

TIRES TODAY CHEAPER THAN ONE DECADE AGO

How would you like to buy a tire today at 14 cents a pound? Would you fill your basement if coal was selling at \$2 a ton? Would your "wear your old clothes" be an all-wool suit could be purchased for \$16? How about shoes at \$3.60 per pair; women's heavy grade silk hose for 50 cents a pair; and a full weight loaf of bread for 3 cents?

Just imagine, for the sake of comparison with present day commodities, a slice of 40 per cent from the prices in effect throughout the country in 1910. You would have, approximately, the above figures quoted to you by your tradesmen.

What has that to do with the prices of today?—you ask.

This unique comparison is advanced by the B. F. Goodrich Rubber Company, in announcing to the consumer their reductions ranging to 15 per cent in the prices of pneumatic tires and tubes, to illuminate the fact that there is at least one commodity, namely, automobile tires, that today sells for approximately 40 per cent less than in 1910.

In an official statement the company said: "In view of the fact that before the present recession in prices, tires actually sold for 25 per cent less than they did 10 years ago and at the same time give their owners nearly double the mileage, the public has been given an unusual demonstration of the saving in modern quantity production. Today, tires cost the users approximately 40 per cent less than in 1910.

"The Goodrich company realizes that conditions can never return to normal without reductions in the cost of practically all commodities of life, and it is determined to add in the movement even though by so doing, it suffers a loss for the time being. The company feels that it will be more than compensated by continuing to assist its customers to get back more rapidly to normal living conditions.

"A recession of tire prices will have a beneficial effect on the entire automobile industry. It will prove to be a big forward stride toward restoring the entire industry to normal production and prosperity. Scores of cities in which automobiles, parts and accessories are made will feel the impact of lower tire prices reflected in increased production. Any action tending to lower the cost of motor vehicle operation cannot help but react favorably for the management and employees of the allied automotive trades.

"Furthermore, the lower cost of automobile maintenance will stimulate their use by present owners and encourage purchases by prospective owners. Most important, though, will be the effect on transportation, both passenger and freight.

"Cheaper tire mileage stands out in bold relief by further emphasizing to the traveling public the economy of automobile travel as compared with transportation by rail. Before the tire price reduction travel by train was more expensive and less flexible than motor travel—considering, of course, that automobiles average three passengers to the car. Now the saving is further accentuated in the motor car's favor. Increased highway transportation is certain to result.

"Truck transportation, too, will benefit. The recent increase of 23 1-3 per cent. In railroad freight rates is also expected to stimulate motor truck haulage, particularly since the widespread construction of good roads is tending to eliminate one of the greatest obstacles to this form of transporting goods."

COLD WEATHER HINTS FOR BATTERIES GIVEN

Special attention to one's automotive battery equipment is vitally necessary these cold days. H. W. Graham, manager of the Willard Service Station, today declared. Mr. Graham declared that care must be taken for a number of reasons, chief among which are the following:

Winter days are short and often stormy; winter nights are long and dark. In winter you use your lights more.

The engine is cold, the oil stiff, and carburetion is slow. It is hard to crank the motor and it takes longer.

You run your car at slower speeds and for short distances only, so that the battery gets less current from the generator, although it must give out more current to lights and starter.

If you lay up your car and pay no attention to the battery, it will gradually become discharged, the water in the solution will evaporate and the plates will harden. When spring comes you will find it either maimed for life or dead past all hope.

