

Local Automobile Dealers Are Busy

MAN WHO IS NO FAIRY TALE HERO

Eddie Rickenbacker, America Ace of Aces, Was a Speed Driver Before He Took to the Air in France.

Eddie the Ace sat at the table of honor in the banquet room of the Waldorf Astoria with the same unconcerned expression that one has often seen on Eddie the Racer from the pits of the Santa Monica race course.

After getting away to a heart-breaking start on the famous Vanderbilt speedway of the Pacific he has seen him draw up and pass one competitor after another; in the face of discouraging odds, blinding dust and suicide curves he has seen him burn up tires and gasoline until Fred Wagner gave him the checkered flag! And then as he rolled his mount alongside his crew in the pit, engulfed in a sea of shouting admirers and pushing policemen and with an army of backers screaming from the grand stand—Eddie is just as liable to hop to the ground and fiddle with a loosened rivet or leaky valve, unmindful of his popular victory.

As the Ace of Aces, Eddie is a royal flush all by him; as the ace of racers he is a full house of popularity—but as a returning conqueror, the fire-man-saver-my triplets variety—well, Eddie, you can't fake the lions, that's all.

At the banquet table he was flanked by the secretary of war on one side and Major General Menoher, commanding the Rainbow division, on the other. While most of the celebrities of the automobile world sat in front. Occasionally Eddie smiled and when not shaking hands managed to give a little personal attention to his knife and fork. But as for recognizing any of the sea of faces that saluted him, the great flyer was decidedly up in the air, outnumbered and outmaneuvered. A sweet old-fashioned American mother in the balcony was the one exception. He watched her continually and standing at attention saluted her with a kiss.

Secretary of War Praises Eddie

In hotels and elsewhere Eddie always registers his home address as Los Angeles, Cal., but professes Columbus, O., by birth. The Hon. Mr. Baker, at one time mayor of Cleveland and more recently in business licking the kaiser dwelt on Eddie's boyhood days along with the greatness of the Buckeye state in general. Dr. Henry Van Dyke of Princeton was dressed up in his best, the uniform of the United States navy, and gloriously supported the record of the boys in blue. Barney Oldfield, a late addition to the field of manufacturers was present with his well-known Havana and enthusiastically cheered very reference to his honored competitor of other days. Barney was not the only banquet entry from the speed world for Ira Vall, Dario Rosta, Ralph Mulford and Ralph De Palma were all at the barrier when the soup and fish was dropped.

Toner and Rickenbacker Old Friends

Fred Wagner, veteran of racing history, was there at the start and finish as usual. Ledyard Mitchell, president of the Maxwell Motor company, was at the left wing of the speaker's table with T. J. Toner, Maxwell sales director. Toner is a Rickenbacker supporter of long standing, their friendship dating back to the days when both were in California and Eddie was leaving Maxwell cars to victory.

DO NOT NEED LUCK TO AVOID AUTO MISHAPS

Many people believe you must be born "lucky" or gifted with a peculiar charm to ward off accidents. But such is far from the actual case. Usually the person who is free from accidents throughout a lifetime has been careful and used good sense for a daily safety diet.

The Safety First movement now being conducted throughout the country is not one upon which a great financial fortune hinges. Only the good fortune of being able to live without unnecessary suffering, scars and disfigurement is the reward of safety—plus, of course, the gain from continuous employment and saving of doctor's bills.

In an endeavor to lessen accidents caused by reckless driving of automobiles and careless actions of pedestrians, H. S. Firestone, president of the Firestone Tire & Rubber Company has instituted a most interesting campaign with the "Careless America" film.

This production has been promised to show in the theatre of La Grande with the intention of awakening the people to a recognition of the meaning of Safety First and the danger of carelessness. Announcements where and on what dates this picture is to be exhibited will appear in the Observer in the very near future.

Hilton's Garage Ready To Overhaul and Adjust Cars of Every Kind

Hilton's garage wishes to make a special announcement to the public: "We repair and do work on all kinds and makes of cars—no exceptions. Bring your car and our mechanics will please you.

