

Growth Of Natural Gas Corporation

New Corporation Very Active in Developing Natural Gas

On Jan. 21, 1931, the Natural Gas Corporation of Oregon was officially made a member of La Grande's public utility family. After a preliminary survey of this district for a suitable location, construction work which consisted of erection of the plant for the preparation of the butane gas from a liquid state to vaporized form and laying of mains and a complete distribution system was started. Many months of labor which brought to La Grande a considerably increased payroll and a tremendous investment in plant and equipment was necessary to make possible this new industry.

Butane gas, as is served by the company here, is first taken from the stills where gasoline is being made and then shipped in specially constructed steel tank cars in a liquid state to the community in which it is to be consumed. These tank cars are of the high pressure type, of heavy steel construction and of approximately 10,000 gallons capacity.

Upon arrival at their destination, they are placed on a siding at the plant gas tank and then unloaded into a butane storage tank. From these tanks the gas is vaporized as required for consumption by the home users.

Since completion of the plant in January 1931, there has been a gradual and steady increase of users of gas for heating, lighting and cooking in the community.

In addition to the original investment in plant equipment and distribution systems, which brought thousands of dollars into La Grande during the period when the majority of business enterprises were retrenching, additional extension and improvement work has been carried on from time to time. At the present construction work is under way along the eastern end of Adams avenue to serve the Plainview Auto comp as well as a number of additional domestic consumers along this street and East Jefferson street.

Gas Appliances
There have been many, many improvements made in gas appliances during the past few years. Gas equipment may now be considered not only as a household necessity, but as an aid to beautifying the home as well.

The modern gas range may be selected in color combinations to suit almost any decorative scheme, and in addition to presenting a very attractive appearance will be found most efficient and economical to use.

It will be found easy to keep clean, practical in its labor saving capacity and fully expressive of today's trend, beauty in the kitchen.

And then the oven heat control allows you to set the regulator at the correct temperature desired for cooking any dish, to leave it—with assurance that the appointed time your gas range will have its work done exactly as if you had stayed to watch it. And so it leaves more time for other things you want to do.

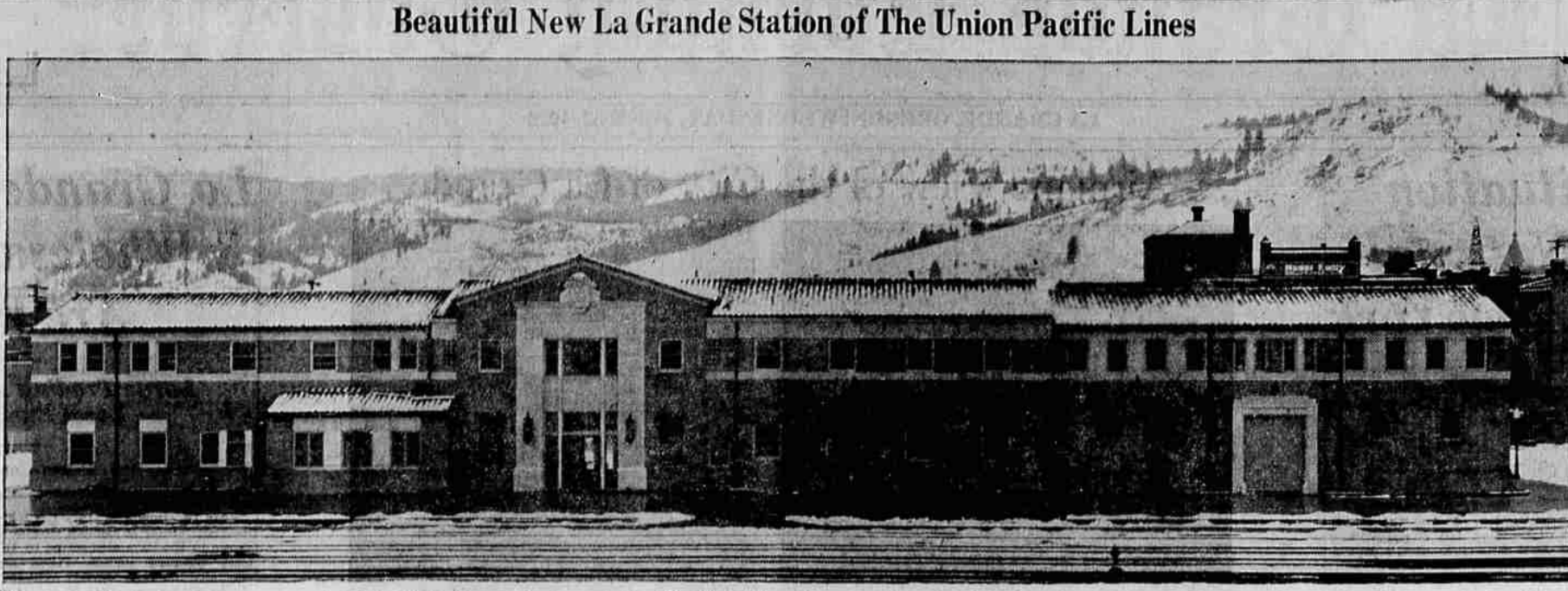
Then the insulated oven saves waste of heat and lowers the running cost, and there are many other advantages as well.

