



Meet Us at the  
**STYLE SHOW**  
Tomorrow Night

**HILLS DEPT. STORE**

A Good Place to Trade

**CAR OF TODAY  
IS EFFICIENT**

"The automobile of today is 200 per cent more efficient than the motor car prior to the war and its value is being recognized more and more by the public," states W. H. DeLay, president of the W. H. DeLay Motor company, of Portland, Ore. Mr. DeLay is in La Grande attending the American Legion automobile show.

A few years ago the average automobile had nowhere near the horsepower or economy of the present-day car," he continued. "Simply because the manufacturer and automotive engineer did not know how to build in such a manner that his costs would be commensurate with the retail price of the car.

"Today," he continued, "the average automobile in the thousand dollar price class gives an efficient service, both as to economy and its actual operation, as the car of ten years ago, costing four and five thousand dollars."

Mr. DeLay is actively a booster for the new Vette car and although he admits the local show is an excellent one from every angle, he is especially proud of the Vette display exhibited by Charles McCrary, local dealer.

Elizabeth Ford and her rich uncle, the stately Lincoln. These famed travelers are guests of the Perkins Motor company at the show.

Stockholder sold a lot of cars this year proclaiming a sign at the front of the M. J. Goss display—'one forgets just how many it was but it was a large number—and it looks like any criterion they will sell many more this year. Mr. Goss is showing four closed and two open models.

Southern and Shinn, local Buick dealers, have the most extensive display in the show, with nine cars of all types from sports to sedans. They are also featuring a cut-away Buick four motor showing the operating parts and a Buick six chassis arranged so that it can be turned in any angle.

Upon reaching the end of the Buick line the sightseer falls in with the group of motorists who are welcoming the Oldsmobile six, a newcomer on the local row. They are distributed in this territory by Storelock of Wallawa. Mr. Storelock is showing two open cars and two closed cars in black, green and maroon.

The Jewett is also a comparative newcomer which is just beginning to feel at home in this locality. Two of the Jewett six models are finished in the blue shade so popular this last year. Tracy Hollister, who has the agency for the Jewett, has been prominent in mechanical circles locally for a number of years and his O. K. on a car is generally accepted as authoritative.

Between the Jewett and the Oldsmobile stands a new Harley-Davidson motorcycle as if to invite someone to mount it. This machine is exhibited by Mr. Lockwood of Lockwood's motorcycle shop.

A little further on one just naturally "arrivates" toward the Willys and Overland display arranged by Gettings and Hankins. Two Overlands and two Willys-Knights are among those present.

In the very heart of the room are the Hupmobile representatives. Smith and Press, local distributors are featuring a cut-away motor showing the working parts and the only car in the show with genuine balloon tire equipment.

Next to the Hupps are three Chevrolets, two closed and one open model. Avery Harrison of

the Hill Magnolia garage is the La Grande agent for these popular little cars.

Around the windows the automobile accessories, all, roof-top racks and other fixtures held forth. Next the refreshment booth, where one buys popcorn or punch or something, are a number of advertising signs on display by the Highway Building station.

Cliff's Clubbery display and that of the filling station are next door to the refreshment booth. Cliff is restoring a line of motor cars.

Leighton's Wedding and Machine works, automobile parts, are to the right of the door.

Going down along the east side of the building are the displays of the Standard Oil Company, Carr's Furniture store, the Pacific Oil company, and the La Grande Milling company.

In the corner of the building Scranton and Short hold forth with a line of motor robes, motorizing tools and other comforts of auto-riabling.

**24**  
111 "ONE ELEVEN"  
cigarettes  
for 15¢

**KI-MOIDS**  
QUICK RELIEF  
For INDIGESTION

**WEAVER'S**  
Tailors, Cleaners, Dyers  
And Pressers  
PHONE MAIN 433  
Depot Street



**Hills Bros Coffee  
grew up with the West**

OKLAHOMA was still a territory, the Roosevelt Dam was not even a hazy dream, and Custer's famed Last Charge was but two years old when Hills Bros. Red Can Coffee was born, in 1878. So you see, Hills Bros. and the tradition of the West as the home of wonderful coffee grew up together.

To reassure yourself that this coffee tradition is in safe keeping, break the vacuum seal of a tin of "Red Can." Release that rare aroma! Then brew a cup and lift it to your lips. What flavor! Any wonder Red Can is The Recognized Standard?

With all its high quality, Hills Bros. Coffee is not high-priced. It is economical to buy—and economical to use. Hills Bros., San Francisco.

HILLS BROS COFFEE



In the original vacuum-pack which keeps the coffee fresh.

