

# La Grande Evening Observer

PHONE OBSERVER YOUR WANT ADS. MAIN 37

AN INDEPENDENT NEWSPAPER --- PRINTS THE NEWS THE DAY IT HAPPENS

PHONE THE OBSERVER YOUR NEWS. MAIN 37

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## LA GRANDE AUTOMOBILE AND MOTORCYCLE SHOW, MARCH 15, 16 AND 17

### AUTO DEALERS' ASSOCIATION IS PROGRESSIVE

TWO DOZEN MAKES OF MOTOR VEHICLES ARE REPRESENTED.

ORGANIZATION IS YOUNG WITH VIGOR OF YOUTH

Officers Are Men of Standing in Community—Committees Are Energetic—“To Hold a Real Exhibition” Is Slogan—Association Organization Is Permanent—Annual Shows Are Planned.

The La Grande Automobile and Motorcycle Dealers' association is but a few months old. It has, apparently, all the virtues of youth such as vigor, enthusiasm and progressiveness—with none of the senility of age.

Informally the dealers got together several times in December and January. They effected an organization in the latter month. The primary object of the association then was the 1917 automobile show but since that time the idea has expanded into a permanent organization, to hold an exhibition each year.

Fred J. Holmes is president of the association; J. Van Buren, vice-president; Frank Hilton, secretary; George Richardson, treasurer; Al Daniels, J. Van Buren and Charles McCrary, members of the committee on hall and arrangements. Chase Bohnenkamp, Al Daniels and Charles McCrary, committee on advertising. Fifteen dealers are members of the association. They are: B. C. Hamilton, Saxon, Mitchell; J. Van Buren, Lindson; George Ruby; George B. Richardson, Chevrolet; John E. Anderson, Maxwell, Chandler; Al Daniels, Reo, Dort; W. H. Bohnenkamp company, Harley-Davidson; T. F. Coward, Ford; Island City M. and M. company (Fred J. Holmes), Studebaker, G. M. C. truck; Galloway-Rees company, Overland, Willys-Knight; Frank Hilton, Kissel Kar, Briscoe; C. Wilson; C. A. McCrary, Velie, Haynes.

### CHANDLER DEALER TELLS OF MARVELOUS MOTOR

“The Chandler car leads all sixes because of its marvelous motor” said Mr. J. E. Anderson, local dealer in discussing the Chandler car for which he is the agent.

“Thousands of men and women who would pay hundreds of dollars more for an automobile, if paying more would get them more, choose the Chandler. They are not seekers after a low price. They desire the best six-cylinder motor regardless of price. They desire a Six because time has shown that a six-cylinder motor, correctly designed, gives all the power and all the flexibility of power that any motor can give; that such a motor has the life and snap and “go” they desire; that such a motor is genuinely economical in the cost of operation.

“So these devotees of the Six choose the Chandler, because through four years of intelligent, conscientious, manufacturing effort, and without radical or experimental changes of design, the Chandler motor has been developed to a point approximating perfection.

“While with so many the question of price is of secondary consideration, still Chandler leads in price today quite as distinctly as he has always led.

“In the face of advanced cost of all materials and labor, the Chandler price is but \$100 higher than two years ago. And the car is finer than then. Not a feature has been cut out of it. Much has been added.

“And other cars in the Chandler field have advanced as much as three hundred dollars the past year, either because of necessity or opportunity.

“The Chandler Motor Company has not been willing to take advantage of a situation which would have permitted price inflation.

“And this year the Chandler shall probably build and sell more cars than any other manufacturer of a car of even similar quality.”

### BRISCOE IS ONLY CAR TO REACH CENTRAL POWERS SINCE WAR

Roadster Ordered By American Consul General in Budapest, Hungary. Given “Safe Conduct” by Allies Upon Request of U. S. State Department.

In the present international crisis, it will undoubtedly interest all automobilists to know that probably the only American automobile shipped direct from the United States into any of the central powers since the beginning of the European war was the Briscoe roadster to W. Coffin, American consul general in Budapest, Hungary.