The new gas fired water heater has also been materially improved, and it may be placed in either the kitchen or basement. The connections are few and simple, and once installed you will find it reliable over many years of service. Anywhere in the house you may then have an abundant supply of hot water, instant!

Gas is also the most satisfactory fuel for heating—either in the home or in store and office. It is absolutely clean, there is no supply to be purchased in advance, and much time and labor is saved in this way.

Then, too, gas is excellent for auxiliary heating and radiant fires or circulating heaters will prove of great use in the home.

Gas also provides excellent refrigeration and a completely gas equipped home will prove most delightful for all members of the family.



This magnificent structure was completed in 1930 at a cost of approximately \$150,000 and now provides La Grande with the most modern and complete station and office facilities between Portland and Boise. Vines, shrubbery, and lawns along with other landscaping effects recently added now make the station one of the beauty spots of La Grande, and the Chamber of Commerce has undertaken a project to improve the appearance of the business property along Jefferson avenue, and thus make a more favorable impression upon people who ride through La Grande on the trains.

How La Grande Is Stimulating Tourist Travel

Statistics Show Increase in Tourist Travel

No community is built up by advertising alone—a city must have something to sell—with this viewpoint and believing that La Grande and the contiguous territory has a great deal to sell, the La Grande Chamber of Commerce has entered into an extensive tourist travel program. The organization has published two entirely new booklets exclusively for tourist appeal. The first brochure is entitled "You'll Enjoy La Grande," the contents of which are "Where to Go and What to See." A description of the Mt. Emily scenic route, Wallowa Lake, the State experimental farm, the Eastern Oregon Normal school, the Municipal park, the fishing, hunting, golfing and trapshooting facilities are listed. The "Hunting and Fishing" folder embraces all hunting and fishing in Northeastern Oregon. The pamphlet tells the kind of fish and game available and the most likely spots to procure the same.

A relief map of Union and Wallowa counties is a permanent window display at the Chamber of Commerce office. This map was designed and made by Harley H. Richardson, chairman of the tourist travel committee. The map is molded from gypsum plaster and weighs approximately 350 pounds. The principal lakes, streams, mountains, roads and scenic points of interest are shown in detail.

From statistics compiled by the leading tourist bureaus, the tourist dollar is spent as follows: for food 22%; clothing 13%; amusement and recreation 11%; local transportation 23%; housing 15%; personal, professional and domestic service 4%; laundry and cleaning 2%; fuel and light 2%; incidentals 8%.

That the tourist program is having a decided effect in La Grande is shown by the increase in foreign car registrations for 1931. During that year, car registrations over the entire state increased but one car over 1930, while La Grande car registrations increased 75% over the same time. La Grande registrations are approximately 30% greater now than at the same time a year ago.

LA GRANDE FILLING COMPANY PIONEER STATION
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Briefly Told
A prudent person profits from personal experience, a wise one from the experiences of others.

AUTOMOTIVE ELECTRIC CO.
The Automotive Electric company, located at 1425 Adams avenue is owned and operated by Curtis Sien. In addition to being the district agent as well as exclusive local representative for Willard Battery company, he is equipped to do complete battery repairing and recharging as well as general automotive electric servicing. He also handles a complete line of battery and electrical equipment.

