

PERKINS GETS LETTER ABOUT PURCHASE PLAN

Local Ford Agent Receives Details of the New Ford Weekly Purchase Plan for Buying Ford Products

According to W. G. Perkins, local Ford agent, the following news just received from Detroit, Mich., is of interest to the public. The letter reads:

"The Ford Motor company has just made a nation-wide announcement of the new Ford weekly purchase plan, which is accepted as a characteristic Ford action and a new and forward-looking move in the marketing of automobiles to be carried on by the company's dealer organization, numbering over 3,000.

"That it will benefit millions of families and have a most salutary effect upon the auto buying public goes almost without saying, as it makes possible the purchase of a new Ford motor car ownership, when the purchaser is able to avail himself of this modern necessity.

"For some time past Ford dealers have been selling cars and trucks upon what is known as the 'down payment plan' in which the purchaser makes a substantial initial payment, secures his car and completes the payment for it in regular installments.

"This has been and will continue to be of immense benefit to many of our auto buyers who are unable to permit the full outlay for a car at the purchase time, but who can easily make the required regular payments.

"Now comes the Ford weekly purchase plan which will make it possible for additional millions to own and operate motor cars as under the terms of the plan as little as \$5.00 will start anyone toward the ownership of a Ford Car, Ford Truck or Fordson Tractor. This initial payment, as well as all subsequent payments, will be deposited to the customer's credit in a local bank and draw interest at the regular savings rate.

"It extends to the whole family an opportunity to participate in the car purchase by permitting each member to contribute a small amount weekly to the plan with the wholesome effect of inculcating thrift and also accumulation of funds to spend for things desired.

"The price reduction of Ford Cars and Trucks which went into effect last October, bringing them to the lowest level in the history of the Ford Motor Company, opened a market of unusual proportions and with the inauguration of the Ford Weekly Purchase Plan this market now becomes even more comprehensive."

EMERALD MAKE-UP ALTERED
EUGENE, April 28.—At the beginning of the spring term, the staff of the Sunday Emerald, the Sunday edition of the Oregon Daily Herald, undergraduate daily, made radical changes in both the make-up and content of the paper. Formerly the Sunday Herald was made up in the usual newspaper style, although stories and articles were of a feature and literary style and composition. The new make-up is modeled after the New York Times literary supplement.

A man can't get out of trouble by wondering himself what the world is coming to.

Says Cost of Clothing Must Be Brought Down

CHICAGO, Apr. 28.—How to get clothing to the customer at the lowest price, or in other words a lesson in the reduction of overhead expense similar in character to an abbreviated university course, will be offered to everyone who attends the tenth anniversary convention and exposition of the National Association of Retail Clothiers which will be held here during the last week of September.

According to the arrangements made by Charles E. Wey, executive director of the association, everyone who addresses the convention will place particular emphasis upon this important subject.

"The retail clothing dealer who favors high prices, if there still exists such a merchant," said Mr. Wey while discussing the preparatory work of the convention and exposition, "is standing in his own light. We had one sad experience with high prices not so very long ago, and it taught us a lesson. High prices don't mean big profits to the dealer by any means. In fact they mean just the opposite. What we are endeavoring to do all the time, and what we are going to emphatically drive home to everyone who visits our convention and exposition, is that reasonable prices brought about by economy in overhead expense, such as rents, efficiency in handling goods and other incidentals to the handling of clothing, mean reasonable profits and satisfied customers.

"A careful survey of the clothing industry by qualified experts resulted in this conclusion, and this lesson is going to be taught at our convention and exposition morning noon and night."

TO ORGANIZE BAND OF "MINUTE MEN"

(By Associated Press)
SPOKANE, Wash., April 28.—A body of local speakers, to be known as "The Minute Men of Liberty," will be organized by the Spokane Bar association in a campaign against radical tendencies. W. C. Meyer, former prosecuting attorney, heads a committee to arrange patriotic programs for Decoration day and July 4.

"Bolshevistic, communistic and socialist tendencies of all kinds are being advocated in this country," Mr. Meyer said here recently. "They are aimed at the very basic law of our land as embodied in the immortal principles of the constitution. To fight these insidious ideas should be the aim of every right-thinking American."

