

THE OBSERVER

An Independent Newspaper.

Published Daily and Weekly at La Grande, Oregon, by the LA GRANDE EVENING OBSERVER PUBLISHING CO.

J. D. MEYERS, President, H. B. LEITER, Vice President, CLARKE LEITER, Editor and Publisher.

Entered at the Postoffice at La Grande, Oregon, as second class matter.

Address all communications to THE OBSERVER, 1710 Sixth Street.

On Sale in Other Cities: Oregon Hotel News Stand, Portland; Imperial Hotel News Stand, Portland.

City Official Paper. Member United Press Associations.

SUBSCRIPTION RATES.

By Carrier. Daily, single copy 5c. Daily, per week 15c. Daily, per month 50c. Daily, per six months in advance \$3.50. Daily, per year in advance \$7.00. By Mail. Daily, by mail per year, in advance \$4.00. Weekly Observer-Star, per year in advance \$1.50.

The Observer carrier boys are instructed to put the papers on the porch. If the carrier does not do this, misses you, or neglects getting the paper to you on time, kindly phone the Observer, as this is the only way we can determine whether or not the carriers are following instruction. Phone Main 37 before 7:30 o'clock and a paper will be sent you by special messenger if the carrier has missed you.

THURSDAY, JANUARY 25, 1917

THE FUTURE OF THE AUTOMOBILE INDUSTRY

So much has been written relative to the development of the motor car industry and so many prophecies have been ventured without proper consideration of vital and controlling factors, that a clear and simple analysis of the subject may serve to dissipate much of the unfounded conjecture.

The automobile market is divided into two broad fields. First the rural class, which includes all persons engaged in farming and others in various businesses who live in towns of less than five hundred population. Second, the urban class, which comprises all people in any but farming pursuits, who live in towns of five hundred or more population.

In the rural or farming market, there are 6,500,000 families. One million of these now own motor cars and one and one-half millions are poor, illiterate, or negroes, who for the purpose of this study may be excluded from the prospective buying class. There remain, then, 4,000,000 farm families who are possible automobile buyers.

In the urban class, covered by 11,000 towns and cities of more than five hundred population, there are about 5,000,000 home owners of which number only 2,000,000 now own cars. Accordingly, there remain 3,000,000 prospective buyers in this class, or a total actual unsold market, in both rural and urban classes, of 7,000,000 possible automobile buyers.

The accepted average life of an automobile is about five years in the hands of the original owners; and as the man who once owns a car will not thereafter be without one, we must include the re-order market which in the calendar year of 1917 will be about 600,000, this being 20 per cent of the 3,000,000 now in use.

For the year 1917, therefore, the automobile business will face a market of about 7,600,000 possible buyers. Not more than 1,600,000 cars will be built in the coming year, leaving a possible excess market of 6,000,000

buyers at the beginning of 1918. These figures are decidedly conservative because they take no consideration of (1) any export outlet, (2) the people who have or will have two or more machines, (3) increased population, (4) increased prosperity, (5) a million or more town and city families who do not own the homes in which they live, but are well able to buy and maintain a motor car, (6) the business houses, retail and wholesale merchants who use thousands of roadsters for salesmen, and many thousands more of delivery cars (regular automobile chassis with commercial body), (7) taxicabs and other cars for public hire.

An important and noteworthy fact is vouched for by the editorial department of Automobile Topics, a well-known trade authority, which has been making a careful analysis of the comparative nature of automobile service. They state that of the 3,000,000 motor cars of all kinds in service in the United States today, they can conservatively say from their investigation that over one-half of the mileage of the 3,000,000 cars is used for business purposes. Literally, this means that of the 3,000,000 automobiles running in this country today one-half, or 1,500,000, are used for business purposes. This leaves only one and a half million in use for pleasure or social transportation purposes.

In considering the 1,500,000 automobiles in use today, which may legitimately be classed as "pleasure cars," an important fact should be borne in mind, namely: the so-called pleasure car of today has a distinct economic use, it being only reasonable to deduce that the time and money spent in motoring for pleasure or social intercourse almost invariably takes the place of some other form of expenditure of less actual economic value. Motoring is a pleasure that makes for broader vision, saner and more helpful diversions, and a more sympathetic social life. A nation without its sane pleasures is hopeless. Therefore, it is far from logical to consider the so-called pleasure car of today as an added luxury.