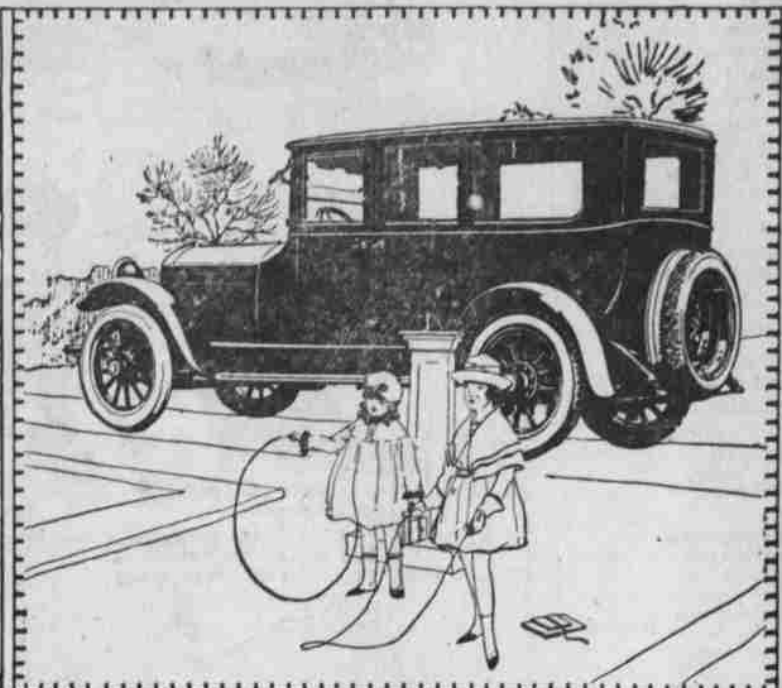
As a battery discharges, more and more of the acid is drawn into the plates, consequently proportion of water in the solution will increase. Water freezes at 32 degrees Fahrenheit and an entirely discharged battery left exposed to cold will freeze at a little below 32 degrees. A frozen battery is seldom worth repairing.

FULL TEXT OF BIBLE ON STONE

TOKIO, Nov. 20.—(A. P.)—Students of the history of Christianity in Japan are interested in the recent discovery near Osaka of a tombstone over 300 years old bearing the Christian name "Maria Uyeno" together with a book in which the full text of the Bible is copied in the Japanese kana characters. The relics are believed to establish the fact that Christians lived over 300 years ago in the village of Kiyotani-maru where they were found.

PAIGE

THE MOST BEAUTIFUL CAR IN AMERICA



IN the lines of the Paige seven-passenger Sedan there is a touch of formality that is suggestive of refinement in the highest sense of the term. From the standpoint of elegance in coach-building, this exquisitely designed Enclosed Car stands unsurpassed by the finest creations to be found in either America or Europe.

But, quite aside from its outward impressiveness, the Paige Sedan is a car of practical utility. With large side-windows that can be opened or closed as weather conditions demand, it is a vehicle of year-round serviceability, affording the fullest measure of comfort as yet attained in an automobile.

Built on the finely balanced Six-66 chassis and having a power plant capable of seventy-five miles per hour, the Paige seven-passenger Sedan is a model of which any car owner may justly be proud.

You will also be captivated, we believe, with the very smart five-passenger Brougham—another artistic triumph of the Paige designing staff.

PAIGE-DETROIT MOTOR CAR COMPANY, DETROIT, Michigan
Manufacturers of Paige Motor Cars and Motor Trucks

O. E. Holdman Auto Co.
632 Cottonwood St. Phone 337

A Healthful Drink With No After Regrets

You are sure of satisfaction when you make your table beverage

INSTANT POSTUM

Coffee drinkers delight in the change because of greater comfort, and the price is attractive because so moderate. All the family will like the flavor of Postum

At Grocers Everywhere

Made by Postum Cereal Co., Inc.,
Battle Creek, Mich.

DODGE BROTHERS COUPE

Women are always impressed by the quiet good taste of its upholstery and interior fittings.

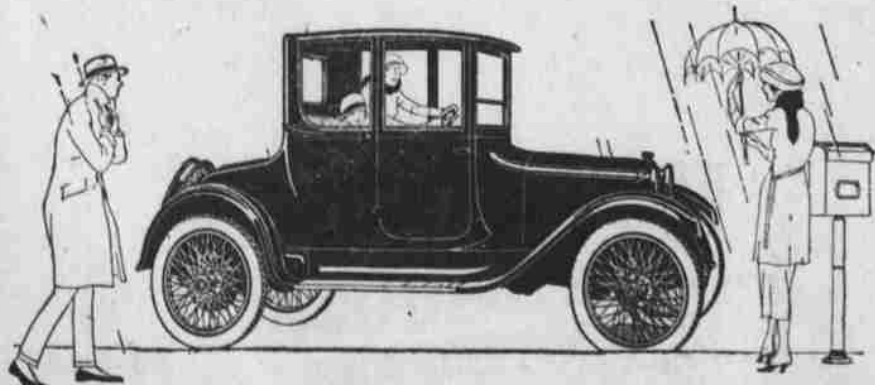
They appreciate, too, the ease with which it can be driven, and its unvarying economy.

