

PEOPLE LOOK TO LA GRANDE DEALERS FOR INFORMATION ON THE NEW CARS

Union County Great Market for New Cars the Coming Season

The general belief exists that Union county will be a great market for cars the coming season, provided the automobile dealers of La Grande make a campaign of publicity and explanation as dealers in other cities are doing.

This was the opinion of a Sand Ridge rancher, who expressed himself as being in the market for a car. He did say that he was reading everything he could get hold of regarding different makes of machines and is very much interested in some of the special features which he believes vital to a car's life.

He asked for a list of the dealers in La Grande and what cars they handle, which was given and then he said he hoped to be able to call upon them or have some information explaining their cars given him in some manner. The regret still hangs that dealers here have not put on an auto show this year. Interest is so universal in the motor driven vehicle now that a show is considered of greatest importance. Penetration is arranging for a big show in a week or two and other towns in the state are following her example.

The tractor men are also clamoring for information and the market for tractors is apparently a good one, provided work is done to capture it. The man who is on his toes in the automobile and tractor business is essential to the industry, according to the buyers on the market. They like to have the salesman call and hear him spiel about his machine.

Auto Is a Passenger and Not a Pleasure Car, Is the Claim

"Now that the war is over there is a tendency on the part of a few individuals connected with the manufacture, sale and use of passenger automobiles, to resume the use of the term 'pleasure car' when speaking of them," says Chase Bohnenkamp, of W. H. Bohnenkamp company, local dealer in Chevrolet passenger automobiles and trucks.

"Nothing could be more unjust or untruthful than to connect the name 'pleasure' with an indispensable utility as the automobile has proven to be during the past four years, especially. It is not a pleasure car, but a passenger car. And it has never rightly qualified for such a misleading designation since the early days of use, when as an innovation radically different from anything hitherto used for traveling purposes, it was adopted by some who chose to make use of its utility purely for pleasureable purposes. The name is true of railway coaches and steamships. There are a certain number here who always have and always will use them with recreative aims. Yet no one ever refers to even a parlor car as a pleasure car or to a steamship as a pleasure boat. Then why label the automobile with such an appellation?"

"If the automobile, in spite of its utility, was so high priced as to be within the reach of only a very limited number, then it might rightfully be regarded as a luxury. The term 'pleasure car' might then be used with some modifications. But such is not the case. The ownership of automobiles is confined to no special class of people, small salaried clerks as well as men with trades own and operate them.

"In many instances they have been the means to more economical and better living, enabling their owners to live in rural districts where rents and living is cheaper and yet reach their place of business easily every day. The same is true of the business man who has found the automobile an invaluable business assistant, actually saving him much in time, energy and money.

"A recent investigation into the use of automobiles in farming districts revealed the fact that the passenger automobile is used 90 per cent of the time for utility purposes."

Old Firm Said to Have Taken on New Line of Machines

A report is current but cannot be verified until Fred J. Holmes of the Island City M. & M. company returns from Portland, that his firm has taken on a new line of machines.

The M. & M. company, made the Studebaker car in this section of the state and while it had the agency Studebakers were as thick as half of the proverbial pie's back. For some reason the Studebaker and the M. & M. split the covers, had a falling out, since which time the old M. & M. firm has carried no cars.

Now, however, according to rumor, such lines as the Stanley steam car

the Premier and another machine will be carried and the M. & M. is arranging its selling force to take up the new lines and push them hard for the coming season, if the reports are correct.

The steam car has been under discussion here for some time. A lot of engineers live in La Grande and there is a lurking feeling in the mind of every man who runs a locomotive that he should be using steam for power instead of gasoline when he is on the country road. Several of the men have examined steam cars and there is a tide of sentiment turning somewhat in favor of them.

Light Tractors Are Popular With the Valley Farmers

Indications are that a great percentage of the plowing in the valley this year will be done with tractors. The light tractors for the small rancher is coming into favor and the demands for information relative to the merits of the different machines reaches The Observer often from the ranchers.

Already a number have been sold of the different makes and new lines are contemplating entering this field.

