

USED CAR IS BIG FACTOR

"Handling of used cars in connection with new automobile business has been one of the biggest problems with which the dealer has had to contend," says L. C. Smith, local Dodge Brothers dealer.

"The automobile buying public is, slowly, acquiring a more intelligent understanding of the principles involved.

"The unfortunate and surprising thing is that so often the new car buyer stops around to get the highest possible allowance for his used car, instead of concentrating on the value to be received in the new car—the only thing which should interest him.

"The proper price for a used car is just what it will bring in the open market, less proper deductions for reconditioning, selling and overhead expense. Any allowance made in excess of this amount is a false value entailing certain loss in resale.

"Suppose a customer takes his car to the dealer and gets an offer of \$200. He then takes it to another dealer who offers \$300. Does the competing dealer think the car is worth \$300? Or is he willing to sacrifice the extra \$100 to make the sale? And if he is willing to make this sacrifice, not only in one instance, but day after day, how can he stay in business?

"The obvious answer, of course, is that the margin of profit on the new car is large enough to enable the dealer to make the excessive allowance. The customer, himself, pays the excessive allowance.

"We frankly tell our customers the margin of profit on our cars does not provide for absorbing any used car losses. There is only one price on our Dodge Brothers cars and all purchasers benefit alike, whether they turn in an old car in trade or pay the full cash price."

Always spot World War with capital. Capital is what makes world wars.

TO GIVE
SATISFACTION
IS OUR
ESPECIAL
DUTY

Duty—service—that
shapely in a suit
rendered with the
utmost consideration—is our governing
principle. We do everything to re-
lieve you of worry.

We Undertake!

ENODGRASS &
KIMMERMAN
Undertakers
Ambulance Service
Phone Main 53
Cor. 4th and Penn.
La Grande, Ore.

OUR SPECIAL
Cough
Syrup

6-oz. 50c
1 Pint \$1.00

We guarantee this
preparation

Prescott Drug
Company

The New Drug Store
Telephone Main 53
Cor. Fir & Jeff.

An Ideal Quick
Lunch

Down Town or at Home

H. G. & H.
Tamales and
Chili

Are La Grande products,
manufactured at the Coca
Cola Bottling Works by a
company that KNOWS HOW.
Phone your grocer, confectioner
or meat market, now!

Insist on
H. G. & H. BRAND

COUPE-SEDAN PRICE IS CUT

Willys-Overland makes its most startling announcement of the year in the official statement from its Toledo headquarters concerning the price of the popular Overland Coupe-Sedan which makes it the world's lowest priced closed car with doors front and rear.

This unexpected move is made possible, continues the announcement, by the tremendous demand which has increased closed car production to unprecedented peaks, making available greater economies because of quantity production, which are to be shared by the motor car buying public. In particular is this true of the Overland Coupe-Sedan. Never before in the history of the company has a single model enjoyed the widespread popularity of this car since its announcement a year ago.

The Overland Coupe-Sedan, in its new body coloring of Willys Blue, is expected to be the cynosure of all eyes at the closed car show now being held in the display rooms of Gettings and Hanks, local Willys-Overland dealers.

"The latest price announcement by Willys-Overland marks a new era in the history of closed cars," it is stated. "It places closed car comfort, convenience and protection against all kinds of bad weather, at practically the price of an Overland open car."

"The Overland Coupe-Sedan is by no means a novelty or an experiment. At the time of its introduction a year ago it struck a new note, but the popularity which has since greeted its peculiar and distinctive advantages, has firmly entrenched it as one of motordom's most successful models."

"Salesmen, merchants and farmers have found its removable rear seat and upholstery, giving 50 cubic feet of carrying space for trunks, boxes, groceries, samples, etc., etc., of especial value in their respective callings. Thousands of motorists have also utilized its advantage of easy convertibility into a comfortable Pullman-type bed, during the past summer on their vacation tours."

"The popularity of the closed car has increased by leaps and bounds during the last ten months. It is safe to assume that most persons driving open cars have in mind a closed car for their use some day. To many of these the new price of the Overland Coupe-Sedan will be their first opportunity to own a low-priced, completely equipped closed car, capable of seating more than two people, and with doors front and rear."

Elks to Visit Albany.
ALBANY, Ore.—Two hundred and fifty Elks from Portland will be guests of the Albany lodge November 15, at a banquet, program and initiation ceremonies. The 40-piece Elks' band of Portland, several soloists and a male quartet will be brought here to aid in the program. The Portland team also will have charge of the initiation.

