

DAILY EAST OREGONIAN, PENDLETON, OREGON, SATURDAY EVENING, SEPTEMBER 3, 1921.

**FORD CARS WITH NEW PRICE CUT ARE DOWN TO PRE-WAR STANDARD**

Machine Still Costs More Than in 1913; Improvements and Excess of Freight Cause.

With the reduction that was announced yesterday by Henry Ford on Ford cars, the Simpson Auto Co., Pendleton dealers, declare that this popular machine is now down to pre-war prices.

The different types cost a little more money than they did in 1913 and 1914, but the cars sold today make up for that slight difference in the improvements which have been added since 1917. These improvements include the starter and lighting system and the demountable wheels and the patented tire carrier.

The local dealers in Fords have no kick to make on the volume of business they have been enjoying. During the past three months 90 cars have been sold, or an average of one for each day, including Sunday's and holidays, and with the reduction in price, they anticipate increased business.

In the touring car and roadster, a decided cut in prices has been effected during the past 12 months. The touring car, F. O. B. Pendleton a year ago cost \$818 and the price today is \$593. Other new prices are, coupe, \$745.41; sedan, \$813.10; truck, \$575.74. The cut is not secured at a sacrifice

**THE CROOKED GIANT**



of quality, C. E. Allison, factory representative for this district declares.

"If the rear axle of a Ford today were no bigger than a lead pencil, it would be equally as strong as the axle we had in 1913," he declared. "The difference is accounted for in the new steel which has been in use during the past 18 months."

There are two other items that come a lot higher than they used to, and those costs are freight and war tax. The freight now on a Ford is \$111, as against a former charge of \$64. Then Uncle Sam gets a slice for tax which amounts to \$26. There is a net added expense of \$82.

Quantity production has been secured by the factories, 5,200 cars being turned out every day.

**OLD FRANKLIN HAS TRAVELED 300,000 MILES, STILL GOOD**

Salt Lake Man Refuses to Take 'King's Horses' for Machine Which Has Run Since 1908.

Three hundred thousand miles and still going strong! That's the record of a 1918 Franklin touring car, owned by Lew Robertson of Salt Lake City, who says he wouldn't swap his old "Ironside" for all the king's horses. For the past thirteen years the old car, which is still doing valiant daily service, has averaged better than 23,000 miles yearly. According to Robertson, it's still capable of holding a gait of from five to sixty miles per hour with comfort. Mr. Robertson has just completed a trip from Salt Lake to San Francisco, a distance of 1,900 miles, in a little better than sixty-three hours, averaging a trifle more than twenty miles to the gallon of gasoline.

He has toured all of the Western states and various parts of Western Canada, many times. On one trip through Yellowstone Park the car carried seven passengers, as well as bedding, tools, and all the paraphernalia of camping.

Concerning tire mileage Robertson has had few worries. One tire, put on his Franklin in 1913, gave service up to 1918. He states that he has never kept an exact tab on the mileage obtained from his tires because the speedometer wore out before they did. One tire gave a mileage of 28,000 miles, with the rest turning in an average of better than 20,000 with the exception of one, on which he obtained an adjustment.

Vale to Baker, via Unity, fair county road.

Baker to Prairie City, good county road.

Baker to Halfway, good.

La Grande to Island City, paved.

Island City to Elgin, rough and dusty.

Elgin to Minam, first five miles macadamized; from this point on, fair.

Minam through Wallowa Canyon, under construction, rough.

Head of Wallowa Canyon to Lostine under construction, fair; detours well marked.

Enterprise to head of Wallowa Lake, dusty, somewhat rough. Detours well marked.

Pendleton to Boardman, macadamized.

Pendleton to Washington State Line, paved.

Pendleton to Heppner, partly under construction, rough and dusty; detours well marked.

Heppner to Gilliam county line, under construction, fair; detours well marked.

**WIFE TAKES HUSBANDS ADVICE**

And Is Made Well Again by Lydia E. Pinkham's Vegetable Compound

Springfield, Mass.—"The doctor told my husband that I had to have an operation, otherwise I would be a sickly woman and could not have any more children on account of my weakened condition. I refused to have the operation. My husband asked me to try Lydia E. Pinkham's Vegetable Compound to see if it would not help me. For the first four months I could do but little work, had to lie down most of the time, was nervous and could eat hardly anything, but my husband was always reminding me to take the Vegetable Compound, which I did. Of my eight children this last one was the easiest birth of all and I am thankful for your Vegetable Compound. I recommend it to my friends when I hear them complaining about their ills."—Mrs. M. NATALE, 72 Fremont St., Springfield, Mass.