If production increases at the average rate maintained for the past five years—which is unlikely, due to greater manufacturing problems and to inability of the selling and distributive branches to keep pace with greatly augmented manufacturing volume—the point of saturation will not be reached for five, six or even seven years. And some of the leaders in the industry predict that it will be a matter of ten or twelve years.

All signs point to a continued development for several years to come—for just how long it is difficult to say, but as in many other new fields, limitations and curtailment of expansion, arbitrarily predicted, are merely evidence of a shortened vision or unfamiliarity with all of the facts.

It is true that material and labor are more expensive and increasingly hard to secure. This condition is not serious, nor is it likely to be. The makers of medium and high-priced cars overcome the difficulty by an advance in their selling prices. The manufacturers of low-priced cars build in much greater quantities, are protected by contracts until the end of the automobile year, July, 1917, and are able to absorb additional expense by spreading it out over a great number of units and by increasing their manufacturing efficiency.

RURAL CREDITS MEETING SATURDAY

A meeting of farmers who desire to join a National Farm Loan Association for Union county will be held at the City Hall, La Grande, Saturday, at 10 a. m. This meeting has been called as a part of a national campaign to put the Federal Farm Loan act in force.

Farmers of Union county who wish to join a farm loan association under the new act should be present and citizens generally—both men and women—who are interested in the subject of rural credits are also invited to be present. The Federal Farm Loan system has

been established by law; it is a part of our scheme of national government. If there is any advantage to be obtained from organizing a loan association for the farmers of Union county, if it will assist in the development of our country, we want to see that Union county is not overlooked and that its interests are not neglected.

The fact is that farm loan associations are being organized all over the United States. Union county will be represented in this national movement and we hope and predict that it will result in great benefits for all.

Did you ever notice how some person clothed with a little temporary authority becomes over-officious? Did you also ever notice how soon he blows up?

The people have a right to expect public officials, even police officials, to be courteous.

Don't forget the Elks' show tonight and tomorrow night.

Are you enjoying these nice, balmy days?

Now watch out for the thaw.

EDITORIAL COMMENT

Look in the Mirror.

People who complain when newspapers publish news that may not be pleasant could with equal logic complain at a mirror when they look into the same and see something they do not like.—Pendleton East Oregonian.

Signs of Spring.

Some of our local weather prophets can see signs of spring already. They say that the California folks are beginning to return, which of itself is a forerunner of spring. An automobile or two has been heard to honk lately. The days are getting longer. It is predicted that just as the snow now on the ground is all gone we shall have spring.—Pine Valley Herald, Halfway.

The Coal Dealer's Motto.

"A car, a car, my kingdom for a car," might be the coal dealer's motto.—Baker Herald.

WILSON MAY TRY

"TWO-BIT" DIET?

Washington, D. C., Jan. 25.—President Wilson was urged to try personally the 25-cent daily diet used by a squad of New York policemen to demonstrate how inexpensive foods may reduce the high cost of living. Mrs. Eula McClary, agent for the movement, suggests an experiment at the White House would have a good effect on the country.

"I'll do it if Mrs. Wilson will consent," Mrs. McClary quoted the president as replying. She said she would call at the White House again Thursday, bringing the menu to be prepared by experts connected with the movement, especially for the president's use.

Grease Wool Brings 41 Cents Per Pound

Pendleton, Ore., Jan. 25.—(Special)—Forty-one cents per pound in the grease!

This is the price received for a clip of wool sold in Kansas City recently. The C. J. Mustion Wool Commission company made the sale. The clip is described as being slightly burry and of being three-eighths and quarter-blood wool of medium length staple.

Needless to say this is the highest price ever paid on the Kansas City market for unscoured wool.

The same firm also sold another car of wool, consisting of a clip of slightly burry short staple fine and half-blood wool from Buchanan, New Mexico, for 30 cents per pound in the grease or \$1.03 per pound after being scoured or on a clean basis and a clip of wool that was burry from Lamar, Colorado, for 30 cents per pound, this one car bringing \$11,034.60.