The car was sold to Mr. Coffin by the distributor in Hungary, the National Automobile company, Ltd., of Budapest. The department of state at Washington sought and obtained a special permission from the British government for the car shipment to Mr. Coffin by way of Holland through which country it was forwarded by the American minister at the Hague under safe conduct of the English and Dutch government.

In a recent letter to the export department of the Briscoe Motor corporation through the department of state, official mail, Mr. Coffin writes of the car: “After having been tuned up the Briscoe has given me great satisfaction. It is good value for the money.”

### MITCHELL MOTORS CO. PAYS A BIG DIVIDEND

O. C. Friend Says in Addition Factory Expansion Will Be Rapid—Trend Is Toward 12 Month Selling Season.

The Mitchell Motors Company, Inc., have just declared a dividend of \$1.50 per share to stockholders of record on November 10, payable on November 24.

This is a striking example of the progress of the Mitchell company, whose business expansion during the past two years has been the marvel of the automobile industry.

“Our business has never been in such a flourishing condition,” says Mr. Friend, “and the outlook exceeds anything that I have ever known in my long connection with the industry at this time of the year.

“Our October business was the largest October business the Mitchell company has experienced, the increase in production and shipments being nearly 100 per cent, yet we close the month literally deluged with business from territories that in former years were entirely dormant at this time of the year.

“Even more remarkable is the fact that the present production is moving direct through the dealer, with practically no selling pause, into the hands of the user.

“This is a sound condition that in the automobile business, I believe, up to this time, at this season of the year, has never existed before and proves conclusively the rapid trend there is towards the twelve month selling season in the automobile business and the demand of twelve months' service with no lay up period by automobile drivers and owners.

“No doubt the car of the semi-closed type has had a great deal to do with this, but irrespective of modifications in the body building art, this condition is rapidly becoming more of a reality because the owner now does expect to drive his car every day in the year whether he owns an open touring or closed car.

“This insures the further strengthening of the automobile manufacturer's investment, for it provides a monthly outlet for his product that heretofore, to a certain extent, has been more or less of a seasonable moving commodity.

“The widening out of the buying season, the trend towards twelve months' service cannot help but be a large factor in further strengthening the financial position of every manufacturer in the industry.

“The Mitchell company, right now at the highest production points in its entire history, with a constant demand from the richest territories in the states and a dealer organization that is profiting highly by an almost unprecedented volume of turn-over, due to the ever increasing demand for Mitchell cars, is providing now for

### Facts About the La Grande Automobile and Motorcycle Show

The Place—Hilton's garage.  
The Time—March 15, 16, and 17.  
Admission—25 Cents.

The Manager—Joe Rieg of Portland, successful manager of the Portland, Pendleton, Walla Walla and other exhibitions.

The Secretary—The man who will have to sign visitors certificates of attendance in order that a return fare of one-third may be granted by the railroad company—Frank Hilton.

Salient Facts—Over 20 automobiles and motorcycles exhibited. The manager has arranged for a six-piece orchestra. Decorations, which added so much to the attractiveness of other northwest shows managed by Rieg, will be used. Special features for St. Patrick's Saturday night have been arranged.

How to Get to La Grande—The O. W. R. R. & N. company has granted a fare and one-third rate to La Grande from all points on the O.-W. between Pendleton and Huntington and from all points on the Joseph branch. Passengers coming to the show should pay full fare from home to La Grande AND OBTAIN RECEIPT from agent for same. This receipt should be presented to Secretary Hilton of the Auto Show, and when signed by him, entitles the visitor to a one-third fare from La Grande to his home, thus making the round trip rate a fare and one-third. Fare and one-third will be granted: Going dates, March 12-17 inclusive; “returning” dates March 15-20 inclusive. A visitor to the show may leave home Monday morning, March 12, and may leave La Grande Thursday, March 15 on the return, and obtain the benefit of the reduced rate. Or, the visitor may come on March 12, stay in La Grande one full week, taking in the show and visiting friends, and return home Tuesday, March 20, and still obtain the benefits of the fare and one-third rate.

mighty strides in the production which augurs well for the future welfare of Mitchell stockholders and owners. “We are now making enormous factory additions which will more than double the Mitchell capacity for the coming year. It will also equip us to build all our own bodies, open and enclosed. So more of the Mitchell will be built in one plant than of any other car in its class.”