Al. Daniels Will Take on the Line of Auburn Cars

The Auburn line of automobiles is coming back into this section of the state and Al. Daniels, who has handled a number of different lines, is to be their agent. At least that is the current report in automobile circles. The Auburn line has blossomed out of late into a number of different type cars, each of which has strong claims by the makers.

Mr. Daniels expects to have a line of the machines in some time during the month of March.

Hamilton to Have New Home for His Growing Business

Bert Hamilton, who handles the Nash car, is to have a brand new garage for his home just as soon as contractors can put up the building. It is to be located on Adams avenue and Julius Roesch is the party who is building the structure and has leased it to Hamilton for a period of years. Mr. Hamilton has met with success

in the automobile business here. He has taken on a good line of machines and is making every arrangement to hit the ball and hit it hard as soon as the season properly opens.

COOLIDGE WILL HEAD RELIEF

APPOINTED TO AFTER-CARE WORK OF DISABLED SOLDIERS

Judge Knowles of Home Service
Section of Red Cross Makes
Selection.

Col. H. E. Coolidge has been chosen by Judge J. W. Knowles to head the after-care division for soldiers and sailors who are returned in a disabled condition.

There is much to this section of the work and in a short time the boys who have paid the physical price of liberty, who have made the world safe for democracy, will be coming home. It is then that the hearts of the people will swell up in a full realization of what war is. Colonel Coolidge's appointment to this important place is looked upon as a most fitting appointment, for his heart and soul are with the men who have done the fighting.

MAKING GOOD IN ATHLETICS

CORVALLIS, Mar. 1.—Three of La Grande's former high school students are making good in college athletics at O. A. C. this year. Two of them, George McDonald and Howard Stoddard, are of the last graduating class, while the third, Joe Reynolds, was graduated two years ago.

Joe Reynolds has already made a football letter for this year. So far he has been in every basketball game the varsity has played this season, so that his letter is assured him in that sport. The track season is still in the offing, but the outlook is bright.

George McDonald and Howard Stoddard, being freshmen, are not eligible for the varsity this year, but have made the freshman basketball team. Both are playing on their fraternity teams in the intramural series. Their chances for the varsity next year are good. Both were first team men of La Grande high school last year.

DAYS OF 1865 ARE RECALLED

DISBANDED TROOPS MEET WITH SAME OLD PROBLEM.

Poor Relation Bill Considered by the
Legislature—New Yorkers
Are Storing Booze.

NEW YORK, March 1.—A Civil War veteran came to town the other day to meet his soldier son on the way back from France. He had narrowly escaped sleeping in the park. There was no room to be had at any price in the over-crowded hotels, despite the fact that two new mammoth hostleries had just opened. A friend of his son's had, however, rescued him by taking him to his club.

"Conditions are just the same here now as they were in 1865," he said. "Most of us Northern boys made New York on our way home. The town was full of us and our friends who'd come to meet us. You couldn't get a room in a hotel or boarding-house without paying double price and then you had to engage it weeks ahead."

"They say there are thousands of men out of work here now, a large part of 'em soldiers. Everywhere I go I see boys in uniform doing make-shift work, selling papers, souvenirs, Roosevelt memorial pictures and what not. It was just the same then. The town was full of boys from all over the country who were in New York for the first time, maybe. They liked it and wanted to get jobs right here. There was all sorts of talk about labor troubles and business panic. But, pshaw, things straightened out quick enough. Everybody got jobs pretty soon, business boomed and we had one of the biggest periods of prosperity in our history. The same thing will happen now."

Conditions Similar to Civil War.
This veteran's optimistic conclusion is in accord with the carefully thought-out prognosis of New York financiers, not merely as to the labor and business outlook in this city, but in the country at large. There is, they contend, much more than a superficial parallel between conditions following the Civil War and those of the present. The comparison is brought out in detail by a recent survey made by the Guaranty Trust Company, of New York. This analysis shows that the

country's gross business multiplied three-fold between 1860 and 1880. The war prices began to decline in 1865 and continued downward until 1880. Wages, however, continued to rise until 1872. This burst of prosperity after the Civil War, commentators say, was due to the great new regions of the west, like the gold fields of California, that were just being opened for development. They point out that parallel conditions exist today on a world scale. Not only are there vast undeveloped regions still to be exploited in our own west and in Alaska, but plans for developing the untold new wealth of South America and Asia, together with the trade demands of Europe, offer prospect of a boom in American enterprise such as the country has never before known.

