

### Cool Nightwear

A complete assortment of men's night gowns and pajamas.

Moderately priced

\$1.25 to \$3.50



## Westenhaver & Gilbert

1309 Adams

La Grande

## DODGE COUPE IS SHOWN TODAY

L. C. Smith Appears in latest Creation of Dodge brothers at a Very Popular Price.

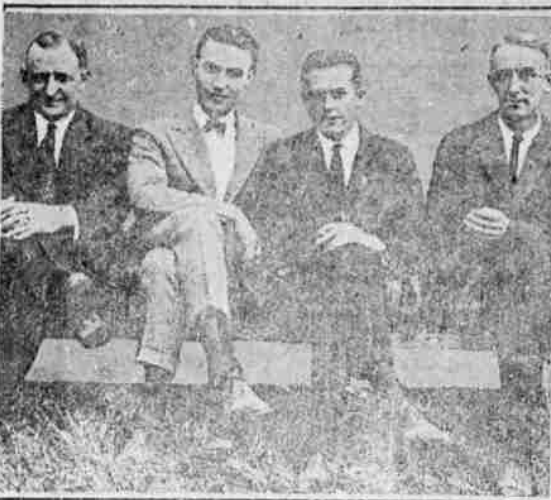
As proud as any bridegroom, L. C. Smith is driving around the city today in the new all-steel coupe, which is the latest product of the Dodge Brothers factory.

It is a handsome job, made of steel, fitted with all the needful things for an automobile, has a well upholstered seat large enough for three people and best of all it sells in La Grande for \$1178.

"The closed car has come to stay," remarked the veteran garage man, who pioneered the "horseless carriage" in La Grande when he introduced Henry Ford's creation. Later he quit the Ford people and took on the Dodge car, since which time he has introduced into this valley not a few but hundreds and hundreds of these sturdy machines.

For a long time the Dodge makers did not play much to beauty but they were always strong on a stout car. Now they have let their artistic temperament take control and the coupe shown today is a beautiful car.

## Survivors of Greatest Air Mishap



These four men have survived the three greatest air catastrophes in the history of aviation. And here they're assembled at McCook Field Dayton, O., ready to fly again. Left to right, Charles N. Dvorack and Ray Hurley, survivors of the Roma disaster; Norman O. Walker, only American survivor of the ZR-3, and Henry Wadler, Akron, O., survivor of the blimp that exploded over Chicago's 13th district.

## OBSERVER GETS THE RESULTS

Advertising in This Newspaper Appreciated by Man who Knows the Merit of Newspaper Advertising.

M. O. Wilkins was for a long time head of the automobile dealers' association of the state of Oregon and in such capacity placed thousands of dollars worth of advertising. He knows what newspaper advertising is worth and appreciates a publication that gets results. Read a letter he writes to the Evening Observer:

Portland, Oregon, August 16, 1922, La Grande Evening Observer, La Grande, Oregon, Gentlemen:

Mrs. Wilkins joins me in expressing to you our appreciation for the valuable service rendered by the La Grande Evening Observer through a small lost-ad for the recovery of a parcel of our clothing lost between La Grande and Elgin, nearly in July. We received the package, and apparently it contained every article in it at the time it was lost, and this demonstrates to us the great extent to which your valuable newspaper is read by residents of your county. Yours very truly, M. O. WILKINS.

Poultry Culling to be Carried on at Shultz Home 1904 East N. Ave.

Announcement was made today of the time set for the poultry culling demonstrations to be carried out at Cove and La Grande next week by H. E. Cooby, extension poultry specialist, and H. G. Avery, Union county agent.

The demonstration at La Grande will be held at two o'clock in the afternoon, August 24, at the home of G. A. Shultz, 1904 East N. avenue, across the tracks and south of the Highway Service Station on Adams avenue. The meeting at Cove will be at Chris Detsch's residence, and will be held in the morning at 9:30 o'clock.

## GRADED RATES ARE ADVOCATED

BAKER, Aug. 18.—W. E. Menchavi has arrived home from attending the meeting of the executive committee of the Intermediate Rate association in Salt Lake the first of the week. There were representatives in attendance from Nevada, Montana, Utah, Idaho, Oregon and Washington. Owing to the strike here, representatives of Arizona, New Mexico, California and Colorado failed to show up.

