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FOREIGN MARKET GROWS FOR COLE AERO-EIGHTS

That the Cole Aero-Eight holds the same enviable position in foreign fields that it does in the United States is evidenced by its increased export business, which has grown by leaps and bounds since the signing of the armistice.

During the entire period of the war, the Cole Motor Car Company through its foreign trade department in New York, kept in constant touch with world markets.

Although it was impossible to ship many cars from this country, Public Homa, expert manager of the Cole organization, was able to establish representation at points throughout the world, subject to the removal of restrictions on private trade enterprises. Thus at the time of the armistice the company had a sound basis upon which to expand its foreign business.

Immediately after the war's end, the Cole foreign trade department began to strengthen its trade lines. In the last several months it has established Cole representatives throughout the world. As a result Cole Aero-Eights are now being shipped to Singapore, Bombay, (India), Sumatra, Java, Korea, Shantung, Japan, Manila, New Zealand, Australia, Hawaii, the Islands, Brazil, Argentina, Uruguay, Paraguay, Columbia, Chili, Venezuela, Mexico, Johannesburg (South Africa), Porto Rico, Havana, Spain, England, Portugal, Czech-Slovakia, Poland, France, Denmark, Sweden, Norway, Holland, Italy and Greece.

Outside of the northern European countries, representations at all these points have been acquired since November 11, 1918.

Since May 1919 Mr. Homa has been on an extended trip through the European countries obtaining an intimate survey of conditions in the foreign field and developing Cole interests. His reports indicate clearly the prestige the Cole Aero-Eight has gained abroad.

In expanding its foreign trade the Cole Company by no means intends to neglect the domestic market. However, it realizes the obligations of America in world trade and has enlarged its factory and increased its production to meet these additional demands.

EDDIE PULLEN TO QUIT RACING GAME FOR GOOD

Eddie Pullen, the famous little speed king who has thrilled thousands of race followers all over the United States, has forsaken the speed trail for all time. He has become associated with R. C. Durant, son of W. C. Durant of General Motors fame, who is vice president and sales manager of the Chevrolet organization on the Pacific Coast, and he has given Durant his word that he will never again sit at the wheel of a racing car.

For some time Pullen has been contemplating a new line of endeavor, and after the last race on the new Los Angeles Speedway, he told Durant that he was ready to quit the speed

AUTO THIEVES MAY BE PUT IN TWO CLASSES— AMATEURS FEAR LIGHT

Automobile thieves can be placed in two classes—professional and amateur. The professional, an expert mechanic usually, is equipped with tools to make virtually every safety device valueless. He will usually steal the car he wants regardless of obstacles. Heavy punishment alone can discourage this type of criminal.

But the amateur is more often an opportunist. He steals automobiles or accessories occasionally because unusually good opportunities present themselves. He may be likened to the sneak thief who will only rob a house when a window is up or a door unlocked. To foil him we must consider the human nature of the car owner, as carelessness is his greatest ally.

Few people make it a practice of parking near a street light, theater sign or brightly lighted window. The amateur works best in the dark. This should be remembered in selecting parking places.

Report for all time if there was a place for him in the Chevrolet organization. Durant told him that he would place him in one of the Chevrolet branches on the Coast if he would promise to give up racing for all time. This was easy for Pullen; and he was put to work with the sales force of the Los Angeles branch under J. E. Appleby, recently appointed branch manager.

A number of followers of the race sport asked Durant if he would not consent to have Pullen drive occasionally, in some of the big events. The young Sales Manager, who is also a racing enthusiast, said that for Pullen to drive just one race, would be equal to his resignation. Durant wishes to develop an executive out of Pullen and he feels that with his wide experience and wider acquaintance, he will meet with great success in the sales branch of the motor car industry.

FARMERS OWN THIRD OF CARS IN ALL U. S.

Invasion of the American farm by the motor car is yearly becoming more pronounced. Fifteen years ago, automobiles were looked upon with stern disapproval by the average farmer, but today the "chuck-chuck" they make in passing over the country roads is as common a sound as the mooing of cows, the clucking of chickens, or the quacking of ducks.

