

LaGrande Evening Observer

(Incorporated)
An Independent Newspaper

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SUBMISSION TO GOD: The writers of the Lord should have submitted themselves unto Him; but their time should have endured forever. Psalm 81:12.

ANNOUNCES FORD SPECIFICATIONS

New Automobile, Succeeding Model T, Has Great Speed, Acceleration

After six months of "saying nothing but saying good," Henry Ford today announced the specifications of the new Ford car which succeeds his famous Model T. A bare listing of these specifications presents a picture of an automobile that in performance, appearance and mechanical features has heretofore been associated with a considerably higher price class.

Enthusiasm and acceleration are among the outstanding features of the new car. It is announced as being able to make 25 to 40 miles an hour, with ease. In recent tests it has made even more without difficulty. What is more important, it is stated that when traveling at such speeds, it holds the road easily, with comfort to driver and passengers. It is also stated with equal positiveness, however, that it performs in an equally spectacular manner on bad roads. In its design, Mr. Ford has held to his original idea of a car which can meet all conditions and types of roads.

Big Acceleration
Appreciating the constantly increasing importance of acceleration, the Ford Motor company has given a great deal of study to this feature of the new car. In high gear tests with two passengers a Tudor sedan has shown an acceleration of from 5 to 25 miles an hour in 10 seconds.

The new Ford car also introduces a new type of four-wheel brakes. An exclusive Ford development, they are of the mechanical, shoe-expanding type, and are self-centering. The brake pedal and the hand brake each operates all four brakes. It is stated that this is the most reliable and simplest type of four-wheel brake, and also the easiest to adjust, all adjustments being made from the outside without removing any parts.

Long Life Engine
An engine that is practically vibrationless develops 40 horsepower at 2,200 revolutions per minute. This low revolution speed in ratio to the high horsepower is illustrative of the unusual efficiency of the engine. Also, it means longer life, the lower engine speed insuring less wear on engine parts. The low revolution speed is also a substantial factor in lessening vibration. The bore is 3 1/2 inches, stroke 4 1/2 inches. The unusually large crankshaft, which is both statically and dynamically balanced, weighs 23 pounds. This balancing, combined with the lightness of aluminum alloy pistons, further combine to reduce vibration and increase riding and driving comfort and safety.

In addition to freedom from vibration, it is announced that the car is unusually quiet, a great deal of attention having been paid to this feature by the Ford engineers. In the engine, the timing gears are made of bakelized fabric, which is much quieter than metal. The cams on the camshaft have been so designed as to prevent valve clacking.

Coachwork Distinctive
The coachwork of the car is as distinctive as its performance. There is a noticeable European touch in line and contour. It is not only designed for exterior beauty, but has as well the interior roominess, convenience and luxurious appointments to be found in much higher priced automobiles. On an instrument board of satin-finished nickel are mounted the speedometer, gasoline gauge, ammeter, and ignition lock, with a dash-light in the center. The new



I want this ad to reach out far and wide. Come from North Powder to Summerville and also from the little far farm close to Morgan Lake, out to the famous orchards at Cove, Oregon. Besides we want to hit and make a splatter over in Pendleton, up in Enterprise, way over in Baker and Island City.

We are the exclusive agents for the genuine Lingo glass. Makes pies grow faster, causes hens to lay more eggs, good for the barn, a splendid feature for the tub rooms. In order to get the very largest volume our prices will be lower than mail order houses or any prices that you have ever heard of. You may have heard of prices this cheap way over in Chicago, or down in St. Louis, but Uncle Sam will charge you considerable postage. We no doubt will send a lot of our Lingo glass around Freewater and Milou and Walla Walla. Makes good storm doors, it's a scientific discovery and if Claude Pratt is a scientific man, he is going to give you a scientific price.

How many yards do you want? What size job?

• Claude C. Pratt
Lumber Co.
We Sell For Cash
"The Poor Man's Friend"
Near Foundry. Phone Main 248
No Sunday Business

military-type sun visor, with crown roof and round corners, are features of the closed models. Unusually narrow pillars and very wide doors and windows give maximum vision. Nickel-plated radiator shell and headlamps further accentuate the exterior attractiveness, while choices of four colors in pyroxylin finish are offered. Simplicity in design has also been carried to the ignition. There is only one coil, in a waterproof case. There are no vibrators to adjust, and no exposed cables to work loose or short circuit from water. The distributor is located in a readily accessible position on top of the engine.

Gravity Feed
From 20 to 30 miles to a gallon of gasoline, depending upon driving speed, is the gasoline consumption announced. Feed to carburetor is by gravity.

The shifting system, also a distinctive Ford design, is a combination of pump, splash and gravity feed. The new transmission is of the selective sliding gear type, with standard shift, three speeds forward and one reverse. The main shaft runs on ball bearings. The counter shaft on roller bearings, and the reverse idler on bronze bearings, a power-saving design unusual on light cars. Shifting of gears is noiseless and easily accomplished, at the pressure of a finger.