Report of the past year's activities of the association was given by Jas. A. Ford, secretary, who recently returned from a three months' stay in Washington, D. C., in behalf of the organization.

The case wherein the railroads have applied for return of the long and short haul clause is now before the interstate commerce commission and it is not known when a decision will be rendered. The organization is prepared to fight the question for an indefinite period.

definite period, and has made application for graded rates to intermediate points. At the present time the exact enjoys the same rate as far distant intermediate points have. The purpose of the application is to give intermediate points less rates than those given coast points. The association is prepared to take the case before Congress so that this rate fight can be settled for all time and cut out the expensive litigation which has been forced on the intermountain territory by the railroads.

## OLEOTT GAINS 31 VOTES

SALEM, Aug. 18.—As a result of the recount of votes in Marion and Clatsop counties during the contest of Governor Oloott's nomination for governor, instituted by Charles Hall, the governor added a net of thirty-one votes to his plurality over Hall.

The official figures as canvassed by the secretary of state gave Oloott a plurality of 521 votes over Hall. His new plurality is 552.

In the Marion county recount Oloott gained five votes. In Multnomah county he gained twenty-eight, and in the Clatsop county recount Hall gained two, giving Oloott a net gain of thirty-one.

## WALLOWA BETTER SAYS MR. RUDD

"Things are looking fine up in Wallowa county and we are looking forward to seeing a big delegation from Chief Joseph's old hunting ground in attendance at the 1922 Pendleton Round-Up, September 21, 22 and 23," said Arthur S. Rudd, Round-Up booster, who has just completed a publicity campaign on the branch line.

Enthusiastic over the new campaign and declaring that it will rival the Columbia highway, when completed, Mr. Rudd is a firm believer in more publicity for Wallowa county. "The weather is ideal at the lake and visitors are enjoying the various attractions of the place to their heart's content," he told the editor of the Observer last night.

Besides sending a goodly delegation to the Round-Up to occupy the position of spectators, Wallowa county will be represented among the riders at the annual September classic, Rudd believes. The Hay and Grain Show, which is held at the Umatilla county metropolis at the same time as the Round-Up is also coming in for its share of attention in the towns along the branch.

Mr. Rudd has just received notice from headquarters that a number of special trains from various parts of the west are being arranged for and indications are that the 13th annual exhibition will be a record breaker as far as attendance is concerned. Road conditions over the mountains are expected to be much better by Round-Up time and a number of local people are expected to take advantage of the Pendleton free campground.

The advertising man's step in this direction is a part of a campaign which is being conducted from Denver to Portland in the interest of the show. He reports a lively interest in things "wild west" wherever he goes.

## ALL-WEATHER TREAD A WINNER

The ability of an automobile tire to hold to the road without spin or

# J.C. Penney Co.

A NATION-WIDE INSTITUTION - Incorporated 371 DEPARTMENT STORES

## Men's Fall and Winter Suits Providing Exceptional Values

Requiring enormous stocks of clothing for our hundreds of stores, it is quite natural that we should be in a position to give our customers values they cannot excel elsewhere. We invite comparisons to test the accuracy of this statement.



\$19.75  
\$24.75  
\$29.75

Single breasted, three button (two to button) models; some cut along conservative lines; others semi-conservative. Also double breasted styles.

In worsteds and serges—plain blues and browns; self-stripes with fancy silk mixtures in blues, grays and browns.

Your Inspection Is Cordially Invite!

## Men's Shirts An Opportunity

IT is our good fortune to be able to offer our customers this exceptionally fine quality Dress Shirt for men, at a price that assures a truly remarkable value.

\$1.98

Men's Silk Stripe Woven Madras Dress Shirt; extra full cut, new Spring patterns in neat and fancy effects, French cuffs with button on sleeve facing. A real shirt for the money.

## Fall Hats Men's New Styles



Fine high-grade "Marathon" Hats in new Fall shades and shapes. Featuring the new Silk-Scratch finish in plain and mixed colors. All richly satin lined.

\$3.98

"Let Us Be Your Hatter!"

THE LARGEST CHAIN DEPARTMENT STORE ORGANIZATION IN THE WORLD

is principally a matter of tread design and some of the experiments conducted by experts in a search for the most efficient tread may prove interesting to the car owner who is the beneficiary.