The gasoline consumption is unusually low
The tire mileage is unusually high

ELLIS-SCHILLER CO.

Cor. Water and Main.

Phone 963



Scarf Brings Call By Wilson



WASHINGTON—President and Mrs. Wilson got into the White House auto the other day and told the driver to take them to 507 1/2 Conduit-rd. The chief executive was carrying a big box of candy. The president and Mrs. Wilson got out at a little frame house and gave the candy to Mrs. William H. Green, whose hands had knitted the scarf the president had around his neck.

ECHO YOUNG COUPLE WEDDED AT PENDLETON

(East Oregonian Special.)
ECHO, Nov. 20.—Two of Echo's prominent young people, Roy Hale and Miss Gladys Womack, were united in marriage in Pendleton on Wednesday, Nov. 17, at 1:30 p. m. Rev. John Secor, of the M. E. Church officiated. The young people were attended by Frank Cunha and Miss Clyde Hale. Mr. and Mrs. Antonio Cunha attended the wedding. The wedding party enjoyed a dinner at Hotel Pendleton at 2 p. m. The many friends of the couple wish them a long and prosperous journey through life. Mr. and Mrs. Hale will reside in Echo in the house recently vacated by Allen Mudge and family.

Mrs. Sherman Galloway was taken quite sick on Wednesday evening. She was reported as unimproved on Thursday.

The sophomores and juniors are planning to entertain the Freshmen and seniors with a party Friday evening at the school building.

Rev. E. L. Wolfe left Thursday for Walla Walla where he will attend a Methodist Sunday School Institute for this district. Noted speakers from Chicago will be present at the meeting. The convention will be in session Thursday, Friday and Saturday.

Mrs. E. L. Wolfe and daughter Hage, will leave Friday for Arvon, Idaho,

to visit there until after Thanksgiving at the home of Mrs. Wolf's brother, Mrs. Florence Glover of Harrison, Idaho is visiting at the home of her aunt, Mrs. Joel Halstead.

M. Sepanck was here from Sand Hollow Tuesday.

The annual turkey shoot at the Pete Sheridan ranch on Butter Creek will be held Sunday, November 21.

A concrete building to house the city pumping plant is now being erected.

Mrs. Alpha Teel has been ill with a severe cold for the past week.

Ed Nell and Mr. and Mrs. Will Howard were here from the Galloway district on Butter Creek Wednesday.

Mr. and Mrs. Hugh Stanfield were here on business Wednesday.

Mrs. J. F. Waller, primary teacher in the Echo school was ill Thursday. Veda Wattenburger, a senior, had charge of her room.

BITES-STINGS

Apply wet baking soda or ordinary ammonia, followed by—

VICKS
VAPORUB
Over 17 Million Jars Used Yearly

Dr. Lynn K. Blakeslee
Chronic and Nervous Diseases and
Diseases of Women. X-Ray Electro
Therapeutics.
Temple Bldg. Room 12
Phone 414

What Is the Secret of 'Long' Life' In a Tire, Anyhow?

It's the tread—and here is the reason:

The tread of your tire is the part that takes all the wear, soaks up the road shock and keeps the bumps away from the fabric.

Entirely reasonable then that it should be broad and thick, isn't it?

That's the idea back of the Super Tread Tire. It's important and it means a lot more miles to you.

Gertson & Marty

639 Cottonwood Street—Phone 595



PROMISE

A man who keeps his promises to pay also keeps his friends...

A MAN who meets his financial obligations on time is apt to keep his appointment with Opportunity. A checking account is a letter of introduction to Real Business. We will be pleased to serve you in a banking capacity.

THE INLAND EMPIRE BANK
PENDLETON, ORE.