"We guarantee our labor to give perfect satisfaction and we back up everything we say with our high class and experienced workmen.

"Shops are under the supervision of Jack Harlan as foreman and with three more good mechanics added to the list will give you service and provide a high class of work.

"The most modern equipment is used in our shops and we furnish a big supply of tools and machinery to handle all work with satisfaction.

"We agree and guarantee to locate any trouble in all lines and makes, and we make a specialty of electrical work. Let us adjust and time your car.

"Have your automobile overhauled before the season rush starts. Get your car in good condition early. Let us start you off right."

The More It Travels The Better It Runs Is Praise of the Haynes

"The Haynes character cars are daily proving their inherent qualities of beauty, strength, power and comfort," says Charles McCrary, Haynes agent. "Many letters are received every week from delighted users, which reveal the wonderful stamina of the Haynes cars. Following is a specific example:

"In the spring of 1915, Dr. Fisher R. Clark of Stockton, Cal., had an inspiration and bought a Haynes touring car. Two months later, after traveling 4000 miles in it, he wrote the Haynes company expressing his delight with the car.

"Last summer A. R. Lyon, the Haynes Stockton representative, offered to buy the car back for what Dr. Clark paid for it.

"I should say not!" exclaimed the doctor indignantly. "I've had that car three years now and I've driven her over 23,000 miles without a thing going wrong. The motor purrs like a satisfied cat, and in the hills it pulls wonderfully. I have spent less than fifty dollars on repairs and I get better than seventeen miles out of a gallon of gas. No, siree, I won't sell it."

"And there you are. A Haynes with a record like that is one to make the company proud of its cars."

Al Daniel Has Received Carload Shipment of Happy Farmer Tractors

Al Daniel, manager of the Daniel Auto company, was engaged yesterday in unloading a carload of the "Happy Farmer" tractors for which his company has the agency for this district. Running a close second to the automobile business in this section is that of the farm tractor which is so rapidly replacing the horse as the motor power in the fields. Mr. Daniel is willing to stand behind the "Happy Farmer" tractor as a piece of farm machinery that will amply sustain its title under all conditions and circumstances.

Motorists Are Demanding Zero Gold Test Oils and Western Oils Preferred

"Cold weather has brought a large and appreciative demand for the natural zero gold test oils derived from California crude of the naphthene series," said Mr. Maxwell, special agent of the Standard Oil company, yesterday.

"These oils eliminate many of the troubles of cold weather motoring because they contain no paraffine to thicken and congeal in the cold and their fluidity at all temperatures down to zero keeps the motor flexible and easy to turn over during cold weather. They insure correct lubrication of the automobile right from the first turn of the motor.

"Oils that congeal in cold weather bind the moving parts, make starting difficult and put an unnatural strain on the battery. Besides this such oils do not regain their fluidity and begin to lubricate properly until they have been warmed by the engine running for some fifteen to thirty minutes without proper lubrication, during which time excessive friction is present and serious wear takes place. Motorists are avoiding this danger and annoyance by using Zeroline, which is refined from California crude of the naphthene series and has a natural zero gold test. It flows freely even to zero temperature."

John E. Anderson Goes to Portland for Car of Large Sized Autos

John E. Anderson of the Maxwell station, is in Portland for the purpose of forwarding a carload of large sized cars which is expected to arrive in La Grande the forepart of the week. Further particulars in regard to these cars will be announced later.

In the meantime sales of Maxwell touring cars have been made to the following persons: Harry W. Baum, Albert Kenney, A. R. Hanger, J. B. Lynch, Dave Hutchinson and C. R. Woods.

CONCERNING THE NEW FORD CAR

Local Dealer Receives Word That Proposed Plans Cannot Be in Effect Under Two or Three Years

Mr. Hilton, local salesman for the Ford company, is in receipt of information regarding the reports of a new and cheaper car which will be of interest to the public. The letter says:

"On account of recent newspaper articles and the many rumors circulating over the country concerning a proposed new car to be manufactured by Henry Ford, we believe it advisable to inform our dealers generally, in order that you may intelligently and uniformly answer all inquiries.