**CHAPPED HANDS**  
chilblains, frostbite—just rub on soothing, cooling, healing  
**VICKS**  
VAPORUB  
Over 17 Million Jars Used Yearly

**The Home Plate**  
Fielders' Gloves, 50c to \$8.00  
Catchers' Mitts, \$1.00 to \$15  
Bats . . . . . 50c to \$2.50  
Twenty years' experience in Sporting Goods  
A. G. Spalding Agents  
**McINNIS & JOHNSON**  
PORTLAND

GET READY FOR THE BIGGEST  
JOY-RIDE OF THE YEAR!  
**REGINALD DENNY**  
IN  
"Sporting Youth"  
AND THE "GUMPS"  
**STAR**  
TODAY, SATURDAY, SUNDAY

**Scranton & Short, Inc.**

SEE OUR DISPLAY AT THE AUTO SHOW

**Scranton & Short, Inc.**

"PUTTING IT OVER"  
High School Auditorium

READ THE OBSERVER CLASSIFIED ADS

**Blue Mountain Oregon  
LUMBER**

DON'T HESITATE!

Let us help you figure your costs on that new building. We can save for you.

Telephone Main 8

**Bowman - Hicks Lumber  
Company**

For Mill or Box Wood Phone M-547  
J. L. MUNHALL

**The Legion Show  
Is Going Strong**

Get in the crowd and push along,  
Something stirring every minute;  
You'll miss a lot if you're not in it.

Peter The Pumpkin Eater

Peter, Peter, Pumpkin Eater,  
Bought a car, no place to keep her,  
Left her standing in the street  
And soon her ruin was complete.

Be wise and act on this suggestion:  
Save your new car's fine complexion;  
Put her in a garage now  
Which we will furnish P. D. Q.

**The Grande Ronde Lumber Co.**

**P. D. Q.**

Price Right — Delivery Prompt  
Quality Dependable

**LOCAL AUTO  
SHOW HELD  
AMONG BEST**

(Continued from page 1)

A. A., who will assist him in the organization work.

Mr. Warford, P. L. Meyers and George O. Brandenburg will speak on the purpose, the advantages and benefits of the automobile association tonight at the automobile show. They will bring out the point that such an association is a great advantage to a city in that it affords an opportunity to acquaint the tourists with information about the locality in which it is located.

The Oregon State Motor association is directly affiliated with the A. A. A., an organization which has several thousand members composed of the better class of motorists throughout the United

States. The plan is that whenever these motorists travel they keep in direct touch with the branches of the association in all cities where an office is maintained. An office of this sort would give La Grande an opportunity to present the advantages of the Grande Ronde valley to nearly all of the more desirable tourists on the representative of the association maintain.

Upon opening the door and making the necessary arrangements—a one ticket seller, the visitor to the auto show was greeted by the sight of cars—and more cars. Cars cars everywhere and not one to ride in. All dressed up in their Sunday best, so to speak, and all in a line like a company of West Pointers at attention.

The little Grey touring car is the first in line. Charles McCrary, ably assisted by W. H. DeLay and Mr. Nash of Portland, is on hand at all times to tell about its good points. Five handsome Vette mod-

els are standing next to the Grey and are also sponsored by Mr. McCrary.

Upon wandering on down the line the entranced spectator's eyes will likely fall upon the trim and speedy lines of the new Chrysler six. Chase Bohnenkamp, who also sells Franklins and Maxwells, says he has the handsomest cars and the handsomest salesman in town, "and he can prove it."

But there are so many that one cannot linger too long at any one display but must move on to the next. Right behind the Chrysler a sign suspended from the ceiling announces "the New Star is Here." The Star and Durant display by J. D. Lynch is a gay affair with two maroon sport cars and one light blue beauty which appeals to the ladies particularly.

Next you may perhaps dance a round or two with the fair damsel of your choosing. Adjoining the dance floor stand several of Henry Ford's world famous prod-

**Cooks in a Jiffy!**



Albers new oats ready before the coffee's brewed

"Something new under the sun"—Minit Oats—a hot nourishing breakfast dish ready for your table in 3 to 5 minutes!

Freshly milled from selected Western oats and pre-cooked by a new and exclusive process. All the healthful body building elements are retained and a rich and delicious flavor added.

Ready now at your grocers in two weeks. Ask him for a package today.

**ALBERS BROS. MILLING CO.**  
Pacific Coast Millers

Makers of Albers Flapjack Flour  
Albers Patent Buckwheat Flour and Albers Cornmeal Meal

Del Monte Best Patent Flour

**The American Legion  
Auto Show Is On  
--Let's Go**

We are still supplying our customers with the very best quality groceries as well as all fresh fruits and vegetables in season.

Let Us Serve You

Three more days left for the  
Coffee-Naming Contest

**J. G. Snodgrass**

109 Two Phones  
Depot Street Call Main 75  
No Charge for Delivery