BUY 259,000 CARS IN FIRST QUARTER

Medium Priced Cars Are in Demand; Dealer Aid Being Stressed.

The American public, despite depressed business conditions, spent 220 million dollars for new automobiles in the first quarter of 1932. Based on registrations now being compiled, the country absorbed 259,000 passenger cars in the first three months. This figure represented: In the low-price field, 136,000 (average delivered cost \$625), 113,000 in the middle (\$1050 average); and 10,000 from the high-priced range (\$2250 average).

1932 Models Liked
Sales were off generally from 1931. Only a few scattered states—namely, Arkansas, Pennsylvania, Rhode Island, Wyoming—have a chance of finishing the first three months above last year's total. But the huge investment answers in no uncertain terms the buyers' estimation of the 1932 models.

The \$226,000,000 is more impressive when it is considered that it was attained without the usual strong support from the so-called low priced classification. Normally, half of the dollar volume is accounted for by the cheapest cars. The middle-price cars predominated in the market and early returns indicate that for March they will surpass the low-cost in number units also. This is one of the few months in the history of the industry that this situation has occurred.

Of the three price groups, the most expensive made the best showing to April 1, compared with last year. Some special significance might be attached to this fact, but it is not clear just how much liquidation of 1931 models that phase of manufacturing experienced.

Dealers to be Strengthened
The strengthening of the dealers will be the first move of the newly formed Buick Oldsmobile Sales company. It has been generally admitted that with the present volume all automobile dealers in the market cannot exist and that, therefore, the company would immediately endeavor to better the financial position of its retail outlets. Details of plans have not yet been worked out, but it was intimated that new factory financing terms and new delivered prices would help the dealers.

Color Charts Show Battle On
The automobile color charts indicate a continued battle the rest of the year between blue and black for leadership according to the director of the duce color-advisory service. It was felt the blue would hold the edge on the field which it took in November, but March returns show black in the lead.

The manufacturer, by the new color combinations introduced at the shows, made a tremendous effort to shake the popularity of black. In December, January and February it looked as if he had succeeded. But now black has increased its position at expense of the blues and greens. The only other feature on the list is the climb of Worth Brown, reflecting the vogue of this shade in women's dress a few months ago—Oregonian.

Procrastination Acquitted
Somebody with a leaning toward Justice has acquitted procrastination of the charge of being the thief of time and fastened the crime on bridge.—Toledo Blade.

Greek Geographer First
The great geography written by Strabo, the Greek historian and geographer, is considered the most important work on geography which has come down from early days.

For Wholesome Well-Cooked Food!

Breakfast
Lunch
Dinner

Meals Served at All Hours
Special 11 A. M. to 8 P. M. — 25c to 35c
(Coffee and Dessert Included)

Portland Cafe
213 Depot St.

BURGESS BATTERY CO.



This modern shop, located on Jefferson avenue between Elm and Fir streets, is equipped for all kinds of battery and electrical service and repair work.

WALKER'S FUNERAL HOME



This photo shows Walker's Funeral Home on the corner of Fifth street and Spring avenue.

Local Sandwich Shop Is Unique And Outstanding

V shaped counter. The V shaped counter used is the only one in this section of the country. It affords full view of the cooking and serving and is of unusual comfort to the user. One of the features of this modern and up-to-date business is the use of the Silex coffee, made in small glass containers which affords only fresh and delightful coffee at all times.

The business partners of The Nook are J. C. Smith, son of Mrs. Dorothy E. Smith of this city, and Ray Meyerick, also of this city. Mr. Smith and his wife lived in Marshfield before their move to La Grande. Mr. Meyerick was born and raised in La Grande, during his youth, however, he attended school in Walla Walla, Wash. The personnel of The Nook is as follows: J. C. Smith, Mrs. Rose Smith, Ray Meyerick, Mrs. Mildred Meyerick, Mrs. Beth Norris and Jay Conley.



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LA GRANDE FLOWER SHOPS RANK HIGH

Both Are Members of the Florists' Telegraph Delivery Ass'n.

La Grande may well be proud of her flower shops—two in number—which easily rank among the finest and most modern of any city its size. Both are members of the Florists' Telegraph Delivery association, an international organization through which local florists are able to make deliveries in any part of the civilized world. Total membership of the organization, which has, during the last few years grown rapidly in prestige and size, numbers 6000. That La Grande has firms belonging to the service is a credit and source of pride to the whole community.

