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PAGE ELEVEN

DAILY EAST OREGONIAN, PENDLETON, OREGON, SATURDAY, APRIL 10, 1920. AUTO THIEVES MAY BE PUT IN TWO CLASSES-OREIGN MARKET GROWS FOR COLE AERO-EIGHTS

<text><text><text><text><text><text><text><text>

Outside of the northern European countries, representations at all these points have been acquired since No-vember 11, 1918. Since May 1919 Mr. Homs has been on an extended trip through the Eur-opean counties obtaining an intimate survey of conditions in the foreign field and developing Cole interests. His reports indicate clearly the gree-tige the Cole Aero-Eight has gained abroad. In expanding its foreign trade the

abroad. In expanding its foreign trade the Cole Company by no means intends to neglect the domestic market. How-ever, it resilizes the obligations of Am-erica in world trade and has enlarged its factory and increased its produc-tion to meet these additional demands.

RACING GAME FOR GOOD

AMATEURS FEAR LIGHT Automobile thieves can

nila, New Zealand, Australia, Hawali-an Islands, Brazil, Argentine, Uruguay, Paraguay, Columbia, Chill, Venzeula, Mexico, Johannesborg (South Africa), Porto Rico, Havana, Spain, England, Portugal, Czecho-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 No-vember 11, 1918.

consent to have Pullen drive occas-sionally, 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 ex-

perience and wider acqualitance, he will met with great success in the sales branch of the motor car industry.

OF CARS IN ALL U.S.

Wisconsin Buys 4028 Trucks-In the year 1919 the people of Wisconsin purchased 25,110 automobiles and 4.-028 motor trucks. At \$1,000 apiece

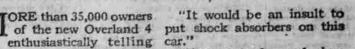
Invasion of the American farm by the motor car is yearly becoming more pronounced. Fifteen years aso, auto-mobiles were looked upon with stern disapproval by the average farmer, but today the "chunk-chunk" they make in passing over the country roads is as common a sound as the mooing of cows, the clucking of chick-ensy, or the quacking of ducks. According to figures recently made According to figures recently made public by the Diamond Rubber Co., Inc., one-third of all the automobiles

vice president and sales from the Pa-the Chevrolet organisation on the Pa-cific Coast, and he has given Durant in the United States are owned by at the wheel of a meing car. For some time Pullen has been con-templating a new line of endeaver, and after the last race on the new Los for some tax race on the new Los

mobiles for every 100 farms through-out the country. Some of the states where the number of automobiles in Comparatively low show the highest average. In Nevada, where there are average. In Nevada, where there are only 3,427 autos owned by farmers, there are 127 for every 100 farms. Nevada, with 11,699 cars, has the same average of 127 per 109 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 138,-772, Ohio 1437,668, Nebraska 113,152, Kansas 11,548, Inriana 102,946, and Michigan 100,706,

There are 60 percent more income tax-payers in the company than in 1919— the average tax paid being estimated at \$16. The lowest income tax paid by any Goodyearite is six cents-the highest-well, it's a secret but awe-inspiring in its immensity.

> HERMAN CLAUSSENIUS **Idaho State Life Insurance** Co.



of work yet produced in the motor car line."-These are some of the sincere compli-

are enthusiastically telling car." "The most advanced piece

riding qualities of this car. Triplex Springs smooth out "Rides as no light car ever ments paid Overland 4 by proud owners.

OVERLAND SALES CO. E. G. SAYLOR EAST COURT AND THOMPSON

35,000 Owners Praise

The New Triplex Springs

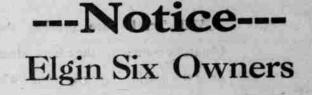
The Sedan weighs only 200 pounds more than the Touring Car

ORE than 35,000 owners

their friends of the wonderful

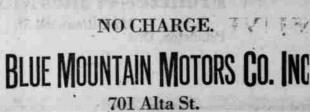
the rough road bumps!

rode before."



H. W. Hale, factory service man, will be here one week.

Don't fail to call in and have your car inspected and repaired.





Let us prove it to you.

Ask an owner why.

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Get you there and bring you back with a smile - Salard

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The Brit Hard Street

TREE OF THE PERSON AND A DECK OF A DECK

CHANSLOR & LYON CO. **Pacific Coast Distributors** Largest distributors of automotive equipment in the world.

Make the highways of the nation

IS NATIONAL DOCTRINE

MAKE HIGHWAYS SAFE

From one end of the country to the From one end of the country to the other this doctrine will be spread this spring during "Safety-First" cum-paigns. Motorists and pedistrains alike will be taught the stern necessity of "Watching out for the other fellow" and thereyby reducing the number of aviolable 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. Goodrieh Rubber Company, the com-pany which originated and populariz-

ed the "Safety-First" slogan. The need for educating the people in ways to prevent accidents was seen by the Goodrich company six years by the Goodrich company six years ago. The "Safety-First" slogan was ndopted 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 sidvertisements, placed in on sign posts and bill boards, and in numerous other ways heavable it the attention

pests and bill boards, and in numerous other ways brought it to the attention of the people. The Safety-First movement gained around rapHily throughout the coun-try. One organization after another took it up and launched campaigns to make the safety-first principles more widely known. As a result, the num-ber of avoidable accidents began to decrease appreciably, in spite of the increased amount of traffic on the streets. streets. Today, "Safety-First" is one of the

nest common expressions in the En-lish language. Everyone knows that it means, and the principles it

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general and a second second

Firestone

TIRES

SOLID TRUCK TIRES, TUBES AND ACCESSORIES.

Make this shop your service station for Oils, Gas, Air and

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what it means, and the principles it stands for . It has caused people to realize that nine-tenths of all traffe of the stands for . It has caused people to realize that nine-tenths of all traffe of the stands that has caused people to the fenefited and the death toil from accidents decreased. Simple of the stands of the standard the death toil from accidents decreased. L. A. Menton, Manager. 223 E. Court St.