

La Grande Able to Meet the Motor Car Demand

With nine big garages and repair rooms, re-equipping about 100 times that number of different varieties of cars and trucks, with three more big garages under construction—one at a cost of \$20,000, with one auto concern with a capital of a hundred thousand dollars; at least a half dozen repair shops in addition to the regular concerns and specialists to handle every make which the motor cars help to selling agencies which handle every grade of cars, trucks or trailers from the "big Lizzies" to the most elaborate design on wheels, which the de luxe factories produce, and special dealers in tires, it is no wonder that La Grande is fairly well equipped in the motor field.

The needs of the automobile business, locally, has exceeded all expectations. To have "hank" was made a prediction only as far back as two years ago as to what would be the situation today would have elicited the forecaster to "hank" house on the next train.

What is back of it? The demand for cars and more cars. There is said to be now a prospect that the trade will be applied more promptly but for months and months back there has been no chance of being sure of a car unless the order was booked weeks ahead.

Can the country stand it? Well, it's a claim that the factories are not peddling out their wares for nothing and there are none of the dealers who could afford to have no more money for their business on account of auto purchases, and the banks are loaning money only on the safe and conservative basis as in the past, so the conclusion is that the automobile business is on about the same steady basis as that of the demand for clothing, schooling, life insurance and a few of the other staples which kept off the coming of money away from the community and which have become a part of the twentieth century modes of living.

In any way of looking at it, the auto trade is growing in La Grande and everywhere else. It is one of the big affairs of the age.

Have the large watch stands for the working conditions, but on your job printing. The Observer is one of the two shops in town observing strict principles. Phone Main 37.

distance. You can have all such done without cost at Silverthorn's where they are glad to give such information free. They will also do the very best developing and printing quickly.

Silverthorn's
FAMILY DRUG STORE
LA GRANDE, OREGON

Daily Thought
Nothing is there to come, and nothing is there to go, but eternal now does it.

Steady, Not Erratic
It is a good thing to have work done well and quickly by one person in an organization. But it is a far better thing to have that whole organization work together, each doing his part carefully and conscientiously, than to have an expert here and there setting the pace.

It is safe to say that any business that succeeds does so because the head of that business never forgets that he is working with human beings and not with machines. He does not expect them to do the impossible any more than he expects impossible of himself, but he does require of himself a certain amount of concentrated effort done at the right time every day, and he does require from all his office force the same effort and concentration.

The best way to conserve energy is not by speeding up every once in a while, but by keeping a steady tread all the time, ready to do the work at the right time and in the right place.

Two Queer Strikes
A human strike occurred in an Australian city. A prisoner in the town jail, a tailor by trade, refused to work in the tailor's shop on the plea that it would be contrary to his principles as a trade unionist, "unfair competition with his brother tailors outside," he put it. He sent a letter to the tailors' union, but as they took no notice he was condemned to these days' solitary confinement, during which he "continued the strike."

There was a strike of pumpermen in a country household. They struck for new potatoes! They expected green ones, but as there were none, they refused to eat old ones! They even declined to enter the dining room. The guardians prescribed a bread and water diet, with the result that at the end of 24 hours the inmates were ready for potatoes—new or old.

Macaroni Reigns Even in China
The succulent Italian paste spread far and wide. We learn from the United States commerce reports: "The manufacture of vermicelli and macaroni in China is an enormous industry and is carried on almost entirely by hand. Wheat, beans and rice are the principal flour used. As 75 per cent of the industry operates greater proportions than anywhere else in China, and there the vermicelli is principally a green bean product. Vermicelli is eaten throughout all sections of the country. China exports annually about 15,000 tons of vermicelli of all sorts."

The Observer's Business Guide

All enclosed in a very neat folio will be given away each week by The Observer for its subscribers in this Guide
FORTY PIECES OF POPULAR SHEET MUSIC

Find the Missing Word "North Powder"

If letters have been purposely omitted from the advertisements on this page, the eleven letters spell "North Powder" when correctly arranged. Find the missing letters, write down the names of the advertisements where the letters were omitted, and mail your answer to the Guide Contest Manager, care The Observer. Neatness, originality, and correctness will count.

PRIZES WILL BE—One copy of sheet music will be presented to each of the 40 persons sending in the neatest, most original correct answers each week.

THE BUSINESS GUIDE WILL BE PUBLISHED IN THE SUNDAY MORNING OBSERVER AND WEEKLY OBSERVER-STAR

Acetylene Welding, Etc.
Our Good Work is the Only Cheap Work.
OXE-ACETYLENE WELDING AND CUTTING
Cylinders Repacked and new Pistons Fitted. General Machine-ists Repairs.
EXIDE BATTERIES
New—For Rent—Exchanges
LEIGHTON WELDING AND BATTERY STATION
Phone Main 737. La Grande
Journes' Mag, Machinists and Battery Experts.

