THE GAZETTE-TIMES, HEPPNER, OREGON, THURSDAY, SEPT. 27, 1923

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THE sure - footed, long - wearing, All -Weather Tread of a Goodyear Cord is the best tire insurance you can have. The high, thick, sharp-edged blocks of that famous tread dig wedge-like through mud or snow to slipless footing, carrying on steadily or coming to a sure, safe stop.

As Guodyear Service Station Dealers we sell and recom-mend the new Goody ser Cords with the beveled All-Weather Tread and back them up with standard Gendrear Service

**Heppner** Garage

GOOD YEAR

Vestern Made for Western Trade"

Accident—Weekly income during disability. Sickness–Weekly payments to cover loss of time. Permanent Disability—

(1) No more premiums to pay; (2) Monthly income for life; (3) Full amount of policy paid atdeath. Accidental Death—Double the full amount of

policy. Loss of limbs or sight, as result of accident: full amount of policy paid at once, also in-come paid for life, also full amount of Dolicy paid at death. Old age—An income provided for life. Cash loans—Money may be borrowed on sole security of policy. Surrender values—Policy may be sur-

rendered either for cash, paid-up insurance or extended insurance.

HE OFFICE-SAN FR

ONE OF AMERICA'S STRONGEST COMPANIES

E. C. GENTRY, Dist. Mgr., Heppner, Ore

EST COAST LIFE

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There is a more trim exterior appearance, more comfortable seating arrangement and greater luggage carrying capacity. From the dash is a graceful sweep in the cowl to the radiator. The doors are wide and heavily framed. A larger compartment at the rear gives increased room for luggage and the new type rear fender is more secure. Ventilator in the cowl and a visor over the windshield add to the exter- is one waiting for you.

afforded more space, thus insuring added riding comfort.

Many other little improvements and refinements are noticeable including revolving type window regulators for all door windows and a dome light for illuminating the interior.

The new cars are now on display at the show rooms of Latourell Auto Company and there

Latourell Auto Co.

Authorized Ford and Fordson Sales and Service HEPPNER AND BOARDMAN

it necessary that you do likewise else lose out in enjoyment of a full nad peaceful old age.

Remember-a pass book at a bank is the only dream book in which dreams come true.

To get ahead, one must have a definite plan about it. When opportunity knocks-have your FIRST NATIONAL BANK pass book about you.



First National Bank HEPPNER, OREGON