The engineers of The Goodyear Tire & Rubber Company put every new tread that is brought out on the market to a critical comparison with the famous All-Weather Tread and in all of these tests the value of the tread with the diamond-shaped block has been emphasized strongly.

The layman can readily understand that forward motion must be assisted by the tire tread and that this same tread must offer a resistance to side thrust, to tendency to move off the road at an angle. Years ago, Goodyear met these requirements with the All-Weather Tread in which the diamond blocks lay down a gripping safe track for the wheel, sending the car full distance ahead with every turn of the wheel and effectively overcoming any tendency toward skidding.

This tread design has been likened to the paw or hoof of a sure-footed animal, which spreads upon contact with the ground and really grips securely.

Despite hundreds of experiments, the Goodyear experts have never been able to find a tread that compared

with the All-Weather. The marked superiority of the design has within the last year led to its use upon Goodyear solid and cushion truck tires.

"Every block edge works in this tread," says the W. H. Bohnenkamp company, Goodyear dealers in La Grande. "And because the tread makes a uniform, unbroken contact with the road, wear is considerably less than in treads having a rough, unequal surface."

"At the Goodyear plant, various treads are tested in a unique manner. A tire is made up with four or six different treads, each covering the same amount of surface. These treads are of exactly the same stock. Then the tire is placed upon a car and run for several thousand miles. At the end of that time it is taken off and examined."

"That test tells the story. The effect of the different treads upon the carcass of the tires, or the plies also is noted. Treads having too prominent lugs or a severe tread pattern upon the body of the tire, in some cases, the separate plies. There are many other things to be considered in designing a tread. The worth of the Goodyear design is best indicated by the fact that it is the most regular tread in the world."

## The Weather Man Says—Fair And Warmer at The Gardens TONITE

The greatest of farce comedies.

Bound to drive away the blues.

Don't Miss It.

Any Seat in the House

35c

## For Sale

610 acres at Telocaset, two miles from station. 275 acres under cultivation, stream of water runs through the place, also some springs, balance in pasture. All fenced. Buildings are old. Price \$11,500.00 and \$2500 cash will handle it.

80 acres close to La Grande, all under cultivation. Seven room house and barn, good outbuildings. Price \$12,000.00. Will trade for some good town property, or \$3,500.00 cash, balance on easy terms.

80 acres on the sand ridge near Allied. Price \$14,000.00. There is a mortgage for \$6,000.00 can be assumed, balance cash.

80 acres near Union, all in good cultivation and in crop, good improvements. Price \$3,500.00, \$4,000.00 cash.

We have some good buys in city property worth investigating, also Fire and Life Insurance.

## C. J. BLACK & CO.

Now Foley Building La Grande, Oregon

## Making Space for Fall Goods---Watch Our Windows for Bargains

"KIDDIE CARS" less than half price. "DOLLS" below cost.

"TOILET PAPER" 14 rolls for \$1.00 "DECORATED CREPE PAPER" 5 cts.

Regular value 25 cts.

AND OTHER BARGAINS

## Newlin Book & Stationery Company

# S·H·E·R·R·Y·S

LAST DAY

GOLDWYN Presents

## WILL ROGERS DOUBLING FOR ROMEO

Will Rogers in his masterpiece—the funniest picture you have seen in years.

Also showing

EXTENSIVE FEATURES in "THE AVENGER"

A Two-Reel Western Feature.

## DO YOU REMEMBER?

Back in 1910

# Mary Pickford

was just a name.

The great success of 1912,

"GOING STRAIGHT"

has been revived by Universal. See it! It's a scream!

Saturday—Sunday

# STAR



Hooverized Groceries WHERE THE THRIFTY THING IS YOUR SALVATION—THINK!

# HOOVERIZED GROCERY

## Real Values Every Day

WHERE THE THRIFTY THING

- Fresh Ranch Eggs, doz. 25c
- Nebraska Sugar Cured Bacon, lb. 33c
- Sugar Cured Pienies, lb. 19c
- Fresh Creamery Butter, 2 lbs. 87c
- Pine Cocoa, 2 lbs. 25c
- Preferred Stock Shrimps, can 15c
- Crystal White Soap, 10 bars 42c
- White Borax Naphtha. Big case, 100 bars \$3.95
- Pure Cane Sugar, your last chance \$7.98
- The wholesale cost of sugar today is \$8.53.
- Meadow Maid Milk, large tin 10c