

AUTO TIRES LOWER PRICED NOW THAN IN PRE-WAR TIMES

Recent Cut Made by Big Concern Brings Commodity Back to Level Encouraging Buying

Word from Akron has placed automobile tires in that exclusive and select group of commodities which are lower in price than during pre-war times. The announcement made

by the B. F. Goodrich Rubber Company reduced their tire prices 20 per cent. This is the second Goodrich price reduction in six months time, making the prices lower by about 35 per cent than prevailed during the motoring season of 1920.

The announcement pointed out that a new price level has been put into effect at the opening of the season, at a time when motorists are replacing their old tires with new ones.

The new prices, it said, are to continue throughout the season and are not merely a "bargain" or temporary reduction. This radical action, according to the announcement, was taken to benefit the motorist who had planned to defer his tire buying until July or August in anticipation of lower tire prices.

With the prices now lower there is little excuse for car owners to be inconvenienced by riding on patched or makeshift tires.

In making the announcement the Goodrich company said: "In most parts of the country the active tire buying season opens with the first of May, hence it is the proper time to make a serious effort to establish a new schedule of tire prices."

"While a reduction of prices during the 1921 season might not have been unexpected by the motoring public, it is safe to say that it came much sooner and was a greater reduction than had been anticipated."

"The only question is whether or not it is too low. We feel that our readjustment of prices is radical and at one move it puts tire prices at rock bottom."

"Conditions in the automobile industry are much better and the outlook much brighter and of course this is reflected in the tire industry. Fair wages, honest products, right prices and a square deal all around are what will give producer, distributor and public real confidence. Recognizing this, we put our prices at the point we have announced."

The action of the Goodrich company is accepted as an indication that the great manufacturing concerns of the country are preparing to take the lead in bringing down the cost of things

NETTED GEM POTATOES ARE SHIPPED FOR SEED

(East Oregonian Special.)

WESTON, MT., May 13.—Mrs. C. W. Avery and daughter Elizabeth are visiting her brother Fred Henderson.

Mr. and Mrs. E. E. Faust motored to Wild Horse Sunday to visit their cousins Mr. and Mrs. John Wroe and family.

Frank English went to Pendleton on business this week.

Mrs. John Hyatt is in St. Anthony's hospital again under Dr. Best's care, and is reported to be slowly improving.

Mrs. Charley May is taking care of little Nadean her niece while her mother is in the hospital.

Mr. and Mrs. Clifford Metz motored to Freewater Sunday to attend church services there.

Mrs. Roy May was taken to St. Anthony's Friday and was operated on very successfully for appendicitis. Her mother Mrs. J. W. Hyatt is taking care of the children.

School closed Friday with a most successful term taught by Mrs. Roy Hyatt. A picnic and wienie roast was given Saturday on the school grounds and the children had peanut hunts, egg races and games.

Mr. and Mrs. L. H. Dowd and son Ralph of Washuena, Wash., visited his daughter Mrs. Will Gould Wednesday and Thursday and his firm while here.

Huletta Marsh moved up Monday from Dry Creek to seed the Anna Ferguson farm he has rented.