### Overland Roadster Opens Up New Country in Australia

In Australia there is a single automobile, an American made product, which is given the credit for opening up more territory to motoring than all of Ohio, Indiana and Illinois combined. It is an Overland roadster purchased in 1913 by A. J. Cotton, one of Australia's leading pasturers.

Mr. Cotton is a large holder of land in the northern territory, hundreds of miles from a railway, and he bought the car simply as an experiment in an effort to personally look after his holdings. His objective point was Boorooloolo station, on the MacArthur river. As soon as the car was delivered to him, he shipped it to Longneck, the terminus of Queensland's Central railway. Then he drove 600 miles to Cloncurry, the terminus of the Northern railway line. Leaving

### Just a Wish--And You Can Have a Trip of Beauty

All you need have in Union or Walla counties in order to enjoy a day's outing is the wish for it. For within an hour's journey in any direction are numerous points of interest.

There are four main roads out of La Grande, each leading into haven for the Nature man, the fisherman, the sightseer, the hunter, the tourist. To the west is the Pendleton road; to the north and east, the Wallowa and the Baker roads; to the south and west, the Starkey roads. From each of these roads branch smaller arteries of traffic in all directions. Each leads to a point on some stream, a scenic spot high on some hill or mountain, a health resort, or a wooded hill or mountain where the sportsman's game lives.

To Pendleton, 56 miles, over the hills and mountains, is a four-hour ride, which takes the motorist into a region of eyes delights. Meacham

### TELLS HOW TO CUT MOTORING EXPENSES

MOTORIST WOULD DO WELL TO STUDY THE PROBLEM.

WRITER SAYS BIGGEST COST IN SHORT TRIP.

It is on the Long Journey That the Motor Car Scores Over Other Vehicles.

(BY THE REPAIR MAN)

The average motorist, who is constantly complaining about the high cost of operating his car, probably does not stop to consider that he is largely responsible for such a condition. He would do well to study the problem and see if there are not ways and means of effecting a saving of gasoline, oil, tires and lessening the general wear and tear of the car. After 14 years of experience in the automobile business I have picked out some of the more important causes of the high cost of motoring which can be overcome by each individual.

The motorist who has his car at his door practically all of the time and who jumps in and uses it to run 100 yards down the street or one-quarter or half-mile trips to execute little household errands, or deliver messages, must realize that such driving can produce nothing but waste and high average cost of depreciation. With gasoline soaring as it has lately it behooves every driver to cut out short trips. It is said that the biggest expense in running a train is the starting and stopping. The same is true of an automobile, and the larger the car the more expensive it is to start and stop it.

It is on the long journeys that the motor car scores. It scores over the bicycle and all other forms of locomotion in speed and in avoidance of fatigue over long distances.

Again, economy can be affected by an amendment of driving methods. Tire economy is secured by moderate driving, by careful starting and stopping and by close scrutiny of the road. Drivers who are in the habit of speeding up between street intersections and slowing down abruptly at the street crossings are abusing their tires.

A maximum of 25 miles an hour, when such speed is permissible, is judicious driving. Perfect control of every adverse circumstance without injury to passengers, tires or mechanism can be maintained if this speed is never exceeded. It has very wisely been said that any old car can go fast, but it takes a good one to go slowly.

### The Gas Engine Is Farmers' Big Help

Caterpillars Crawl Over Acres Of Golden Grain Gathering For Man's Necessities—Automobiles and Trucks Solve Transportation Problem.