Prevents Shocks
Irreversible steering gear, which prevents shocks from being transmitted back to the hands of the driver, makes handling exceptionally easy. Maximum steering safety is further provided by a gear housing of welded steel forgings, and a steel tube steering column welded into the housing, making a sturdy and exceptionally safe one-piece unit.

Ford designed steel spoke wheels, completely welded into a one-piece assembly, are provided. There are six models of the new car. They are the phaeton, roadster, sport coupe, coupe, Tudor sedan and Fordor sedan.

W. C. Perkins, the local dealer, is preparing for a public reception next Friday, when models of the new line will be shown in photographs and charts.

Mr. Lyle Womack, who came from Colon to tell Ruth Elder, his wife, to return to the Womack kitchen, must have been living in the Canal Zone for many years.

UNION PERSONALS

UNION (Special)—Mr. and Mrs. Roy Scarborough motored to Baker Saturday where they transacted business.

Senator Albert Hunter, of La Grande, was a visitor here Monday afternoon.

Bishop E. D. Whiting, of the Mt. Glen district, was a Union visitor Sunday afternoon.

Mr. and Mrs. George Winship and daughter, Anna May, returned to their home here Sunday after a two weeks' vacation in Pendleton visiting at the home of Mrs. Winship's parents, Mr. Winship is agent for the Standard Oil company.

The nine head of hogs that were stolen from the stock car at Hillard last Saturday evening was a shipment from Union Junction, owners of the care of hogs were Bert Knight and the Eastern Oregon Experiment station.

Mrs. George Baird, Mrs. William Kiehlbeck, Mrs. W. V. Connor and Mrs. Pearl Shaw were among the Union women who attended the the Rebekah lodge Saturday afternoon. The Rebekah lodge Saturday afternoon in La Grande when the state president, Mrs. Rita Sanderson, of Freewater, made her official visit. Ray Woodbury, of Portland, arrived here Monday on business. Mr. Woodbury is general manager of the Union Railroad of Oregon and is here in the interests of the railroad company.

G. E. Hall transacted business in La Grande Monday.

Among the Union people shopping in La Grande Sunday afternoon were Mrs. E. P. Coburn, Miss Helen Schaper, Mrs. L. S. Davis, Miss Cynthia Hobbs and Miss Easter L. Noble.

J. C. Griffith and son, Jack, returned home Monday from Idaho points where they had been since



HEALTH MEANS EVERYTHING

DON'T give up! Of course Rectal and Colon disorders cause nervousness, embarrassment, despondency, despair—as one trial treatment after another, even hospital operations, fail to bring permanent relief. For 15 years the Chas. J. Dean non-surgical method has successfully corrected cases like yours—bringing back health, vigor, vitality to thousands of men, women and children in all walks of life. It can do the same for you. In fact, no case of Piles is so severe or chronic that we will not give WRITTEN ASSURANCE OF PERMANENT RELIEF OR FREE REFUND. Write or call today for FREE 100-page book describing our ad and proper treatment for all Rectal and Colon diseases.

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A gift that will be useful in the future. Something that may help your boy or girl to attain success. It is a gift that will be appreciated... Something they can build to and teach them to save.

Ask for a money barrel today.

Equitable Savings Bank

For Your Palate For Your Health TOMORROW MORNING TRY ZO

A different breakfast food

Rich in nourishment—the choicest wheat, enriched by food lime and iron. A blood and tissue-building food that makes breakfast "a morning glory."

One of the Battle Creek Sanitarium Health Foods.

See Window Display

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Pattison Bros. Grocery

PHONE
MAIN
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The
New

FORD CAR
is a
wonder

Full details to be given
at our showrooms
this Friday

Perkins Motor Co.

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For A Few Cents A Day

Give your home and family the advantages of pleasure, convenience and safety that only come with a phone.

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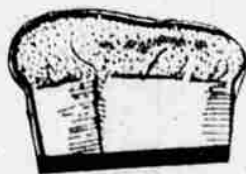
Home of Stienway Grand Pianos

Will Open Thursday in the
New Foley Bldg.

With a complete line of Pianos, Panatropes, Orthophonics and Columbia Phonographs.

We will sell at Portland prices — and best of all, Easy Terms — Easier Than Ever.

We Welcome You to See
Our New Merchandise



CONVINCING POPULARITY

When any product increases in popularity from week to week and month to month you can be perfectly sure that it does so what is claimed for it.

That brings us to the point that Golden Crust Bread has enjoyed just such popularity. Once having tried it, people demand it.

Just think of a loaf that fairly melts in your mouth, that has an aroma that arouses the appetite, that is full of nourishment—that is Golden Crust Bread.

Try it and you too will realize why it is so popular. Your grocer will gladly include Golden Crust in your order.

Gwilliams Electric Bakery
La Grande, Oregon