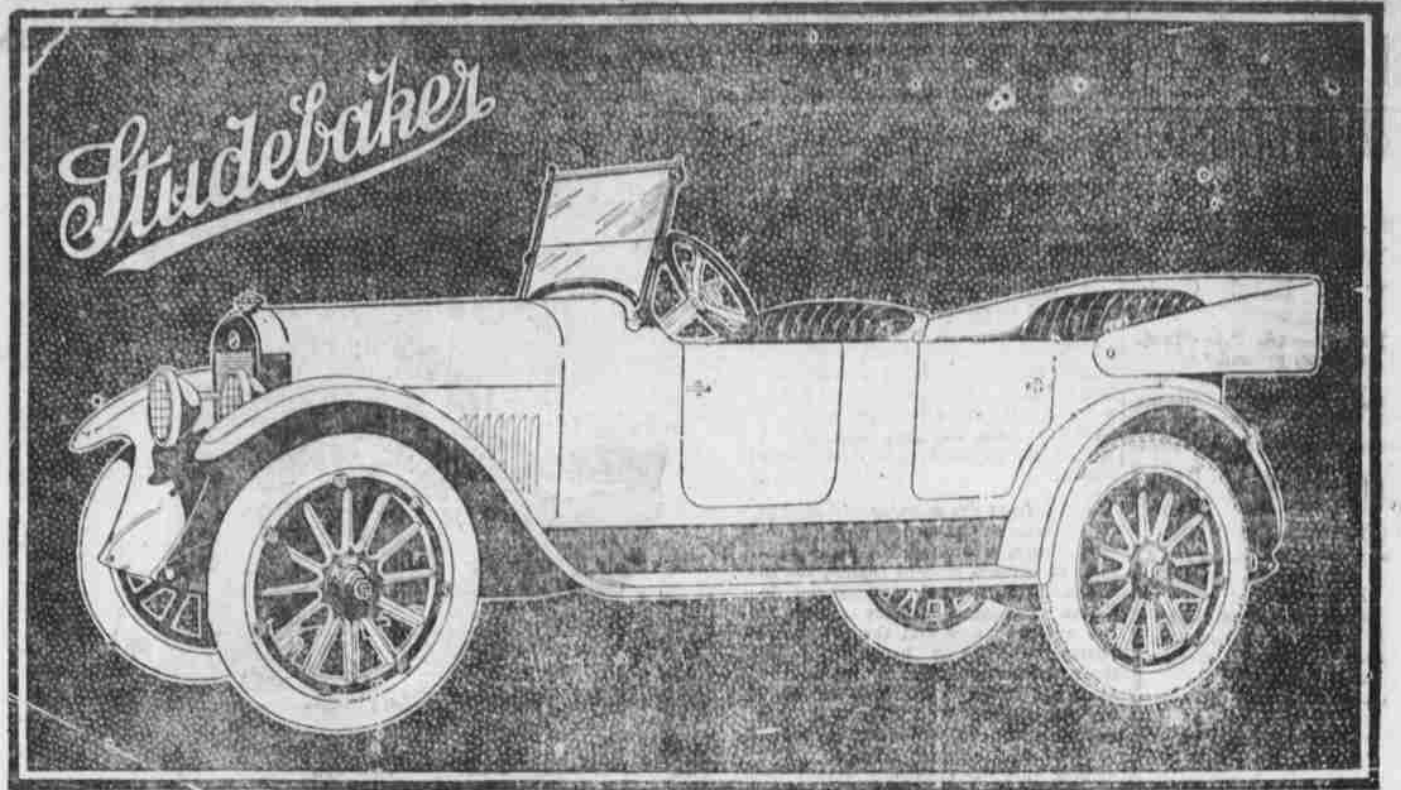
Mrs. W. L. Rayburn and family moved up from Weston to the farm Friday.

Mr. and Mrs. L. C. Brown of Dayton Wash., visited Mr. Brown's sister Mrs. Mark Henderson and family last week. They visited Mrs. Brown's sister Mrs. G. M. Rice in Pendleton and stopped on their way home to take Mrs. Henderson with them for a ten day visit in Dayton. Mrs. Henderson visited old friends, the Prices, also in Waiatsburg.

Mark Henderson shipped his seed potatoes last week and was highly praised by the Washington Federal Agent, Frank George, for his fine potatoes. The potatoes were inspected at the depot and were of the Netted Gem variety.

FUR HOUSE SUFFERS LOSSES

ST. LOUIS, May 14.—(U. P.)—International fur exchange, the largest wholesale fur house in the United States, issued a statement to the stockholders informing them of a deficit of nine million in the company's finances. "A sudden and violent collapse in the spring of 1920 of wholesale market in furs," is given as the



The NEW LIGHT-SIX now holds the five most important automobile road records on the Pacific Coast, a remarkable feature being that all the honors were won by the same car, a stock touring car, within ten weeks

1. Yosemite National Park. A Studebaker LIGHT-SIX, piloted by Hart L. Weaver and carrying a crew of five men from the Chester N. Weaver Company, was the first automobile to reach the Yosemite National Park over any one of the three snow covered roads under its own power this year. The car went over the narrow and dangerous Coulterville road, bucking snow as deep as ten feet in some places, arriving in Yosemite Valley, January 16.

2. Round Trip Record Between San Francisco and Los Angeles. On February 2 the same car, driven by Hart L. Weaver and James F. Gurley of the Chester N. Weaver Company, established a new round trip record between San Francisco and Los Angeles, a distance of 864.8 miles, in the sensational time of 21 hours and 23 minutes.