Support Poor Relation.
The mania for taking property from those capable enough to acquire it and giving it to those who are not, has penetrated even to the legislature of the Empire state. A bill now before that body would amend the state constitution so as to compel well-to-do citizens to support poor relatives. Against such enactment there is a wall of protest abroad in Manhattan, extending all the way from lower East side tenements to the marble entrance, elevator apartments of the upper West side. If this amendment were to be passed and enforced there would probably be a marked slowing down of the steady migration of a considerable portion of our population from the former to the latter plane of prosperity. On the other hand some are inquiring hopefully if this would not mean a larger exemption in income tax statements.

Booze Being Stored.
Gotham's chief worry these days, however, is the imminence of national prohibition. Since the statement by the prohibition forces that orderly private homes will not be searched for stored liquors there has been a steady sale of bottled goods in large lots. Flat parties are going to be exceedingly popular after July 1st.

One acquaintance of ours laid in a dry weather supply two months ago. It took up no small part of the limited closet space in his flat. But, alas, he admitted to us that he had already been obliged to renew his supply three times and the third lot is almost gone. The general motto seems to be: "Drink, drink and be merry, for tomorrow we are dry."

Big Time Coming
Next Friday Night
at Christian Church

It will be a splendid entertainment known as the Old Folks' concert, presented in quaint old-fashioned costumes in sweet melodrama songs of other days. Among some of the interesting, re-

lax worn on the occasion will be a \$500 hand embroidered Spanish silk shawl, 150 years old, as well as some other unique and attractive robes by ladies and knights of colonial days.

Southern darkey characters in an old plantation song; a volume of melodies and harmonies in old-fashioned songs in solos, duets, quartets, etc., by some of the best voices in La Grande, and a noted non-resident soloist. The musical direction is under the able management of Dr. S. H. Roe who is proving himself quite an apt instructor.

The scene is a visit by Poston relatives, Aunt Sophia, Cousin Jedediah

and Ezekiah to their old home town. Mrs. R. H. Coker, an accomplished elocutionist, as Aunt Sophia, will give an interesting reading entitled "Green Grow the Rushes-O."

On the whole this entertainment will more than please and interest you, and is well worth more than twice the price charged, 35c for adults and 15c for children.

The Christian church's object in giving this entertainment is to secure funds to buy 100 or more much needed song books for its services. Don't forget the night and don't fail to come. Tickets on sale at Silverthorn's drug store.

"Little and Often Fills the Purse"

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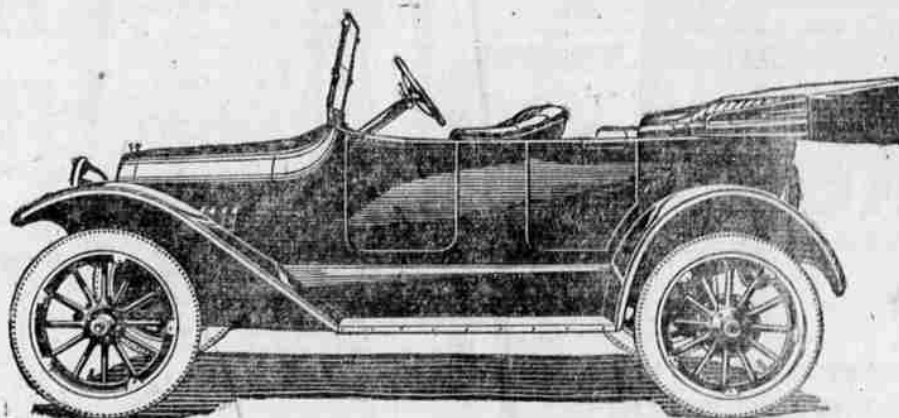
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