

NEW REPAIR SHOP LOOMS

BUILDING OF STRUCTURE
STARTED ON WASHINGTON.

Automobile News and Gossip of General Interest.

George Ruby yesterday commenced the construction of a motorcycle and bicycle repair shop on Washington between Depot and Sixth streets. In addition to the shop there will be a gasoline supply station on the curb in front of the building, which is to be 24x30, one story frame.

Miss Etta Foley, Frank Jones, C. D. Emahiser, R. E. L. Holt, H. L. Underwood and Nate Zweifel are among the new owners of Dodge, handled through the La Grande agency.

Messrs McMillan and Meyers of Embler are among recent purchasers of Fords.

When is a gallon not a gallon? That all depends on the point of view.

It is not a gallon when mentioned by a Canadian in the United States. It is not a gallon when alluded by a citizen of the U. S. A., temporarily in the Dominion.

This startling fact recently came to light at the Maxwell headquarters in Detroit, in the progress of an effort to reconcile some performance of Maxwell cars in Canada with feats of record in the States.

R. F. Girdwood, Montreal Maxwell distributor, was telling of Maxwell economy as demonstrated by cars under his observation.

"They often average around forty miles to the gallon of gasoline," he declared. "I have myself driven one of them on a trip where we undoubtedly averaged better than 44 miles on a run of more than 200."

"The man to whom the statement was made was bewildered.

"What do you mean by 'gallon of gasoline?'" he asked at random.

"Why, regular, Imperial measure gallon, of course," replied Girdwood.

A great idea dawned on the factory man. Investigation disclosed that the English gallon, on sale in Canada, is almost 20 percent larger than the gallon measure provided in the United States. Incidentally, it costs correspondingly more.

Motorists who have toured in both the United States and Canada will now understand why their per gallon mileage has been so much greater north of the border. Those desiring to establish economy records for their cars will also be interested to know that in Canada it is perfectly easy to improve their best U. S. A. performances. Similar conditions also hold true with regard to oil and its consumption.

Conversely, Canadian motorists who make light of supposedly meritorious feats in American economy—feats which they themselves can readily excel without half trying, will wisely make allowance for the fact that the American gallon is only part of the gallon they pour into their tanks.

Since the success of the South African motor squadron in running down DeWet by means of a fleet of Maxwell cars, South African dealers have been ordering American cars.

An unusual combination of business endeavor is that of the Fort Morgan Floral Co. of Ft. Morgan, Col., which maintains a downtown store retailing flowers and motor cars.

SUBMARINE MYSTERY.

Willard Battery Proved to Have Quality by Odd Incident.

A peculiar automobile accident recently frightened many residents of Houston, Texas, into believing that some huge subterranean monster was inhabiting the waters of Cedar Bayou, a body of water near Houston. However, it proved to be a wonderful example of the quality and stability of the Willard Storage Battery.

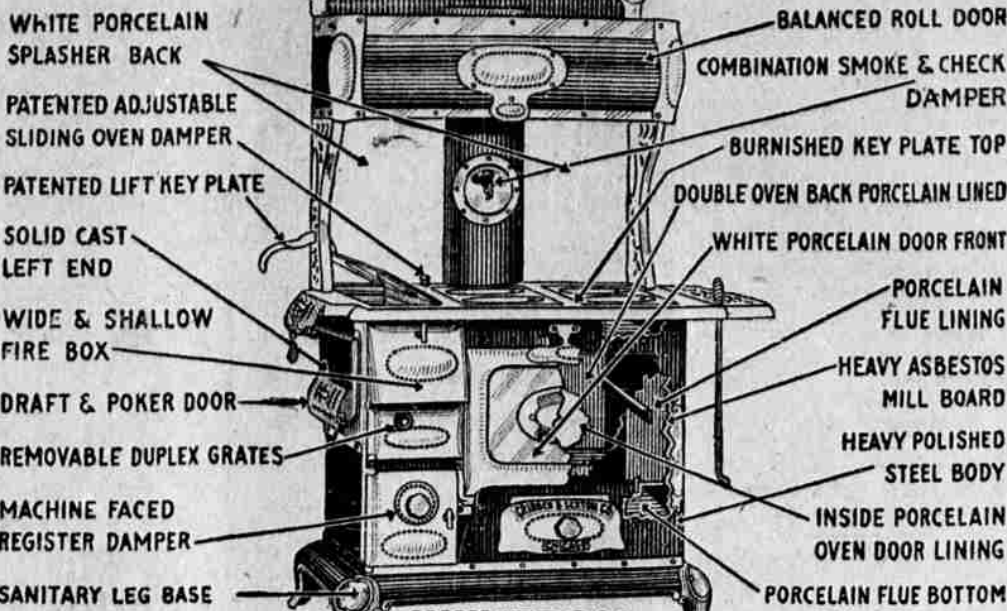
According to dispatches from Houston, a local resident, Mr. Ike Levin, was crossing on the ferry with his machine, on a duck hunting trip. Somebody forgot to tie the boat at the other side, and when Levin started his motor preparatory to driving off, the power from the rear wheels kicked the boat backward and sent the machine forward into the water. Levin jumped, but the car sank into 12 feet of water.