The Albany lodge will furnish the banquet and other entertainment through a committee composed of E. D. Cusick, W. V. Merrill and J. D. Sears.

Summons.

In the Circuit Court of the State of Oregon for Union County.
Mary E. Fraker, Plaintiff.

Edward W. Birchfield and Bertha Birchfield, his wife; T. A. Birchfield, administrator of the estate of H. J. Birchfield, deceased; Frank L. Baker, and Julius Roesch, Defendants.

To Edward W. Birchfield, defendant in the above suit.
In the Name of the State of Oregon you are hereby required to appear and answer the Complaint filed against you in the above entitled court and cause on or before six full weeks after the first publication of this notice against you and if you fail so to answer and appear, for want thereof the plaintiff will pray the Court for judgment against you and the other defendants as follows:

For judgment and decree of the Court against the defendants Edward W. Birchfield and Bertha Birchfield, his wife, and each of them both jointly and severally, for the sum of \$200.00, together with interest thereon at the rate of 6 per cent per annum from and after the 1st day of December, 1922; for the further sum of \$10.00, together with interest thereon at the rate of 10 per cent per annum from and after the 10th day of December, 1923; and for the further sum of \$75.00 as a reasonable attorney's fee herein, and for plaintiff's costs and disbursements incurred in this suit.

That the sum of money above set forth be decreed to be a good, valid and subsisting lien upon the premises described as follows, to-wit:

Lots numbered Five (5) and Twelve (12) in Section Fifteen (15) in Township Two (2) North of Range Forty (40) East of Williams-Meridian.

That the said mortgage be decreed to be prior in time and superior in right to any right, title or interest, claim or lien, which the said defendants or any of them, may have or claim to have in, to or upon the said premises, or any part thereof.

That the said mortgage be foreclosed and that the said defendants and each and all of them, be barred of all right, title, interest, claim or lien, in and to the said property or any part thereof, and of all equity of redemption, save only the statutory right of redemption.

That the said premises hereinafore described, together with all the appurtenances thereto belonging, or appertaining, be sold under such

Who Knows These Youngsters?



Who had the heart to abandon these babies? Chicago police would like to know. Two elegantly dressed women left them at a day nursery Oct. 3, saying they would call for them later. But the women have not returned. Billy, the youngster on the kiddie car, is about 2. Nicky, the little girl, sitting in the lap of Mrs. C. Greenleaf of the Home for the Friendless, is believed to be a couple months younger. Police of a dozen cities are aiding in the search.

foreclosure, under order of this Court in accordance with the laws of the State of Oregon and the practice of this court in such cases; that the sheriff at the time of such sale put the purchaser into possession thereof; that the sheriff be directed to execute and deliver to said purchaser at the time of such sale, a certificate of sale to said property so sold and a sheriff's

deed to same at the expiration of the time allowed by law, for the redemption of real property, if no redemption be had.

That the money arising from such sale, be applied to the payment of the judgment of the plaintiff herein, attorney's fees and sums found due said plaintiff, and the remainder, if any there be, paid over as by law directed.

That the plaintiff have judgment and decree against the defendants Edward W. Birchfield and Bertha Birchfield, his wife, and each of them both jointly and severally, for any deficiency that may arise on account of the selling of said property under this foreclosure, under the judgment herein; that the plaintiff have such other and further relief as to the Court may seem meet and equitable in the premises.

This Summons is published against you by virtue of an order made and entered by the Hon. J. W. Knowles, Judge of the Circuit Court of the State of Oregon for Union County, on the 1st day of October, 1924, which order directed the service of this summons upon you by publication thereof in the La Grande Evening Observer to be published therein for six consecutive weeks and for seven publications thereof, and requiring you to appear and answer hereto within six full weeks after the date of the first publication thereof against you.

Date of first publication Saturday, October 4th, 1924.

Date of last publication, Saturday, Nov. 15th, 1924.

H. E. DIXON,
Attorney for Plaintiff.

Residing at La Grande, Ore.
Oct. 4-11-18-25-Nov. 1-5-15

Notice of Sheriff's Sale.