According to figures recently made public by the Diamond Rubber Co., Inc., one-third of all the automobiles in the United States are owned by farmers. To be exact, the number is 2,468,775, as compared with 7,555,259 in the entire country.

The figures show there are 29 automobiles for every 100 farms throughout the country. Some of the states where the number of automobiles is comparatively low show the highest average. In Nevada, where there are only 3,427 autos owned by farmers, there are 127 for every 100 farms. Nevada, with 11,639 cars, has the same average of 127 per 100 farms.

Iowa leads with the largest number of farm-owned automobiles, having 184,796, or 85 for every 100 farms. Illinois has 147,562, Texas 146,598, New York 141,792, Pennsylvania 135,772, Ohio 134,669, Nebraska 122,152, Kansas 115,448, Indiana 102,946, and Michigan 100,706.

MAKE HIGHWAYS SAFE IS NATIONAL DOCTRINE

Make the highways of the nation safe.

From one end of the country to the other this doctrine will be spread this spring during the "Safety-First" campaign. Motorists and pedestrians alike will be taught the stern necessity of "Watching out for the other fellow" and thereby reducing the number of avoidable traffic accidents.

In each city where a campaign will be held, police officials will cooperate with civic organizations and the automobile club, and they will be aided by the field organization of the G. F. Goodrich Rubber Company, the company which originated and popularized the "Safety-First" slogan.

The need for educating the people in ways to prevent accidents was seen by the Goodrich company six years ago. The "Safety-First" slogan was adopted as a catch-phrase likely to be remembered by anyone who saw or heard it. To popularize the slogan, the Goodrich carried it in all their advertisements, placed in on sign posts and bus boards, and in numerous other ways brought it to the attention of the people.

The Safety-First movement gained ground rapidly throughout the country. One organization after another took it up and launched campaigns to make the safety-first principles more widely known. As a result, the number of avoidable accidents began to decrease appreciably, in spite of the increased amount of traffic on the streets.

Today, "Safety-First" is one of the most common expressions in the English language. Everyone knows what it means, and the principles it stands for. It has caused people to realize that nine-tenths of all traffic accidents are avoidable. It has taught motorists and pedestrians that by observing certain simple rules both will be benefited and the death toll from accidents decreased.

To still further stimulate interest in the Safety-First movement, the National Traffic Officers' Association has made arrangements for cooperating in all campaigns to be waged this spring. The association will also hold an exhibition of safety devices as one of the features of its annual convention in San Francisco next August.



35,000 Owners Praise The New Triplex Springs

MORE than 35,000 owners of the new Overland 4 are enthusiastically telling their friends of the wonderful riding qualities of this car. Triplex Springs smooth out the rough road bumps! "Rides as no light car ever rode before."

"It would be an insult to put shock absorbers on this car."
"The most advanced piece of work yet produced in the motor car line."—These are some of the sincere compliments paid Overland 4 by proud owners.

The Sedan weighs only 200 pounds more than the Touring Car



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BLUE MOUNTAIN MOTORS CO. INC
701 Alta St.

Wisconsin Buys 4028 Trucks—In the year 1919 the people of Wisconsin purchased 36,110 automobiles and 4,028 motor trucks. At \$1,000 apiece for automobiles, the investment was \$36,110,000. Assuming that motor trucks cost \$1,500 each, this represents an investment of \$6,042,000 or a grand total of \$42,152,000. Using these figures as a basis officials in the Motorize the Farm Bureau, Goodyear Tire & Rubber Co., estimate there will be at least 200,000 prospects for motor trucks in 1920.

Income Taxes from Goodyear—Uncle Sam's face is wreathed in a gratifying smile when he contemplates income tax returns from The Goodyear Tire & Rubber Company. Statistics collected by the legal department of the company show that more than 11,000 men and women workers will pay an amount totaling many thousands. There are 60 percent more income taxpayers in the company than in 1919—the average tax paid being estimated at \$15. The lowest income tax paid by any Goodyearite is six cents—the highest—well, it's a secret but awe-inspiring in its immensity.

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