The hand, the oxen, the horse, the gas engine—have been the steps in the farmer's evolution. Agriculture is just now entering into the engine stage. The “baby” prodigy already has started the elimination of the horse. It is cutting down the farmer's output for hired help. It is enabling him to do a bigger work with a smaller outlay of energy.

The tractor in Union and Wallowa counties is subduing the soil and making it yield “an hundred fold”. Giant caterpillars crawl along, mowing before them, not human life as they have been prostituted to in Europe, but the golden grain from which comes man's daily bread. Twelve Holt caterpillars are on ranches within a short distance of La Grande.

Trucks and automobiles are solving the quick transportation problem for the farmer. Thirty makes of automobile trucks and tractors are represented by local dealers.

### NEWS ARTICLE

Arrangements now being made mean that 2,000 horses which heretofore have drawn touring stage coaches through Yellowstone National Park will be sold for use in European armies and their places taken during the coming summer by automobiles.

### BEAN-BARRETT LAW BOON TO MOTORISTS

IT MEANS MORE TIRE MILEAGE, SAYS AUTO MAN.

PLACES OREGON ON EQUAL FOOTING WITH CALIFORNIA

Give Us a Good System of Highways and We Will Be Money in Pocket.

“If the Bean-Barrett and other good roads law, passed by our last legislature, are approved by the Oregon voters at the polls in June, then we will be on an equal footing with California as far as tire mileage is concerned,” says a local good roads advocate.

“At the present time we are getting about one-third as much mileage as our more favored brothers in the Golden state and still paying the same price for our tires. Of course the main reason for this is lack of good roads. Give us a system of highways covering all the points of interest usually visited during our tours, properly constructed and maintained, and, although next year our license tax will double as one of the provisions of this act, our money will be saved many times over in decreased overhead expense.

“We have understood that the percentage of tires sent in for adjustment in Oregon is 10 per cent of sales, as against less than one per cent in California. To my mind no better argument for good roads is needed. The sooner the average motorist can be convinced that a careful inspection of his tires before starting on a trip is really as necessary as his motor inspection the sooner will he have less ruffled temper, wilted collars and spoiled pleasure trips. No one would think of starting out without cylinder oil for the motor, but they will start with the tire half inflated and perhaps a small section of the rubber tread missing. Under those conditions every rock is a menace and apt to cut fabric or stone bruise the casing. A short visit to the repair man for a whole tread again or a casing well inflated will, as a rule, insure a pleasant trip and no trouble.

“If the motorist will co-operate with his dealers and cease to patronize mail order houses and foreign concerns better service can be given by your dealers and many dollars kept at home that are sent away in a mistaken conception of economizing. As in clothing and in other staples also in tires you get only what you pay for.”

### Twelve Cylinder Car Is New Kissel Model

Test Models Have Been Tried Out in Different Parts of the Country With Good Success.

A new Kissel Kar, with hood tightly sealed, has been the object of much interest among the motorists of several widely separated cities for some months past. Observing the extraordinary feats of climbing and quick pick-up of this mystery car, it was easy to guess that it contained a multiple cylinder engine. Nevertheless the details were so carefully guarded that only the news that a new model was being tried out found its way into print.

The Kissel Motor Car company has now admitted that it will soon place upon the market a twelve cylinder car and that the test models seen in California, Wisconsin, Illinois, New York, Massachusetts and other states, are samples. The complete reports from each of these test cars have been gone over carefully at the Kissel factory and found to be thoroughly satisfactory, it is announced.

“Until we get into production on the new twelve, which will require two or three weeks more, we do not deem it best to release the details,” said George A. Kissel when asked for the specifications. “I will say however, that we are all astonished and delighted with the results of our country-wide tests and firmly believe we have a big car of really sensational performance to supplement our very successful small model, the Hundred Point Six.”

John E. Anderson last week sold Albert Finney a Maxwell car.

(Continued on Page Six.)