Notice is hereby given, that, under and by virtue of a Foreclosure Judgment and Decree and Order of Sale, duly issued out of and under the seal of the Circuit Court of the State of Oregon, for the County of Union, bearing date of October 5th, A. D. 1924, and to me directed and delivered, upon a Judgment, Decree and Order of Sale duly entered in said Court in the suit therein pending, wherein Western Loan & Building

Co., a corporation was plaintiff and Mary T. Nurse and Henry Nurse, her husband, were Defendants, in which Judgment and Decree was entered in favor of Western Loan & Building Co., a corporation. Plaintiff and against Mary T. Nurse and Henry Nurse, her husband, both jointly and severally for the sum of \$1194.71, together with interest thereon at the rate of 10 per cent per annum from and after May 16, 1923, and for the further sum of \$125.00 as a reasonable attorney's fee herein, and for plaintiff's costs and disbursements incurred in this suit and taxed at \$17.89, and for accruing costs, and in which said execution I am commanded to make sale of the hereinafter described real property, heretofore mortgaged, to satisfy said Judgment, decree, interest, attorney's fee, costs and disbursements, including accruing costs.

Now therefore, by virtue of said writ and in obedience to its commands, I will on Tuesday, the 18th day of November, 1924, at the hour of two o'clock p. m. of said day at the front door of the County Court House, in the City of La Grande, in Union County, Oregon, sell at public auction to the highest bidder for cash in hand, subject to the statutory rights of redemption, all the right, title and interest of said above named defendants or either of them in and to Lots Three (3), Four (4), Five (5), and Six (6) of Block Seven (7) in Arnold's Addition to the town of La Grande, Union County, Oregon.

Dated at La Grande, Union County, Oregon, this 15th day of October, 1924.

Date of first publication 10-15-24.
Date of last publication 11-15-24.
LEE WARNICK,
Sheriff of Union County, Oregon.
Oct. 15-25-Nov 1-5-15

Kathleen Campbell

Soprano

PIANO AND VOCAL INSTRUCTOR
Coach Accompanist

Studio Eastern Oregon Music Co.

Telephone Main 119—Residence Foley Hotel, Main 773

Spend Armistice Day

WITH THE AMERICAN LEGION

In
La Grande

--Birnie's

Spend Armistice Day

WITH THE AMERICAN LEGION

In La Grande

La Grande Bakery

K. J. McWilliams
PURITY BREAD SUPERFINE BREAD

Spend Armistice Day

WITH THE AMERICAN LEGION

In La Grande

Wilson Bros., Tailors

CLEANING - PRESSING AND HAT BLOCKING
New Foley Bldg., La Grande, Oregon.
PHONE MAIN 545

Spend Armistice Day

WITH THE AMERICAN LEGION

In La Grande

Bowman - Hicks Lumber Company

World's Lowest Priced [Four Passenger Doors front and rear] Closed Car \$585

J. O. B. Toledo



Here is the biggest piece of automobile news in many a day... A closed car as easy to buy as an open one... Not a coupe... Not a sedan... Not a coach... A creation exclusive with Willys-Overland—The Overland Coupe-Sedan. A four-passenger closed car with doors front and rear—with benefits, conveniences and features never before built into an automobile. AND THE PRICE IS ONLY \$585. Q Front and rear seats adjust forward and backward to accommodate people who are unusually tall or unusually short. Removable rear seat and upholstery provide 50 cubic feet of loading space. Salesmen, merchants, farmers and housewives can utilize. The two seats make up into a comfortable full-length bed inside the car for camping trips. Q A large trunk with lock at the rear only \$10 extra. A family car, a business car, a camping car—three cars in one. A closed car that will stand up and deliver fine performance until it doesn't owe you a penny. AND THE PRICE IS ONLY \$585! Q A four-passenger closed car at this price is phenomenal—And all the more phenomenal when you realize what this Overland Coupe-Sedan possesses. Bigger Power. The big Overland engine is more than a match for any hill. Triplex Springs (Patented). An easy-riding springbase 30 inches longer than that of any other car under \$700. Q Complete equipment: Modern sliding gear transmission, foot accelerator, speedometer and disc type clutch. Q You owe it to yourself to see this remarkable closed car; it will give you a new idea of value. The Coupe-Sedan comes to you prepared for a career of service. No extras to buy. Extremely easy payments! AND THE PRICE IS ONLY \$585.

See this Overland Coupe-Sedan at the Closed Car Show now being held in our showrooms!
Now you can own a closed car at practically the cost of a touring car!

OVERLAND Coupe - Sedan

Gettings & Hanks

1312-14 JEFFERSON ST.

LA GRANDE, ORE.