Building Materials
BUILD NOW
Construction Adds to the permanent wealth of the country and the individual.
U. S. DEPT. of LABOR
See Our Plans
GRANDE RONDE LBR. CO.
RETAIL DEPARTMENT
La Grande, Oregon

Hotel
HOTEL SAVOY
EUROPEAN PLAN
SERVICELY MODERN
FIRE PROOF
POPULAR PRICES
Make Your Home With Us When in La Grande.
J. M. STALEY, Proprietor.
Phone Main 713

Millinery
YOU ARE INVITED
to call and inspect the very latest creations in
Stylish Millinery
at the
PINK SHOP
Mrs. Henrietta Metcalf
In New Foley Building

Paints and Wall Paper
Paints, Oils, Varnishes, etc.
Wall Paper and Glass
We contract to do painting and paperhanging.
SUPPLIES OF ALL KINDS
O. F. COOLIDGE
Phone Main 7 1314 Adams Ave.

Agricultural Implements
SMALLEY CUTTERS
ROCK ISLAND PLOWS
LITCHFIELD MANURE SPREADERS
GRAIN BEDS AND TANKS
U. S. CREAM SEPARATORS
SAMSON SIEVE ORP TRACTORS
RUMELY OIL PULL TRACTORS
Advance Mmely Threshing Machinery.
Farm Tractors a Specialty.
LA GRANDE IMPLEMENT CO.

Cafe
It's a Pleasure to Eat at the—
SILVER GRILL
BEN DEMOUS, Prop.
Where—
GOOD FOOD
FAST SERVICE
POPULAR PRICES
Always Await You in
LA GRANDE

Insurance
SECURITY INSURANCE AGENCY
Chas. H. Reynolds, Manager.
We insure anything from a steam boiler to plate glass, and we give Service.

Monuments
Wallowa Marble and Lostine Granite
All work done by use of modern pneumatic carving tools.
VISIT US BEFORE BUYING
Wallowa Marble & Granite Co.
Cor. Cove & Jefferson St.

Pianos — Phonographs
We Purchase Our Instruments Direct from Factories, and Sell Direct to You for Small Profit.
No Overhead Expenses
You Get the Benefit
You Are Invited to Call, or Write Us. Have Us Explain.
RICHEY PIANO HOUSE
High Grade Pianos
LEWIS BLDG., LA GRANDE.

Automobiles
Trucks—Belthelm, Reo.
Tractors—La Grange, "Happy Farmer"
DANIEL AUTO CO.
Auburn Beauty Six
Distributors
Eastern Oregon, Western Idaho
1314 Adams Ave., La Grande.

Chiropractors
CHIROPRACTIC
The Dearest Road to Health—
The World's Greatest Health Science.
Eliminates the Conditions Causing Disease—these Nature makes you well. Consultation free—terms reasonable.
Dr. E. W. Allen
Dr. Martha J. Allen
213 Fir St. La Grande

Good Places to Buy
GROCERIES, MEATS AND BAKERY GOODS
F. U. R.
going on a picnic today, or any other day, we carry a very complete line of meats especially suitable for your needs. Billed Ham, Mince Ham, Welsch wurst, Bologna, Veal Loaf, Jellied Tongues, Many Varieties of pickles, Devilled Ham, Potted Meats, Cheese, Salmon, Canned Corn Beef, and Relishes.
GRANDE RONDE MEAT COMPANY

SWEET DELICIOUS BAKERY PRODUCTS
Are Made From Pure and Wholesome Materials Where Cleanliness is the Watchword and Your Satisfaction the Result—That's Us.
DUTLI'S BAKKERY
Your Patronage Is Asked
on the Basis of Courteous, Prompt and Efficient Service and Groceries Which Will Afford you Entire Satisfaction at **RIGHT PRICES**.
We deliver to all parts of the city.
Thorne's Grocery
Phone Main 34 107 Fir St.

Real Estate, Insurance
The independent man is the one who owns the home, he lives in. There is no legitimate reason why a man should not own his home if he so desires. Come in and let us tell you the reason why.
WM. MILLER & BRO.
115 Depot St. La Grande

Auto, Electrical
Willard
STORAGE BATTERIES REPAIRED AND RECHARGED
Willard Threaded Rubber Insulated Batteries
Lighting, Starting and Ignition Systems Our Specialty.
Auto Repairing and Accessories Cars and Trucks.
AUTO ELECTRIC SERVICE CO.
Phone Main 1991, 1515 Adams

Cigar Factory
COMBINED WITH THE PLEASURE OF SMOKING
LA FLOR DE HACKMAN
IS THE PLEASURE OF SMOKING A LA GRANDE PRODUCT

THE BEST CUP OF COFFEE IN TOWN
Is made of "Horse Shoe Brand" Our own special at 10c. Every Pound is Guaranteed, Sold Exclusively by
WHITE GROCERY
Phone Main 42 305 Fir St.

