



Don't Take Gas Costs So Seriously

Remedy fuel expenses instead of railing about them. You can any time you take a notion. It's all up to you. You have the means at hand. It is for you to choose—whether you want to continue paying heavy travel tax or not.

Doesn't cost a nickel's worth of difference what year your car came from the factory—what the make—the size—or number of cylinders, it can be made to produce far greater mileage with a new Stromberg Carburetor.

This is not mere say so. You've not taking a chance. It's not a matter of may be you will get more mileage—and may be you won't. You will absolutely.

Yours is not the first car of its kind, its size or its age, that has been equipped with a new Stromberg.

The new Stromberg holds world mileage records on practically all makes of machines—under every conceivable road and climatic condition.

There isn't a car in operation that

can't be made to give more mileage with Stromberg equipment. And by more mileage—we mean a far more enough more to make a sizeable hole in your gas bill.

We have facts galore to back up our assertions—proof positive that the new Stromberg will make a radical reduction in fuel consumption and cost on any car.

Come and look over this evidence of economy. Put a new Stromberg on your car for a Ten-Day Test.

If it doesn't prove up—we will take it back. You've got to get more mileage—more power—more speed—better acceleration—or you'll get your money back.

Auto Clearing House, Inc.

714-18 Thompson St.

Pendleton

EDDIE RICKENBACHER LAUNCHES NEW MOTOR

Capt. E. V. Rickenbacher, America's "Ace of Aces", has entered the automobile business and located on the Pacific Coast.

With R. C. Durant, son of W. C. Durant, of General Motors fame, and C. M. Stevens, one of the best known men in the motor car industry on the Pacific Coast, Rickenbacher has become identified with the new general Motors product, the Sheridan.

The Sheridan Motor Company of California, of which Rickenbacher is vice president and general manager, is to distribute the Sheridan throughout the Pacific Coast, Mexico and the Islands of the Pacific. Durant will serve as president of the concern but will not give up any of his other motor car holdings and interests.

For almost two years, the public has been wondering what the premier would do in the way of business. It was reported that he would enter the motion picture field. It was also at one time reported that he would join Durant in the aviation industry; but no one had any idea that he would become affiliated with Durant in the merchandizing of motor cars until the announcement of the incorporation of the Sheridan Company was made.

VEHICLE OWNERS URGED TO GET OUT LICENSES

Motor vehicle owners who have not applied for their 1921 licenses are urged by the Secretary of State to do so at once in order to avoid congestion in the department around the first of the coming year and also that they may avoid arrest by the peace officers for failure to carry 1921 license plates after January 1. The law will be rigidly enforced by the inspectors of the department.

There are now over 102,000 licensed cars in Oregon. To this time about 2,000 applications for 1921 licenses have been received. The facilities of the department are limited and unless the work involved in issuing licenses is distributed over a reasonable period car owners cannot expect to receive their license plates promptly. By delay they are improving their chances for arrest for failure to have their 1921 licenses by January 1, 1921.

About October 1 blanks were forwarded to all the owners of motor vehicles for applying for 1921 licenses. If any of them failed to receive blanks it has been by reason of change of residence not reported to the office or failure of the mails. Application blanks may be secured of your chief of police or marshal, city or town recorder, sheriff, county clerk and the licensed motor vehicle dealers in your locality, or by request of the Secretary of State, Salem, Oregon.

Will Address Portland Boys
Rev. G. L. Clark, pastor of the Presbyterian church left for Portland this morning to attend a banquet for older boys which will be held in the Westminster Presbyterian church at 6:30 o'clock this evening. Mr. Clark will deliver an address before the boys on "The Challenge of the Christian Ministry." He will return to Pendleton tonight.

Dean Fox Will Speak
Miss Elizabeth Fox, dean of women at the University of Oregon, will speak in Pendleton Tuesday evening in the library club room, under the auspices of the Pendleton Woman's Club. The talk will be on college women and mothers and fathers are especially urged to attend. Dean Fox speaks

A DEMI-SKIRT



Intriguing demi-skirts instead of dresses, this season, are worn under separate coats. Here is a most attractive suit of this type, of dark gray drevetya.

There is, first, a straight skirt, then a blouse-coat that consists of a cross-over body finishing in two points, front and back, that button down on a high-shaped belt fastening with a buckle covered with the dress material. To the belt is attached a half-length tunic of plaited drevetya.

DON'T EVER MARRY

THE MOST BEAUTIFUL CAR IN AMERICA

THE selection of a seven-passenger Sedan is a problem that deals with maximum qualities only.

Price aside for the moment—there must be a beauty in coach making that only originality guided by impeccable taste can create, a luxury of equipment and a refinement of finish that only the best the market affords can provide.

And the background of these qualities is supreme mechanical excellence—performance.

Regardless of price, the Paige seven-passenger Sedan, built on the new "6-66" chassis, meets all these requirements.

Examine it. You will find it offers everything a man could desire in an enclosed car.

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

first in The Dalles before coming here, and she will go from here to La Grande and Enterprise, as a part of an Eastern Oregon speaking tour. Besides her experience as dean of women, Dean Fox spent several years in

social service work. During the war she served overseas as a Y. M. C. A. worker, and she intends to go abroad again next summer, taking with her a group of girls on a personally conducted tour.

Quality PRINTING at Reasonable Prices—East Oregonian Printing Department.

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

Rudy
the Auto doctor says

If your brakes are loose or sickly, You should bring them to us quickly.

Remember we're the doctors. If there is something that ails the brakes or steering gears we can find out all about it in a "jiffy" and remedy the trouble at once. Appoint us as your car's family physician and we will keep it in speedy robust health.

RUDY TANNER

Cottonwood and Water
MASTER TRUCK SERVICE

10 Years' Service and still running

"My plant has seen over ten years actual service and is still running" says George Wing, Worthington, Ohio, "and all this time it has been in operation and is in excellent condition today."

Service is what you will want from your electric light and power plant—and service is what you will get from the LALLEY.

This big, sturdy, compact, highly perfected LALLEY LIGHT—the result of ten years actual owner use—does more different kinds of farm work quicker, easier, better in less time and at less cost than any other power equipment you can install.

Think what this means to you. Bright electric lights for your home and farm buildings—fresh running water for the kitchen, dairy, bath, barn and feed lots, with ample power in reserve to operate the milking machine, cream separator, churn, sewing machine, washing machine, grinder, pump, iron, fan or any other electrically driven domestic appliance—and all at the turn of a switch. No bother—no waiting—so simple a child can do it.

Come in and see the LALLEY in practical operation. Get the LALLEY folder "It will pay you a profit 365 days a year." It is crammed full of money-making, labor saving suggestions.

Be Sure—See the LALLEY First.

STURGIS & STORIE
Pendleton Walls Walls
Ore. Wash.

Headquarters for Electrical Equipment for the Farm and Rural Home

How We Help

This is the way we line it up:

- First—Service
- Second—Advice
- Third—Battery Sales

"Service" is, and always will be, our job 365 days in the year, but we're on the job anytime to show you a Still Better Willard Battery with Threaded Rubber Insulation—the kind selected by 136 manufacturers of passenger cars and motor trucks.

PENDLETON STORAGE BATTERY CO.
Garden & West Court Sts.

DON'T EVER MARRY