

A Harley-Davidson Surprise —the New "Master 17"

For 1917 the twin cylinder Harley-Davidson models have a *new motor*. We want you to see this new motor *perform*.

A giant in power, this motor has the "jump," "punch," "getaway" and that extra burst of speed that will make it *the talk of the trade*.

"Pep" is the one word which best describes its performance.

Such *snap* has never been built into a motor before.

Slowed down on a hill it will pull, *and keep on pulling*.

We believe this motor will *out-*

run and outpull any other stock motor. We make this statement because the Harley-Davidson has won every big race of the past season, and each one of these contests taught the Harley-Davidson engineers something new about motor performance, and all of this experience has been built into the 1917 twin motor.

Come in and we will give you an opportunity to see this new motor perform.

Find out for yourself what it will do on the hills—let us take you out on the open road, and then see if you can find a stock motor *anywhere* that will stay with it.

W. H. BOHNENKAMP CO.

JUST A FABLE

Once upon a time there was a boy. He was a college boy, which is enough to describe almost any boy. He was just simply immersed in his ears in his college work which included keeping in good with Mary Jane and determining the percentage of Turkish tobacco in any cigarette. Mary Jane was a foxy Jane and the boy smoked keen cigarettes, and he was known as a connoisseur among his inner circle of friends.

Consequently this boy did not have an overabundance of time to waste on his studies. He was studying to be a pianist. Whenever he enrolled he took whatever music was required for graduation, but he fought shy of such common subjects as history, philosophy, the languages, psychology, science and others for which he had to study with the common herd in the library. He was a seeker after snaps, as the college parlance had it.

And what was more, he found them. At the end of the fourth year he sat on the platform with a lot of other seniors and the proxy handed him 19 cents worth of parchment bearing the customary "Know Ye All by These Presents" and signed in various unreadable scripts that our hero knew were the names of the 42-centimeter guns who had planned the curriculum so that he could get a degree.

He took his education and had it framed and mother put it in the parlor over the whatnot that supported the family album, the only place worthy of such a document. And then came the rub.

He went out into the cold world and began a campaign for three squares a day. He offered his service to two or three lyceum bureaus and as many chautauquas, but they couldn't see it his way after the initial trial. Finally he obtained a job in a movie emporium and the ten per cent that the manager handed him on Saturday nights was surely welcome.

But the day came when even the movie emporium tired of his services, and the manager granted him a six-months' vacation twice each year. The manager then hired a boob who could play "Hearts and Flowers" when the villain was cursing the heroine and "Over the Waves" for a boating scene on the Nile, for our hero had never been able to distinguish any difference in the brand of music he played.

He had learned to pick the snaps in college, and it was easier to play what he wanted than to suit the music to the picture. So our hero went to work. He gets \$9 now on Saturday nights. During the week he paints

fences and barns.

And he never saw the connection between a well grounded education and a successful musical career.

Moral—Don't think you are slipping something over on your alumnus when you pick all the snaps in the catalog. Such courses were put in for just such boobs as you.—Kansas.

Complaints, affidavits and legal blanks of every description for sale at The Observer, 1710 Sixth street.

OLD PAPERS—For sale at The Observer office, 25 cents a bundle.

BUTTER MILK

We are now prepared to furnish the trade either from our sales window at the plant or from our delivery in quantities to suit.

Pure Milk & Cream Co.

1708 1-2 Sixth St.

Phone Black 2001



HAIR TONIC

is sold by us on a guarantee to be a reliable preparation for keeping the scalp and hair in a healthy condition. Let us explain its merits to you. Sold only by us, 50c and \$1.00.

LEVY-VOGEL DRUG CO.
La Grande, Ore.

MARKET NEWS

Sugar—Cane or fruit \$8.10 sack, cash; \$8.50 30 days' time.

Fruit.

Cranberries, 20c quart.
Bananas—10c a pound.
Oranges—20@60c dozen.
Lemons—30@40c.

Vegetables, Miscellaneous.

Brussel Sprouts—20c.
Celery (California)—15c, 2 for 25c.
Lettuce—15c; 2 for 25c.
Potatoes—4c lb; \$3.50 cwt.
Cauliflower—15c, 20c, 25c.
New cabbage—8c.
Honey—20c.
Parsley—5c a bunch.
Dry Onions—10c.

Butter and Eggs.

Butter—Fancy creamery, 50c lb; 95c for 2 lb. roll.
Ranch Butter—45c lb; 85c 2-lb roll.
Eggs—40c.
Flour and Feed.
Bluestem Flour—\$2.25.
Royal Patent—\$2.20.
Jersey Cream—\$2.20.

Best of the Best (patent)—\$2.15.
Invincible—\$2.20.
Snowdrift—\$2.40.
Upper Crust—\$2.40.
None-to-Equal—\$2.10.
Gold Medal—\$2.95.
Sea Foam—\$2.15.
Snow Drop—\$2.15.

Flour in 10-lb. Sacks.

Graham, Germs, Whole Wheat and Royal Patent, 55c.
Rye—65c.
Yellow corn meal—45c.

Chickens and Fowl.

Ducks—Live, 17c.
Turkeys—Live, 22c.
Geese—Live, 15c.
Hens—Live, 15c.
Spring Chicken—18c.

Cattle.