"In the first place, a large majority of the reports afloat are greatly distorted and exaggerated. A new car may be manufactured, but as to when it will be manufactured we are not in position to say, except that we do know a new car could not possibly be designed, tested out, manufactured and marketed in quantities under two or three years' time.

"There is nothing, however, indefinite about the present Ford car. There are over three million in daily use at the present time; and every one of our dealers, through their continued enthusiastic efforts, can dispose of our product as rapidly as manufactured. We intend to continue the production of the reliable model T as aggressively as in the past, and feel that we have the co-operation of our entire sales organization in forcibly impressing upon prospective buyers the exceptional high quality and dependability of the present Ford car, backed up by the entire strength of an organization already established."

Red Crown Gasoline In an Essex Test Made in California

In a recent gasoline economy test by the Essex stock car, Red Crown gasoline again proved its superiority as long mileage, full-powered fuel. In a test run from San Francisco to San Jose the car averaged exactly twenty-three miles to the gallon.

Four passengers were carried and the automobile editors of the San Francisco Call and San Francisco Bulletin, acting as official observers, attested that the car's speedometer showed an even 115 miles of travel. Starting from the Standard Oil company's service station at Van Ness avenue and Pine streets, San Francisco, the car's tank was filled to the cap with Red Crown. The following route was traversed: Down Van Ness to Post, to Presidio avenue, to Geney street, Cliff House, down the Ocean boulevard to Sloat boulevard, to Junipero boulevard, to Colma and thence over the highway to San Jose. A normal rate of speed was maintained on the entire trip, the speedometer rarely showing less than twenty miles an hour or going above thirty.

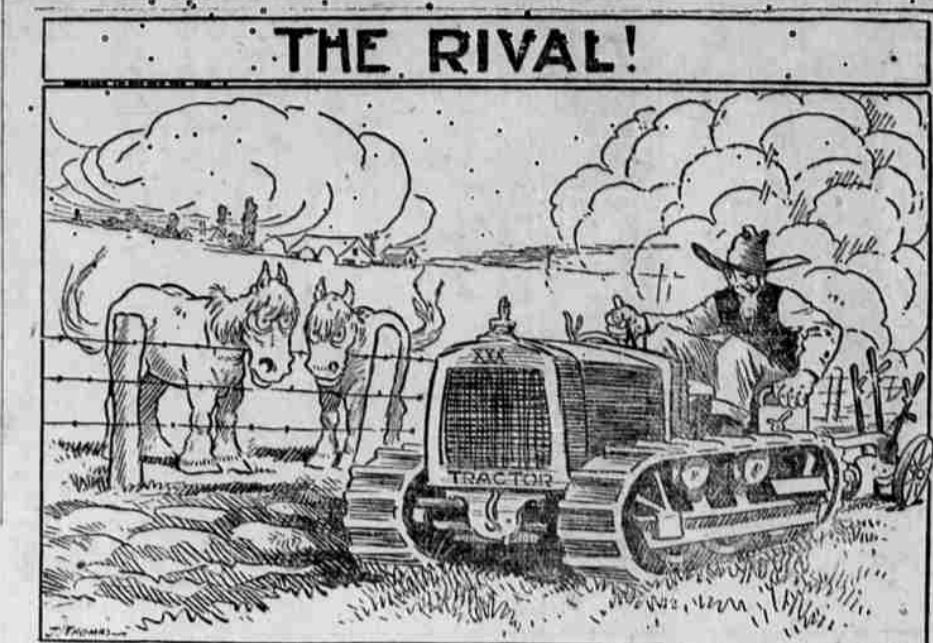
The return drive was over the same course as that followed on the outbound trip and was made in about 2 1/2 hours. Upon the return of the car at the Standard Oil company's Van Ness avenue service station, the tank was again filled to the cap with Red Crown. Just in even five gallons were required, showing an average of twenty-three miles to the gallon.

This test shows again that Red Crown, straight distilled, all-refinery gasoline, will give maximum miles and uniform power.

