter & Bohnenkamp Residence Chapel Keeps Up With City Growth

One of the most modern undertaking establishments to be found in this section of the state is the Hunter-Bohnenkamp mortuary, located at the corner of Fifth street and Spring avenue, which during its years of operation in La Grande has made additions and improvements at various times, keeping pace with the growth and progress of the city itself.

The business, which up until July 16 of this year was owned by the W. H. Bohnenkamp company, was entered into in the year 1909, operating for a period of three years when it was sold. In the year 1912 Hal Bohnenkamp, who has charge of the funeral service branch of the business, completed a course in undertaking at the Barnes school in Chicago—giving him training that few in his line are equipped with—and the undertaking business was again started, a new chapel being built at the site where the present chapel now stands.

New Chapel in 1922.
The chapel built at that time served until October 1922, when the new residence chapel now occupied by the company was completed. The old building was torn down and a new Colonial bungalow type residence chapel was constructed in its place.

The chapel is most modern in every detail, and is beautiful both inside and out. The grounds are very attractive and are well cared for, the green grass, trees, flowers and shrubs showing up to a good advantage against the white building. Window boxes of flowers give a home like appearance.

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CHARMING IMBLER HOME



The beautiful home of Mr. and Mrs. R. M. McNeide at Imbler. Their lawn is at this time of the year, one mass of pretty blooming flowers.

slightest disturbance. The music room is equipped with a Kimball organ.

A large hall, which joins the family room on the other side and gives additional room, which is available if necessary has an outside entrance on the covered driveway. The driveway is long enough to accommodate five automobiles.

A small slumber room, the preparation room, and a hall leading to this room are also on the main floor of the building.

Modern Equipment.
The preparation room is the most modernly equipped. Five large windows afford extra good light and ventilation, which is an important factor. The walls are of white tile and the curtains are of white.

In the basement of the building is a dust proof room, in which the work of the business is kept. The room has an outside system of ventilation. A complete line of bronze and steel caskets are kept in stock.

Just off of the basement hall is a vault, which is used to care for bodies which it is necessary to hold over for a period of days before burial.

A trimming room and furnace room are also located in the basement in addition to a hydraulic elevator, which is used to take the stock up and down stairs.

Building Remodeled.
Less than a year ago the building was remodelled to provide living quarters for a woman assistant, who makes her home there and is in the chapel both day and night. A five-room apartment was created on the upstairs floor of the chapel at this time at a cost of about \$3500. The apartment extends over the driveway, and includes a living room, kitchen, bathroom and two bedrooms. Entrance to the apartment, which is modern in every respect, is by a stairway immediately over the steps leading in the chapel proper.

The chapel is equipped throughout with two-tone (same Wilton

carpet, with the exception of the preparation room, which has blue and gold reed dayenports furnished for the main chapel room. The halls are also furnished in blue and gold reed furniture. Blue and gold net drapes are used throughout with curtains in harmonizing colors.

Ambulance service in La Grande originated with the Bohnenkamp company, and was available here for the first time eight years ago. The present eight cylinder Cadillac ambulance used by the company was purchased about two years ago.

July 16 of this year A. R. Hunter, who like the Bohnenkamp family is a pioneer of Union county, joined the firm and since then the business has been known as the Hunter-Bohnenkamp mortuary. Mr. Hunter is state senator from this district and has been a prominent figure in the growth and progress of La Grande and Union county for many years.

Original Airmail Sent 57 Years Ago

PITTSBURGH (AP)—What may have been the first successful delivery of mail by air was made 57 years ago in France.

Out of a mass of mail stamps of famed flights collected by Harry A. Traub, of New Kensington, Vice president of the Aero-Philatelic Society of America, is one recording that on September 23, 1870, M. Jules Dronot flew from Paris in a balloon with messages to Cracoville, France. At that time Paris was withstanding the Prussian siege.

Traub's collection of mail stamps includes flights over various sections of the globe.

The modern air wars everything short except for conversation.



A Housewife's Pride--

Her Kitchen

It is in the Kitchen where the housewife spends most of her time. There's nothing like convenience—having all the cooking utensils necessary for the preparation of meals and general baking.

You will find at this store graniteware, tinware, steelware, woodenware, oven glassware, mixing bowls—in fact, everything needed for cooking.

The prices are most reasonable.

Her Dining Room

Food served from attractive dinnerware is always more appetizing. You will find here a collection of various patterns—the Formosa Englishware, the Stanhope, Marseilles and Vogue, the Arvor Haviland China pattern, Del Monte Bavarian China patterns and the Valencia.

We have seven Water Set patterns, gift assortments in China, Glass, Pottery and Metal; also attractive dining room Gift Clocks.

John Melville

VISIT OUR NEW STORE IN OUR NEW BUILDING

A New Assortment Of Artistic Wall Paper



A BEAUTIFUL EXTERIOR calls for a beautiful interior. And you folks who are building new residences should avail yourself of the exquisite assortment of new Wall Papers we're showing now. In fact, the selection is one that every home owner can appreciate.

Highest Quality Paints

J & D Paints are known for their high quality. It costs less to paint than it costs to neglect a surface! You will find every color on an artist's palette at the

Noah's Paint Store