Haines Man at Hot Lake

Hot Lake, Ore., Jan. 24.—(Special)—Jesse Palley, formerly of Wingville, but lately a resident of Haines, is at Hot Lake for treatment for rheumatism.

Baker Man Is Hurt

Luther Mahan, city commissioner of Baker, suffered a painful injury to his right hand yesterday when he fell on the sidewalk near the Baker city hall and struck his hand on a spike on the railing that guards the lawn. The spike penetrated to the bone. Mr. Mahan will be unable to use the member for some time.

A Paris electrician has made an electroscope for detecting the presence of radium discharged so delicate that it is said to measure currents strength as small as one ten trillionth of an ampere.

Two sets of revolving rings instead of one feature a new double egg beater of twice the ordinary capacity.

January Clearance & Clean-Up SALE

Ends Saturday, January 27th

SUPPLY YOUR NEEDS FOR MONTHS TO COME

Reduced Prices and Real Bargains in every department.

Unusual Savings on Silks, Velvets, Dress Goods, White Goods, Blankets, Comforts, Pillows, Sheets, Sheeting, Pillow Cases, Gloves, Shoes, Dresses, Suits, Coats, Skirts, Sweaters, Hats, Caps, Shirts, Underwear, Mackinaws, Trunks, Bags, Suit Cases.

The season's newest Coats and Suits, values up to \$27.50. Your Choice \$6.49

Men's and Young Men's Suits, all styles and colors. Reduced 33 1-3 per cent

Clean-up Sale Boys' Clothing 1-3 off

N. N. West & Co. THE QUALITY STORE

Deposits Placed in Oregon Banks Given

Portland Has Over 48 Per Cent of Money Held in the State—La Grande Well Represented.

Salem, Ore., Jan. 25.—Portland has \$89,609,467.03 in bank deposits, or 48.3 per cent of all of the money banked in the state, according to figures compiled by Superintendent of Banks S. G. Sargent. The total deposits in all of the banks of the state amount to \$184,596,980.74. Nineteen towns and cities outside of Portland hold 26.3 per cent of the deposits and the remaining 26.4 per cent is held by the 139 remaining towns that have banks. The 20 towns of the state having more than \$1,000,000 in deposits, with the number of banks and deposits, are:

Table with 3 columns: City or town, No. of banks, Deposits. Portland 26 \$89,609,467.03. Pendleton 2 5,868,562.25. Salem 4 5,417,253.04. Astoria 4 4,086,477.77. Eugene 4 3,316,235.87. Baker 3 3,243,902.41. The Dalles 2 2,191,544.37. Albany 4 2,140,007.08. Medford 4 1,885,460.60. La Grande 2 1,741,244.13. Marshfield 3 1,726,805.66. McMinnville 4 1,567,104.23. Oregon City 3 1,544,244.29. Klamath Falls 2 1,524,690.19. Roseburg 4 1,454,217.17. Corvallis 3 1,388,267.82. Lakeview 3 1,299,027.23. Hillsboro 4 1,087,229.48. Burns 2 1,042,262.10. Heppner 2 1,003,271.98. Totals 85 \$132,907,974.70

INTERESTING SOURCES.

How Some of Our Commonest Fabrics Were Named.

Calico used to come from Calcutta, India. Sailors would present their sweethearts with a pattern of calico and expect the lady to be wearing the same dress when they returned from their next trip, three years later. It would wear three years, but now any cotton weaver turns out calico that hardly lasts three months.

Satin came from Zaytoon, China, damask from Damascus. Baize could only be properly made in Baza, Spain. Cambric was a French importation, and muslin was made on hand looms at Mosul, Asia. The valley of Kashmir, in India, sent us Himalaya cashmere that Yankee ingenuity can never imitate.

Serge got its name from a Spanish word, serge, and Jersey cloth was first called serzey. Foreign countries now buy their fabrics from us to a great extent, and we feel such pride in goods made in America that we are ashamed to sigh for the real bona fide article of grandma's day.