The older company in the city is the Clark Florist, which since July, 1925, has been owned by the late Robert Clark and operated by Mr. Clark's sons, Ralph, Cloyd and Renwick and daughter, Miss Blanche Clark. Mr. Clark purchased the business from Mr. and Mrs. A. B. Cherry, ending for Mr. and Mrs. Cherry a business career stretching over a period of 11 years.

10 Years Old
The business was originally begun, however, by Emil and Conrad Niederer, both of this city today, who sold their interests to Mr. Cherry two years after opening the company.

Since the original greenhouse constructed by the Niederer brothers, five additional ones have been added, making a chain of six modern greenhouses and occupying, together with over half a block of gardens, one full square block. The buildings are located near the hospital on Walnut and Adams avenue. Ralph Clark, manager of the productive end of the business, has a bachelor of science degree in greenhouse work which he received at the completion of four year's work at the Oregon Agricultural college. Mr. Clark is equipped both by experience and extensive study to take care of his business. He is assisted by his brothers, Cloyd and Renwick.

The retail shop, located at 1115 1/2 Adams avenue is operated by Miss Blanche Clark, who is particularly suited to that branch of work, having attended Chicago art schools



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WE DO NOT DELIVER RIVER ICE

Phone MAIN 528 For prompt delivery

GAITHER & WALLER
Elm and Jefferson

LA GRANDE FILLING COMPANY PIONEER STATION

where she studied interior decorating and designing, both of which fit her for this artistic branch of that work in which she is now engaged. Besides her educational training Miss Clark has had experience as art instructor in the La Grande schools and as a member of the Oregon normal school faculty. Miss Clark makes a specialty of floral designing and caters to table decorations, weddings, corsages and funeral designs. The managers take a special pride in the window display which wins much favorable comment from passers-by.

The shop itself is attractive, having wained grey oak finishings. Mirrors, bordering the walls on both sides add much to the appearance while a large refrigerator has a beautiful mirror at the top. Grey wicker furniture is provided for the comfort of the customers. Flowers are stored in the refrigerator which keeps the blooms at the same temperature at which they are raised in the greenhouse. A line of attractive flower and plant baskets and florist ribbons is also a part of the shop's equipment. Only high quality plants and flowers covering a complete line are grown by this firm. Their slogan is "Quality, Service, Art in Florist."

One of the two successful flower shops in La Grande is Rohan's, owned and operated by Mrs. F. E. Rohan and son, Donald. They have been established in business for 6 years and just now their down town shop is located in the New Foley building. As a very recent date, they will move into their new location in the Bovy building on Depot street.

Mrs. Rohan, manager of the shop, announces that many fine new features are to be added in the new location. The interior to be decorated in modernistic colors and designs, the refrigerator to be in black and new reed furniture is to be added for the comfort of the customers. An added advantage of the new shop will be the larger window display. Special lighting features are being installed, giving an unusual and attractive effect to the inside as well as the outside appearance. The center enclosed display window at the entrance will be developed into an island effect, in which special floral designs, corsages, flower baskets and boxes as well as many other effects in the way

of table decorations, wedding bouquets will win the admiration of the public.

The Rohan's have developed in their 6 years in business, an extensive line in plants and flowers, as well as flower baskets and they specialize in products direct from their greenhouse to the individual gardens. They also cater to some wholesale business.

Both Mrs. Rohan and her son, Donald are enthusiastic about the future of La Grande and their concern. They declare that their business from the beginning has been more successful than they had hoped.

Aviation Ports
A glider port is distinguished from an airport, in that an airport is a level piece of land which has the least possible number of approach obstructions, and the glider port should be entirely surrounded by high hills, so that these motorless flying machines may be taken off from the top of the hills in any wind direction and flown to the level ground in the center.

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A MODERN RANGE for you

GAS makes baking and canning a pleasure to be enjoyed in a cool, comfortable kitchen.

GAS gives speed and flexibility, coupled with cleanliness, ease of operation, and automatic control.

Gas Cooks Faster And Costs Less

NATURAL GAS CORPORATION
PHONE MAIN 987 OF OREGON 101 FIR STREET

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