3. Coast Route Record from San Francisco to Los Angeles. On the round trip record of February 2 the Studebaker LIGHT-SIX lowered the coast route record from San Francisco to Los Angeles by 2 hours, 35 minutes and 59 seconds. The former record was 12 hours, 47 minutes and 50 seconds, the time of the Studebaker LIGHT-SIX being 10 hours, 12 minutes and 50 seconds, for the distance of 433.7 miles. The pilots were Hart L. Weaver and James F. Gurley.

4. Valley Route Record Between Los Angeles and San Francisco. On February 24 the Studebaker LIGHT-SIX smashed the valley route record between Los Angeles and San Francisco, running the distance of 411.1 miles in the remarkable time of 9 hours, 15 minutes and 50 seconds. This record was made all the more remarkable on account of the car having to go through a dense fog a distance of more than 100 miles between Tulare and Madera. The pilots were Hart L. Weaver and James F. Gurley.

5. Los Angeles-Phoenix Record. On the morning of March 23 the LIGHT-SIX left Los Angeles in an attempt to lower the fifth and only remaining record of consequence on the Pacific Coast. The 422 miles of desert trail from Los Angeles to Phoenix were made in 13 hours 16 minutes, and 2 hours 28 minutes were taken from the best previous automobile record. The railroad time is 14 hours 20 minutes, or 1 hour 4 minutes slower than the record established by the LIGHT-SIX.

Hart L. Weaver of the Chester N. Weaver Company, Studebaker Distributors in San Francisco, made the following statement after the completion of the Los Angeles-Phoenix run:

"These tests have demonstrated on the road everything that Studebaker engineers have claimed for the new LIGHT-SIX-cylinder car. When it is remembered that the bore and stroke of this car is only 3 1/2 x 4 1/2, giving it a piston displacement of 207 cubic inches, and that the car fully equipped only weighs 2500 pounds, these records are all the more remarkable since most of them were formerly held by heavier cars costing much more than the Studebaker LIGHT-SIX. I am inclined to believe that the secret of this car's wonderful performance, and roadability is due in a very large measure to its remarkable balance. Halved or quartered the parts of the new LIGHT-SIX would weigh approximately the same."

"In making the Los Angeles-Phoenix record I am frank to confess that despite my faith in the stamina of Studebaker automobiles I could not believe that any car could make the speed over that desert road with its ruts and chuck holes that was necessary in order to lower the record by a large margin without falling to pieces. Any automobile, irrespective of weight, power or price class that can lower the record established by the Studebaker LIGHT-SIX will have my most sincere admiration."

This is a Studebaker Year

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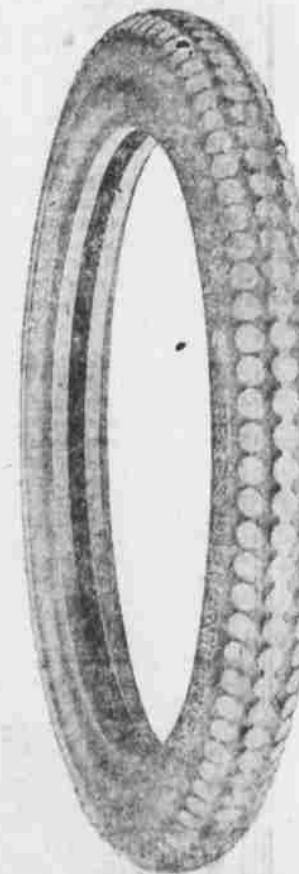
reason. Reorganization plans are being considered.

SEARCH IS ABANDONED
NAPA, Calif., May 14.—(A. P.)—Sheriff Brown abandoned search for Roy Gardner, who slipped through cordon of posseman near here yesterday.

For Afternoon



For the informal afternoon affair this gray chiffon is the thing. Artful floral flowers at the waistline and a generous design in silver lace give it a festive touch. The hat is of lace and straw.



Tire Prices Have Dropped

Do you know that tire prices are now lower than before the war? You should—and we feel safe in guaranteeing to you that they have reached the bottom—as low as tires can be made.

Buy your new tires now and enjoy this wonderful weather motoring.

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