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### MR. FREDERIC COLEMAN

The Observer is glad to welcome Mr. Frederic Coleman to La Grande. Mr. Coleman is the type of the American who has made good. Boldness and ability, these are the two traits that make the American successful. The American does things while others are thinking and talking about them. Mr. Coleman's adventuresome career has taken him all over the world; travel is a great teacher, none better. It broadens a man, gives him time for reflection. When he gets back home, he sees new opportunities. We are proud of the Americans like Mr. Coleman and Mr. Hoover who have made their way abroad, seizing opportunities from right under the noses of the natives of foreign lands. It was not easy but they did it.

### THE CAR SHORTAGE.

On May 1, 1917, the United States was short 145,449 freight cars, the greatest shortage in history.

How the freight car owners, and the freight car users, by co-operation can make enough cars for the government and everybody is shown in an appeal just issued by C. J. McDonald, assistant to the chairman of the Western Department of the Railroads' War Board. McDonald points out that the trouble does not lie in the non-existence of enough cars, but that the maximum use of each car is not obtained. Just what co-operation in freight car conservation means is shown here:

An increase of two tons per loaded car would be equivalent to adding over 200,000 cars to the number available for public use.

There are about from 250,000 to 300,000 points in the U. S. where freight is received and delivered. It is estimated that quicker loading and unloading would increase the number of available cars by 515,000.

There are 2,575,000 freight cars in this country of which about 65 per cent are normally under repair. The railroads are trying hard to reduce this percentage to 4, which would release 64,000 cars for active service.

Now, if the public will co-operate with the railroads in loading cars to their full permissible capacity and in releasing equipment promptly, maximum efficiency will be secured and the problem solved.

Ask for only the cars you need and when you need them; use fully, load promptly; release quickly.

New cars are being built but the volume of the nation's business is being built faster, wherefore avoidance of car wastage is as important as avoidance of food wastage.

The time may even come, and come quickly, when our

### Picked Up By The Stroller

I strolled along Adams Avenue the other night and saw a funny sign: "DON'T PARK CARS HERE. BY ORDER POLICE DEPARTMENT." Not by orders of the City of La Grande, or the City Commission, or the City Manager. Now that the citizens know who's running the town they will know what to do. It must be a great sensation to be able to make laws, execute them, arrest people, club them, insult women, invade people's homes, act as judge and jury—and with impunity.

A gentle shower fell for a few minutes last night that was just like a breath of heaven.

#### Sommer Hotel Arrivals.

Harry H. Hargrave, S. B. Phillip, Jas. E. Bowman, J. M. Chaberton and wife, T. Tiffany, A. M. Ariana, W. J. Winwall, S. E. Brackett, Glenn W. Cheney, Geo. T. Earl, Portland; G. T. Romie, Salt Lake; J. H. Evans, Boise; J. B. Brinkley, Kansas City; W. C. Jackson, Enterprise; W. A. Zertler, St. Paul; Phil L. Serne, Chicago; E. C. Peterson, J. E. Range and wife, Spokane; A. M. Hall, Hood River; James Johns, Pendleton; H. W. Hicks, Union Pacific Ry.; William E. Bird, City; E. Friend, Seattle; Mrs. C. D. Kauffman, Walla Walla; A. D. Shell, Butte.

#### Savoy Hotel Arrivals.

H. C. Smith and family, John Wisdom, Elgin; R. J. Walker, City; T. J. Ellidge, Wallawa; Grace German; Arthur Cantrel, Dixon, Mont.; Maggie Edwin, Prescott, Wa.; D. H. Erwin and wife, Prescott, Wa.; J. Ambrose, W. U. & T. Co.; O. S. Hall, Rodley, Colo.; Herbert Daugherty; Fred Peeta, West, Cal.; Mrs. E. S. Thomas, Jas. Hallgarth, Richard Polson, Elgin; F. M. Kent, Milton.

#### Police Arrest Chinese.

The police arrested this afternoon several Chinese for vagrancy; one is suspected of smoking opium and another of being an agitator.

country's success will hinge upon the car supply. Help by avoiding using two cars where one will suffice, for a car saved is a car made.

### JACK LONDON'S PHILOSOPHY.

We have just read Jack London's "Burning Daylight," the story of a strong man who single-handed wrested success from the world. Jack London, of course, always dealt with rough, primitive characters. But after all these are the men that men admire. And women admire them, too, although they often profess to like the sissy kind of men, and frequently have them dangling on their apron string. But women perhaps even more than men, admire the man who can strike a heavy blow, who is sometimes coarse and brutal. The explanation of this goes back to the cave men's days when women surrendered to the strong, not to the perfumed dandies. Jack London saw perhaps more clearly than many authors the fact that life is a battle, that men must fight to get ahead, that business of the present day is frequently ruthless even to the extent of "unlimited submarining" of competitors; that the struggle of the survival of the fittest in modern life is frequently the survival of the cruel and crafty, the stealthy and the cunning. Jack London did not preach the doctrine of altruism. He did not preach any definite philosophy. He had a contempt for the people who are exploited by the trusts. He makes his hero a money grabber who fights ruthlessly and exploits every one, finally acquires thirty millions, and then in a sudden revulsion of feeling throws it all away to retire with his bride to life on a secluded farm, where he won happiness. But even there he found that he had the same perpetual battle for existence, this time with nature and many forms of predatory life. Shakespeare says, "Bubble, bubble, toil, and trouble," maybe this is the universal law of life.