It was very early in the morning and Levin had his lights burning. As the car sank, the water for a long distance took on a shimmering yellow look that located the machine's position when they came to remove it.

The water and air tight construction of the battery prevented all moisture from entering the cells and kept the lights burning brightly from Sunday morning until Monday night, when the car was towed ashore.

This evidence backs up the claims of the Willard people, who supply the batteries used in 85 of American makes of electrically equipped cars, that the construction of their battery is not slighted to save in production costs. It certainly is a wonderful example of what real quality means to the car owner.

The Willard Service station is located at 1515 Adams avenue this city by Johnston and Reishand. 3-10-24 & 3-17-24



UNIVERSAL CARR FURNITURE COMPANY

Men Who Have Wives

DID YOU KNOW THAT COOKING ON A "UNIVERSAL RANGE" WAS AS LITTLE WORK AS BEING CHAMBER MAID IN AN AIR CASTLE?

DID YOU KNOW THAT BY JOINING THE "UNIVERSAL CLUB" WE WILL PUT ANY "UNIVERSAL RANGE" IN YOUR HOME UPON A PAYMENT OF 50 CENTS, THEN THE BALANCE ON SMALL WEEKLY PAYMENTS.

ASK US TO DEMONSTRATE THIS WONDERFUL RANGE

Advertised Letters.

List of letters remaining uncalled for in this office for the week ending March 10, 1916.

Gentlemen — Armstrong, Frank; Brown, L. W.; Curtis, O. M.; Daley, Pat; Davis, Vengo; Gibbons, J. T.; Long, Troy D.; Margnette, Ed.; Millard, Harry Lee; McEwen, Wm. Vester; Newman, Charles; Switzer, F. R. Ladies — Allen, Mrs. Lucy; Collins, Mrs. Ella; Hill, Mrs. Lena; Johnson, Mrs. Gordon; Leonard, Mrs. Mamel; Mathisen, Miss Fee; Russell, Mrs. L. V. Sullivan, Ralph L.; Wallace, Mrs. Mayme.

These letters will be sent to the dead letter office on March 24, 1916, if not delivered before. In calling for the above please say, advertised. Giving date of list.

E. E. BRAGG, P. M.

IMBLER NEWS.

W. P. "Pat" Rollins is canvassing the Grande Ronde valley, selling a book on the European war.

James McKinnis received three Barred Plymouth Rock roosters from Portland this week. The birds which are exceptionally large, came in separate crates and cost Mr. McKinnis \$5.00 "per."

Walter Westfall took a Ford load (six) to La Grande Tuesday evening to see the "Battle Cry of Peace." Everyone reports the picture as very exciting.

A baseball scout from the coast league was through Imbler Wednesday and made inquiries about "Jeff" Bell, the young pitcher, but Mr. Bell

was sick and unable to meet the scout. Mrs. Lou Conklin, after having considerable trouble with her tonsils, finally had Dr. Moore to remove them. Mrs. Conklin endured the operation without taking anaesthetic.

Missouri Against Roosevelt

St. Louis Times, Republican) The nomination of Roosevelt would be all but party suicide. He wrecked the Republican organization four years ago. He is entitled to no consideration from national Republicans. If, however, he should prove to be the stronger general, he may get enough of the forces together to capture the flag and again head the G. O. P. army.

In that event, rump, convention of "regulars" would this year do what the rump convention of "irregulars" did four years ago—nomination a third party candidate.

Missouri will not support Roosevelt on election day. His nomination will insure the election of a state Democratic ticket at a time when the Democrats are completely demoralized. His nomination will give the electoral vote to the Democrat for president.