The Bible says that the fathers ate sour grapes and the children's teeth were set on edge and we notice that John D. Rockefeller, Jr. has to pay an income tax of \$6,000,000.

TRY SULPHUR ON AN ECZEMA SKIN
 Costs Little and Overcomes Trouble Almost Over Night

Any breaking out of the skin, even fiery, itching eczema, can be quickly overcome by applying Mentho-Sulphur, declares a noted skin specialist. Because of its germ destroying properties, this sulphur preparation instantly brings relief from skin irritation, soothes and heals the eczema right up and leaves the skin clear and smooth.

Sulphur fails to relieve the torment without delay. Sufferers from skin trouble should obtain a small jar of Mentho-Sulphur from any good druggist and use it like cold cream.

Report on Condition of Eastern Oregon Highways

According to the local headquarters of the State Highway Commission, the road over the Blue Mountains is still in uncertain condition. Although it is passable, its condition is yet soft and local inquiries should be made at either Pendleton or La Grande before attempting the trip over the mountains as rains may cause the road to be blocked at any time. No motorist should attempt to make the trip at all unless they are provided with chains.

The La Grande Evening Observer will hereafter, each Saturday, publish the weekly report of the Oregon State Highway Commission on the condition of Oregon roads, in regard to roads in Eastern Oregon.

Old Oregon Trail.
 Pendleton-Deadman's Pass: Excellent macadam.
 Deadman's Pass-Meacham: Approximately five miles new grade; remainder excellent macadam. Local inquiry should be made at Pendleton or La Grande before attempting the trip over mountain as rains may cause road to be blocked at any time.

Meacham-La Grande-Baker-Huntlington-Ontario: Macadamized the entire distance and in excellent condition.

La Grande-Joseph Highway.
 La Grande-Island City: Paved.
 Island City-Albee: Excellent macadam.
 Albee-Imbler: New grade; fair condition.

Imbler-Elgin: Old road over hill very rough but passable.
 Elgin-Milma-Lostine: Macadamized and in excellent condition.
 Lostine-Enterprise: Under construction; turn off at Wade's crossing and take hill road to Enterprise.

BUSINESS DULL IN PETROGRAD

PETROGRAD, April 2. (By Mail).—Petrograd still appears as an isolated city and, in comparison with Moscow, business life is a dull as in a majority of soviet provincial towns.

The population of Petrograd fell to about 700,000 during the years of civil war, epidemics and evacuations, and it has risen but slightly since the coming of the new economic policy. Housing conditions, therefore, are very favorable in comparison with the composition of Moscow which every room. Here families of two and three persons may enjoy five, six or even ten or twelve room apartments, while scores of buildings are empty and awaiting for want of heating. Specious warehouses are without goods.

Living is 50 per cent cheaper than in Moscow. There is plenty of food and very little business. Only the Nevsky Prospekt, Petrograd's chief avenue, and a few other of the principal streets show signs of life, thanks to the open shops and offices of the various state concerns. All other streets, especially in the once fashionable suburbs, look empty and deserted. Only the electric lighting of the streets, now thoroughly reestablished, relieves the dullness of the once international city.

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Tire-Making History
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EXPERIENCE—a quarter-century of it—enters into the hand-building of C-T-C Cord tires. The men responsible for C-T-C Cords grew up in the tire-making industry; took part in its progress, its developments, its improvements, occupying the highest technical positions.

One of these men was among the designers of the first cord tire sent forth. Another supervised the entire production of a plant making thousands of tires daily. To another is credited the improved processes of many tire-making plants in this country and abroad.

The culmination of that experience—experience which includes every operation in fine tire making—centered in building the most improved plant in America—right here in the northwest; in providing the most improved tire-making processes; in assembling the finest materials obtainable, and in building the stancher, stronger, more serviceable C-T-C Cord tire.

C-T-C Cords are improved in design and construction from the extra-powerful bead, more durable sidewalls, to the heavily buttressed, wear-resisting, non-skid tread—and can be driven with 30% lower inflation than prescribed for ordinary cords—yet giving extra long-distance mileage, while taking the bumps out of riding and the road shocks from the car.

C-T-C Cords 30x3 1/2 to 35x5—Fabrics 30x3 and 30x3 1/2 only. C-T-C Inner Tubes are the heaviest, strongest standard tubes on the market.
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