### WHY--

The Business Man and  
 The Banker should encourage and  
 The Farmer should practice  
**Diversified Farming**

(By Kenneth Gilbert. These articles are reprinted from the "Business Chronicle" of Seattle, Wash., by permission of the publisher. They appeared in serial form in that publication, Feb. 24 to April 21, 1917. A copy may be had by addressing the Union Pacific System.)

"Knowledge Is Power," and It Applies Especially to Farming.

Representatives of Washington State College say that residents of rural communities are little inclined to become interested in profitable agricultural reading. During a certain part of the year the farmer finds himself too busy to read. Yet there are other seasons when he has time to do more reading than could the average man.

If a farmer is interested in a certain crop type of building, or any agricultural problem, he can spend his time profitably reading up on the subject. The most important point, however, is that he must keep himself informed so that he may intelligently judge the situation.

The U. S. Department of Agriculture publishes many booklets and pamphlets of real value to the farmer, and this list is supplemented by publications from experimental stations. These authoritative helps the farmer may have for the asking.

Farming is becoming a more specialized business, and the man who wins is the man who uses business methods. In analyzing the case of your farmer-acquaintance who is not getting on as he should, ascertain what he is doing towards keeping himself informed. The saying "knowledge is power," can be no more aptly applied than to agriculture.

Everything For Him



Exclusive Men's Furnishing Dep't

### Neckwear

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A complete line of Hats—cloth, straw and felt, in all the new shades and shapes.  
 Cloth Hats ..... \$1.50  
 Straws ..... \$1.25 to \$3.00  
 Felt Hats, Gordons and Stetsons ..... \$1.00 and \$4.00



### Hosiery

If we knew of a better line of Hosiery than INTERWOVEN, we wouldn't hesitate a minute to change. We honestly believe it to be the best line—to give the best satisfaction in every way. A trial will convince you.

### Caps

Caps of every shade, shape and combination—in all sizes and prices. New silk caps for the hot weather in all light and dark shades.

### Hart Schaffner & Marx Clothes

A line we're proud to handle—because we know there is no other line of clothes that can equal them in quality, texture and style. We have a fine selection of Varsity Fifty Five Suits in checks, stripes, grays and other colors in different models. They certainly do put a fellow on the map for looking up-to-date, and a commanding appearance is surely a good investment.

#### Extragood Clothes

For boys—the best you can put on the boy. Made for all purposes—of the finest materials, and with the best workmanship possible. That's what you want for the boy and that's what we guarantee.

#### Men's Work Shirts

A very complete line of Work Shirts at 50c. in blue, black, tan and gray. Also a very good line of black sateen shirts at 50c to \$1.50.

#### Boys' Wash Suits

A large assortment of Boys' Wash Suits now on sale at Half-Price—Also our regular line of Wash Suits in all popular cuts and colors. Sizes 3 to 7 years. Call and look them over. Fast colors every one.



#### Foley Hotel Arrivals.

H. L. Funk, P. C. Boss, Portland; Mrs. F. F. McCully and niece, Joseph; R. J. Howard, Baker; C. A. Scott, Portland; E. T. Mulcahy, Denver; E. J. Ryan, W. G. Howard, P. L. Pinklean, Portland; W. B. Barrett, and family, Heppner; W. A. Roeker, Chas. E. Shaw, D. J. Bruce, Portland; Dr. J. P. Johnson, Joseph; Ruth Wilkins, Will Proctor, Seattle; J. B. McCook and wife, Miss Zella Thompson, Dr. G. L. Boyden, A. R. Bobothy, Pendle-

ton; Otto Ballhorn, Stanfield; C. A. Burbank, Jr., Portland; M. F. Cranney, San Francisco; Katie Harper; Guy Smith, Pomeroy; Frank Monahan and wife, Pat Connell, Heppner; C. R. Smith, Spokane; R. W. Keith, Portland; H. E. Walker, Salt Lake; Arthur DeVore; Oscar Ayars, A. P. Palmer, Portland; Jack Hinchey; H. Kelly, Pendleton; R. J. Warden, Spokane; J. R. Flynn, H. E. Griesel, Portland.

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 In the Dreamy Oriental Fantasy  
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**6 - Hawaiians' Foremost Entertainers - 6**  
 HEAR SEE  
**Geo Loa Princess Nita**  
 King of all Hawaiian Steel Guitar Soloists Sensational Hula Dancer

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This is a time for every citizen to support the United States Government and many are doing so at considerable cost or sacrifice to themselves.

We have joined the Federal Reserve Banking System established by the Government to give greater financial stability and strength to the member banks and protection to their depositors.

You can give your support to this great Government enterprise and also obtain its protection for your money by becoming one of our depositors.



**La Grande National Bank**