Perhaps, put away in camphor and moth balls, you treasure "a cashmere Paisley" shawl, or in a lavender-scented chest there rests pure Laon lawn imported by your great-uncle from Laon, France. Let them stay in their packings. All the secrets of dyeing and weaving our tradesmen have mastered, and living is twice as easy for women today because of it. The old colors were well, and the old weaves lasted wonderfully—but, oh, how lovely the new things are!

Biggest Bill Ever Is Reported Out

Representative Shirley Makes Favorable Report—Bill Authorizes Total Expenditures of Over Sixty Million Dollars.

Washington, Jan. 24.—(United Press)—Representative Shirley, chairman of the fortifications and appropriations committee, favorably reported the fortifications bill to the House. It totaled fifty-one million three hundred and ninety thousand dollars, and is the biggest ever suggested in the United States.

The bill authorizes additional expenditures making a grand total of over sixty millions.

Doesn't Take Commissioners Long to Finish

It took the city commissioners last night just 15 minutes from the time the recorder called the role until Commissioner McKennon moved to adjourn. At that, the discussion of the minutes of the previous meeting took up three minutes.

The city manager's report, as follows, was read and approved: La Grande, Oregon, January 24, 1917. To the Honorable Commission of the City of La Grande.

Gentlemen:—Herewith, I submit you my report as General Manager for the week ending January 20, 1917, as follows:

We are getting some results from the effort made to collect the past-due assessments and interest; many have called and made arrangements to take care of the accounts, and others have made substantial payment. The water superintendent has had his hands full with freeze-up cases and he shows an expense on this account for the work of \$32.80. We are keeping a record of all such trouble, and will lower pipes as soon as weather will permit of economic work. Several places giving trouble this winter gave similar trouble last year.

The street superintendent has been working two prisoners in his department, and has also been assisting the

water superintendent.

The police department shows two arrests for the week, both on drunk and disorderly charges; also shows collection of fines to the amount of \$10.

The fire department report shows two department calls. No damage in either, but both could have been serious had not immediate action been taken. In one instance eight volunteers responded; in the other, nine.

I have seen property owners relative to damages on Second street, verbal report of which has been made. Settlement with W. D. Grandy has been effected. I have taken up the matter of the Schilling contract bearing up his claim for damages on account of the Second St. viaduct, and of the protection of city's lien against property being foreclosed by Mrs. J. Gangloff, with the city attorney.

Reports of the city recorder and treasurer are as follows:

Table with 2 columns: Description, Amount. CITY RECORDER: Received for Fines \$20.00, Disbursed nothing. Issued Warrants: Int. on Improv. Dist's, as per coupons on file \$2,383.23, Int. on City Hall Bonds as per coupons on file 625.00, Int. on Sewer Dist. 1, Sec. 5, as per coupons on file 13.92, (All of above in favor of Jno. Collier, Treasurer), Refund of W. D. Grandy's paym'ts. on 2nd St. ass'm't. 146.10, (By order of Resolution No. 315.), Issued Licenses: To the amount of \$150, as per Treasurer's receipts on file. CITY TREASURER Receipts: Water Rents \$77.10, Int. on Impr. Assm'ts. 612.21, Installments on Improv. 2,539.49, Electrical Permits 1.50, 1 bbl. Tar sold 6.00, Licenses 150.00, Water Tap installed 10.00. Disbursements: Int. on Impr. Bonds \$552.49, General F. Warrants 40.75, Int. on same 5.21, Contingent F. Warrants 101.30. Total \$699.75.

Respectfully submitted, F. B. CUREY, General Manager.

AN EARLY CROP OF SPRING HATS



At the left is a new spring bonnet in lavender straw with crown draped in gray satin. The knotted tassel is of silver thread. The other hat is of smoke gray lustrous straw with a band and brim facing of salmon color satin. The ornament is a quaint thing in Chinese design and color from which nods a wisp of uncurled gray ostrich.

Dead or Alive!

A dead dollar is the one which is hidden away; which earns you nothing, and which is liable to turn up missing without a moment's notice; or the kind you carelessly push across the counter, for this and that; things you really don't need—then wonder in a week's time where they have gone.

A live dollar is the one which you place in this bank, where it is always safe. They will call for company; the result is, more saving; then when opportunity arrives, you are financially able to meet it with open arms, and a bank account.

La Grande National Bank