As between Roosevelt and Wilson, the choice of the people would probably lie with Wilson, but the choice of the thinking men of America lies away from either of the leaders.

Lectures At Clatskanie

Clatskanie, Or., March 10.—Conferences were held here Wednesday

under the auspices of the Oregon Social Hygiene Society.

Mrs. Milli Trumbull, of Portland, addressed girls at 2:30 in the afternoon and women at 3:30, at the People's theater. In the evening William F. Woodward, of Portland, gave an address to men and Drs. B. F. Smith and J. L. Wooden, local physicians, also spoke. Mayor W. A. Hall closed with an address on "What Can We Do for Clatskanie?" A committee of citizens is back of a movement for an active campaign of education in the community.

\$10,000 To Chaloner In Suit For Libel

Washington, March —A jury in the Equity Division of the District of Columbia Supreme Court late today

returned a verdict of \$10,000 in the libel suit of John Armstrong Chaloner against the Washington Post.

The suit grew out of the shooting of John Gillard on Chaloner's place in Virginia, March 15, 1909. Gillard was a man whom Chaloner had helped, but is alleged to have been a wife beater. Chaloner invited Mrs. Gillard to seek refuge in one of the buildings on his place if her husband attacked her again.

On the morning of March 15, 1909, Chaloner found Gillard beating his wife in Chaloner's dining room, to which she had fled for protection. In the struggle which followed a revolver was discharged, killing Gillard.

The Post published a statement that Chaloner shot Gillard. After the jury

fray and the statements of the other witnesses, the jury in Justice Stafford's court, after brief deliberation, returned a verdict of \$10,000 in favor of Chaloner.

Subway Carries 800,000,000

(Popular Science Monthly)

Is the human mind able to picture 800,000,000 people? That is the number of passengers the present system of rapid transit in New York can transport in a year. This carrying capacity is being increased to 3,000,000,000! When the new system is completed it would stretch, in single track, from New York's city hall into the borders of eastern Tennessee, some 621 miles. The cost of the new lines and extensions amounts to \$330,000,000.

No Tires are "larger,"— taken Type for Type,—than —GOODRICH Black-Treads.



SIZE for Size, and Type for Type, Goodrich Tires are as large as the largest put out by any Maker, and WILL BE SO MAINTAINED.

This means larger than corresponding Sizes and Types of many other Tires for which even higher prices are asked.

It means, too, the most generously made FABRIC Tires on the Market, at any price.

Manufactured by the largest Rubber Factory in America, with a 47 year Experience in Rubber-working, and a Record for DEPENDABILITY which makes the above statements worthy of prompt acceptance.

Made from the new "Barefoot Rubber," which gives its maximum Traction with minimum Friction,—with resilience, liveliness and long-life to Tires.

PRICED on that "Fair-List" basis initiated Jan. 1st, 1915, by the B. F. Goodrich Co., which saved more than \$25,000,000 last year to Tire-Users, through its propaganda against Padded Price-Lists.

Priced so reasonably low that Competitors, whose products are not comparable, claim superiority on the mere strength of their Higher Prices (and the Larger Profits they demand from the Tire-User and Dealer).

Goodrich Prices are based on what it costs the largest, and longest experienced, Rubber Factory to manufacture Tires, as ONE of the 269 lines of Goodrich Rubber Goods for which it buys Crude Rubber, and over which its Overhead Expenses are divided.

Good Business Men should know, from this, why Goodrich "Barefoot" Tires can be (as they are) the best Tires on the Market AT ANY PRICE,—though quoted at the moderate "Fair-List" figures frankly and openly published herewith.

THE B. F. GOODRICH CO.
Akron, Ohio

GOODRICH — "BAREFOOT" Tires

30 x 3	Ford Sizes	\$10.40
30 x 3 1/2		\$13.40
32 x 3 1/2		\$15.45
33 x 4	Safety Tread	\$22.00
34 x 4	"Fair-List"	\$22.40
36 x 4 1/2		\$31.60
37 x 5		\$37.35
38 x 5 1/2		\$50.60

GIANT CHAMPION AND HIS MANAGER.



Tom Jones.

Jess Willard.

This photograph of Jess Willard, round bout with Frank Moran March 25. Willard says he weighed 265 pounds. He didn't look more. He has recovered from the sickness which detained him in Chicago for two weeks after articles for the contest were signed.