Standing Order for Carload of Dodge Cars to Come Weekly

L. C. Smith, Dodge Bros. car dealer in this city, has a standing order for a carload of machines a week. His last week's supply arrived on Tuesday and was spent Saturday. Next week's consignment is due early in the week.

Shakespeare Law unto Himself. A correspondent wonders how such a phrase as "pipe time of peace" could originate. One might think it referred to the Indian's peace pipe, but Shakespeare was rather unfamiliar with the customs of American portents. However, Shakespeare did what he pleased with English language.



en structures of the shack order and were built in the year 1886. They have stood as a part of the contemporaneous history of La Grande almost since the railroad entered Grande Ronde. One of the buildings was used for a long period as a residence and store in about the same locality all these years. The other structure, the last one moved, has had an up-and-down career. It was originally built on Jefferson avenue a short distance west of where Ulrich Lottes' property now stands. It was put up by the late Fred Proebstel and was for many years used as a restaurant. It was finally moved to the north side of Adams avenue ad joining the lots where the main por-

THE FOUNDATION FOR A \$25,000.00 FARM. Read this carefully. Here is an opportunity for the right man to own a splendid farm. It is well located. Mostly all level, good house, good barn, 40 acres in cultivation, 10 acres more with just a little more labor can be put under the plow. There are 180 acres in this farm, all fenced with four wires and cross-fenced. Two good springs, one piped into the house; 400 acres of plow land. This place was logged off many years ago. There is considerable timber on the place. Wood today is selling for \$6.00 per cord on the farm. Fence posts command a steady price of 10 cents. Purchasers come and haul them away. Ten cows, a few chickens and enough hogs to take care of the skimmed milk, together with consistent usual energy, will build a home that will easily be worth \$25,000. The terms are exceptional. The price is \$20 per acre, \$9600.00. The purchaser must have \$1600 in cash, the interest is 5 per cent. No part of the principal is to be paid for the first two years, simply the \$400 per year interest. After two years the payments for the next six years will be only \$500 per year and interest. As a matter of fact the entire farm can easily be paid for during the eight years. If not, however, the government will be glad to make you a loan for the small balance which might remain.

Real Estate GEO. H. CURREY La Grande, Ore.

ALL THE WORLD. Price \$860. MODEL 4-90. All The World Seems On The Level To The Man Who Drives A Chevrolet. The model 4-90 Chevrolet is the greatest leveler you ever saw. Its powerful valve-in-head motor makes hill climbing a pleasure. Its easy-riding springs smooth down the bumps and make riding a joy on the roughest roads. Now is the time to buy. HOW ABOUT THESE, DO YOU WANT ONE? Four Fords, assorted, a 1917 Buick Four and a New 1919 Maxwell. EASY TERMS ON ALL. W. H. BOHNENKAMP COMPANY

tion of the Foley hotel is built. Here it was also occupied as a restaurant and one of the proprietors was W. A. Messner, who was later engaged in the grocery business. He afterward went to Independence, Oregon, and the last heard from him by people in La Grande was nearly twenty-five years ago. When that part of town began to fill up with brick structures the old building was again put on wheels and moved down west of Fir street where it would be out of the way of the onward march of improvements. The last location appeared to be a permanent one, but the demand for automobile space forced a relinquishment and the old shack has gone a few blocks farther down the street. It was in this building that "Billy" Smith, an Englishman who came to La Grande in 1881 when a very young man, conducted a feed store and amassed a comfortable fortune. After he had been in La Grande a long period his wife joined him from the old country. Having acquired a competence for their declining years Mr. and Mrs. Smith retired to their old home in Somersetshire. No Friends Like Old Friends. Esteem of great powers, or available qualities newly discovered, may embroder a day or week, but a friendship of twenty years is interwoven with the texture of life. A friend may be found and lost, but an old friend can never be found, and nature has provided that he cannot easily be lost. —Samuel Johnson.

CITY PROPERTY. I have several modern homes ranging from \$1400 to \$3000 that can be bought on small initial payments (\$100 and \$200), balance just a little more than rent. Better own your home and you will not be afraid to answer the door bell, expecting the owner to notify you that the property has been sold.