Modern Shoe Repair Shop
A. J. Lars, Prop.
1306 Adams Ave., La Grande

Tailor to Good Dressers
YOU'LL LOOK GOOD IN A
Tailor Made Suit and You'll Feel Good When You See Their Value
\$10.00 to \$15.00 Less
SOLD BY
RUBE ZWEIFEL
Ex-Regimental Tailor, U. S. A.
1111 Adams Ave., La Grande
Fine Cleaning and Pressing also

Mr. C. C. F. Floyd--
—an Expert Watchmaker, has charge of our watch repair department. Bring your watch in and let him give you a price to put it in perfect shape.
WE REPAIR ALL KINDS OF WATCHES
Siegrist & Co.
Largest Jewelry Store in Eastern Oregon

Auto, Tires
Others Save Tire Costs
WHY NOT YOU?
Investigate our superior method of prolonging the life of tires and saving your money.
States Mid. Safe tires that last longer than any other.
Black 1071 Adams and Fir Sts.

Confectionery
DROP INTO OUR PARLOR
We Serve EVERYTHING IN SEASON That's FRESH, PURE AND DELICIOUS
PALACE CONFECTORY
Opposite Foley Hotel

Ladies' Ready-to-wear
MISSSES JONES & RABONE
The Home of the Famous
Palmer Garments
SUITS, COATS, SKIRTS AND WAISTS
UNDERWEAR AND HOSIERY
Foley Street, La Grande

Moving Pictures
DO THE MOVIES
Afford You Pleasure? Entertainment? Joining in Strange Lands? Laughter? A Better Understanding of Life? They Do It You Regularly Attend the
ARCADE AND STAR THEATRES
We Want to See You Again and Again.

Tailors to Men and Women
KEEP THE HOME FIRES BURNING
Give employment to your home town people and you will always get a second chance at that same old dollar.
ANDREWS BROS.
Stylish Custom Label Tailors—Boys' Suits, and Sportswear, Men's Furnishings, Shoes, Tailors to Men and Women

Silverware
The children of a hundred years ago would be surprised to find the number of which the best of them should give serious consideration. We must have things in both silver and gold ware.
C. S. Birnie
Jeweler Optician Watchmaker

Auto, Tyre Shop
Drive Up and Call Us Out
and we can take you inside of our car and show you how we can give you the best service. We can give you the best service. We can give you the best service.
LA GRANDE TYRE SHOP
1106 Jefferson Street
Phone Red 1991

Electrical
WASH ELECTRIC CO.
House Wiring, Washing Machines, Fans, Vacuum Cleaners, Trains, Percolators, Sewing Machines, etc., etc.
NOTES OF ALL SIZES FOR ALL PURPOSES
Western Electric Farm Lighting Plants.
Free Estimates on Request
Phone Black 411 1105 Adams St.

Machine Shop and Foundry
WE ARE SPECIALLY EQUIPPED
for repairing and grinding all engines, straightening and grinding crankshafts. We repair and grind machines of all kinds.
The manufacture of roller and mill. **ACETYLENE WELDING**
LA GRANDE IRON WORKS
P. BEITZGERALD, Prop.
Phone Black 731, Res. Red 3867

Naturopath
DR. E. N. NAVASIAN
Specialist in Mechanotherapy, School Treatment for Heart Disease, Rheumatism and Mental Science, Hydrotherapy, Massage and all Manual Manipulations. Home, Hotel, Hospital, and Special Treatment of Wounds and Sprains. Nervous and all Chronic Diseases. Chronic Headache.
Office 1, 3, 5 Colville Bldg. opp. Star Theatre, Phone Black 2111.
Hours 10 to 12 a. m., 2 to 5 p. m.

Variety Store
Go to—
CHRISTIE'S VARIETY STORE
115 Depot St. La Grande

Supplies and Pictures
House Wiring a Specialty.
We can give you the best service. We can give you the best service.
W. A. BENHAM
Licensed Electrician
Reliable—Always
Phone Main 762 101 Elm St. La Grande

Machine Shop and Foundry
WE ARE SPECIALLY EQUIPPED
for repairing and grinding all engines, straightening and grinding crankshafts. We repair and grind machines of all kinds.
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