Sickly, ailing women make unhappy homes, and after reading Mrs. Natale's letter one can imagine how this home was transformed by her restoration to health. Every woman who suffers from such ailments should give Lydia E. Pinkham's Vegetable Compound a fair trial. It is surely worth while.

Union to North Powder, under macadam construction, rough; only detour available through Ladd canyon; detour at end of pavement out of La Grande; fair road with 7 per cent grade.

North Powder to Baker, good.

Baker to Huntington, generally good, though a little rough in places; under construction from Nelson to Huntington; detour from Nelson school house to Weatherly good, but one or two steep hills; bridge across Chicken creek not in good shape; short detour at Lame, sandy and one steep pitch; will be able to let traffic through from Nelson to Weatherly, via new grade, within a few days.

Huntington to Weiser, via Olda Ferry, first seven miles rough; remainder good.

Weiser to Ontario, under construction, keep to the Idaho side.

Ontario to Vale, fair; no detours.

Vale to Crane, in fair condition.

**GIVES CONDITION OF SIX EASTERN COUNTIES**

(Condition of state highways in La Grande Division, by R. H. Baldock, Division Engineer.)

Pendleton to Dead Man's Pass, 20 miles macadamized; from this point to Hilliard, county road in fair condition.

Hillard to La Grande, under construction; rough; watch for danger boards.

La Grande to Hot Lake, paved or macadamized.

Hot Lake to Union, under construction; valley road closed from 6 a. m. to 11 and from 12 to 5 p. m.; very rough; detour along foot hill road through Union Junction.

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**"Billowy"**



There is no question about the atavistic tendency in the butterfly taffeta gown designed by Mme. Thurn. It certainly harks back to grandmother's days. The skirt which is ankle-length is very full and billows about the ankles. It looks almost like an inverted flower. The silk is cut in big petals and flowers of the taffeta are appliqued. The waist is round and has short lacy sleeves.

**HAVE YOU A LITTLE Let 'er Buck IN YOUR HOME?**

A book of the passing of the Old West—the book for every red-blooded American, both young and old.

The crowd during Round-Up will snap up every copy—be protected—get yours now.

A keepsake—a present—a winner any time, any place.

**Pendleton Trading Co.**



Phone 455

At the Sign of a Service

"If It's on the Market We Have It"

**University of Oregon**

CONTAINS.

- The College of Literature, Science and the Arts.
- The School of Architecture and Allied Arts.
- The School of Business Administration.
- The School of Education.
- The Extension Division.
- The Graduate School.
- The School of Journalism.
- The School of Law.
- The School of Medicine.
- The School of Music.
- The School of Physical Education.
- The School of Sociology.

**Fall Term Opens September 26**

A high standard of cultural and professional scholarship has become one of the outstanding marks of the State University. For a catalogue, folders on the various schools, or for any information, write THE REGISTRAR, UNIVERSITY OF OREGON, Eugene, Ore.

**Effective Sept. 2nd Ford Motor Co.**

ANNOUNCES ANOTHER PRICE REDUCTION ON ALL MODELS.

The following prices are now in effect:

- TOURING CAR ..... \$450.00
- RUNABOUT ..... \$420.00
- COUPE ..... \$595.00
- SEDAN ..... \$660.00
- TRUCK ..... \$445.00

These prices are all F. O. B. Detroit. For prices delivered here come in and see us. The drop ranges from \$45.00 to \$100.00 on the different models.

Yours for a Ford

**Simpson Auto Co.**

Phone 408

Water & Johnson St.

Service

**Automobiles Sacrificed**

During the next 30 days we are going to clean out every car in our place. Nothing reserved, both new and old must go.

The reason is this—1922 models will soon be here. We cannot afford to carry our present stock over any longer; then last but not least, we need the money. We are just like the other fellow, "willing to take the loss, just grin and bear it."

If you are contemplating the purchase of a car in the future, a glance at these prices will convince you that it is folly to wait longer. For example, read the following:

Brand new Paige 45 sport model, never had a wheel turned; regular price \$2330, sacrificed at ..... \$1950

Brand new 1921 five passenger Paige; regular selling price \$1940, selling at ..... \$1695

1920 Paige 55, 7 passenger, used 6 weeks; regular price \$3250, sold at only ..... \$1950

1921 Oakland Demonstrator, run 700 miles; regular price \$1375, today price is ..... \$1095

Oakland Coupe, never used, wire wheels; regular price \$2375, going at ..... \$1850

4 New Oldsmobile Speed Wagons, retail price is \$1585, today sells them at ..... \$1250

All kinds of Second Hand Cars priced as low as \$100.

We will take notes from responsible people for one year. Will take sales on monthly payment plan. Remember that all cars

**Must Be Sold By October 1st**

**O. E. HOLDMAN AUTO CO.**

Corner E. Alta and Cottonwood