Best heavy beef steers...\$8.35@8.40
Best light beef steers... 7.85@8.35
Best beef cows... 7.00@8.00
Best heifers... 7.00@8.00
Ordinary to good cows... 6.00@6.50
Heavy bulls... 5.00@5.50
Light bulls... 4.00@4.50
Calves... 7.00@8.00
Stocker feeder steers... 5.00@6.00
Hogs.
Heavy packing...\$10.50@11.00

Heavy butchers... 9.25@10.25
Light... 9.10@9.60
Rough, heavy... 8.25@9.35
Pigs... 8.50

Sheep.

Best east of mountain
lambs...\$ 11.50
Best valley lambs... 11.00@12.00
Wethers... 9.00@10.00
Ewes... 9.00@10.00
Goats... 3.25

Come Right in and Sit Down

There is a new head to the Standard oil. He is Alfred C. Bedford. As the new executive Mr. Bedford has introduced some new policies. That was expected on the theory of the new broom, but the nature of some of them was not expected.

The Standard Oil corporation has been especially secretive. This has been notoriously true with relation to publicity. Imagine, then, the surprise of a reporter for a New York paper who, with fluttering heart and trembling limbs, the other day rapped at the door of President Bedford. "Come right in and sit down," was the greeting. The newspaper man almost collapsed.

But he was due for a greater surprise. President Bedford began to talk about Standard Oil business and he went on to say that there would be no secrecy and that "there will be a square deal for the people and for the company." He gave the reporter a candid interview and the readers were furnished a clearer insight into Standard Oil affairs than any number of official inquiries might have produced.

The "come right in and sit down" spirit is only another indication of a new day in the right relationship of corporations and the public.—Boise Idaho, Capital News.

FOR RENT SIGNS—For sale at The Observer office.

KLEAN-HANDS

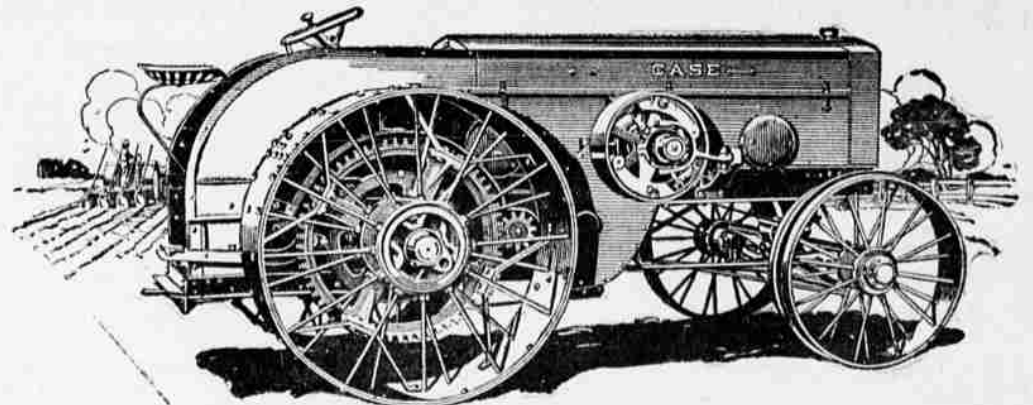
A Soap that Cleans Without Water. For autoists, mechanics, engineers, printers, painters, plumbers. Harmless to the skin—will not scratch. Removes grime, grease, stain, etc., from the hands, cleans autos, woodwork, furniture, tiling, porcelain, carpets, rugs, clothing. The most wonderful cleansing preparation ever discovered. Use it once—you'll never be without it. Send 15 cents for sample. Agent wanted in every county.
HILLER & SNYDER,
Lick Bldg. San Francisco

Auction Sale

Will sell to highest bidder, Thursday, March 1st, 1917, at our warehouse, La Grande, Oregon, one lot household goods and piano, stored by Gertrude Thompson, for storage charges.

The J. D. Lynch Co.

Case 12-25 Gas Tractor



This 12-25 is the result of scrupulous and painstaking efforts in producing a mechanical masterpiece. Not only are the design, construction, material and workmanship of the highest standard known in the industry, but the efforts have been so harmoniously blended, the result is a masterpiece.

This tractor was designed with a view to meet every condition on the farm, and every use and operation that a tractor in its class should be fitted for. Its appearance is indicative of its power and durability. It is eminently suited for plowing, harvesting, and other field work; hauling and road work, threshing and miscellaneous belt operations; in fact, work of every description within its capacity. It pulls a four-bottom plow, two or three binders in high speed, runs a 26-in. separator with attachments.

The material is the best obtainable for every part, and is so distributed that every ounce is effective. The strength of every part is many times sufficient to withstand the strain imposed upon it in ordinary service.

The use of roller bearings has reduced the rolling resistance of this tractor to such an extent that one man can push it on the floor.

Most tractors do not possess these extraordinary qualities, but they add to the efficiency, economy, and durability of the machine, much more than the extra cost of the construction. The first few years the difference is revealed only in operating efficiency and economy, but after many years' service the tractor of lesser quality is useless, while this tractor continues to serve its purpose practically as well as the first few years.

BETTER BE SAFE THAN SORRY.

See - J. A. CHANDLER

For Details and Prices

Dealer in J. I. Case Threshing Machinery and Page Woven Wire Fencing.