

### PUBLIC HAS COME TO APPRECIATE WHAT AUTO SHOWS SIGNIFY

#### Local Dealers Report Larger Attendance Than Usual at Shows Held This Year at Points Throughout Nation.

"Reports from the many automobile shows throughout the country are most encouraging," says the Oregon Motor Garage local distributors for Chevrolet, Buick and Cadillac cars.

"The attendance is generally larger than in previous years. And people are showing a much keener and more critical interest."

"It is obvious that the public has learned the importance of motor transportation. The individual has been educated to the usefulness of the passenger car as necessary equipment that increases his personal efficiency just as commercial cars increase efficiency in business."

"Accordingly the greatest attention at the shows is centered on mechanical ability. People are taking a more and more practical interest in securing the utmost service for their money."

"They have come to realize that beauty is only skin deep in a motor car as in people and that real beauty is as beauty does."

"Few novelties in motor car design have been exhibited and little real interest has been accorded them. Gasoline mileage, tire mileage, simplicity of construction and operation—these are the subjects on which exhibitors have been questioned."

"And the most careful purchasers have chosen cars with known records for economical, and dependable performance. For a reputation for service and satisfaction is always the best guarantee of a profitable investment in a motor car."

### COQUILLE MAN WRITES VOLUME OF 36 POEMS

UNIVERSITY OF OREGON, Eugene, Feb. 25.—R. E. Baker, city school superintendent at Coquille, Oregon, has written a volume of poems and has submitted the manuscript to the University of Oregon for comment and criticism. Mr. Baker's poems have been widely published in the Oregonian, the Oregon Teachers' Monthly, and the papers and magazines, and the volume submitted contains much excellence according to the English department, the extension division and the school of journalism. The manuscript contains 36 poems on a wide-range of subjects.

### MAYOR OF NEWARK TAKES OWN LIFE

NEWARK, Feb. 25.—(U. P.)—Jacob Haussling, four times mayor of Newark, died of knife wounds, self-inflicted, the police said. The body was found in bed early today by his wife. The soda fountain equipment company, of which he was head, went into bankruptcy recently, costing the former mayor much of his popularity. Disappointment over the loss of money and friends is said to have been the motive.

### NOVEL WAY TO DISPOSE OF STOLEN AUTOMOBILES

NEW YORK, Feb. 25.—(U. P.)—"I sell them to the cops," Harry Greatcatch told the judge when asked how he disposed of stolen automobiles.

### TRADE NOT 'ROTTEN' DECLARES DAN HOGAN

Don Hogan is a car dealer in Denver.

Among the people that Don has no time for is the "gossiper." You take your life in your hands when you suggest to him that you "heard" the firm of So-and-So is not likely to survive the present readjustment period.

Don sees red when any one maintains that "business is rotten." No knockers need apply to him.

The other day he made up his mind that a good way to express his opinion concerning the prevailing fashion of hunting for trouble was to air himself in the paper. So he rented a quarter page and spread himself.

So good was Hogan's message to the crepe hangers of Denver that the Goodyear Tire & Rubber Company reproduced his ad in its regular weekly house organ, "The Triangle," which circulates among the entire Goodyear sales organization.

Here is what he told 'em in part: "I just heard—" is dangerous propaganda, and its being used in connection with every worth while business house, originating in the mind of some "business wreck" and then handed out through the regular gossip channels.

"This should not be tolerated. The readjustment is not injuring business in this city, but on the other hand is putting it on a better and healthier basis, and we all feel safer than we did under the abnormal conditions we have just passed through."

"We are building up a better sales organization and offering better built products at greater values than at any time in the past three years."

"Make a resolution now to stop lies by not allowing them to be passed without proof, and we shall soon find the public will not be carried away by false statements that injure every reliable business house."


"Remember—'Stop the Gossiper'—"



See the new models at the Pendleton Automobile Show  
March 10, 11, 12

**Pendleton Auto Co.**

LET'S GO



**GATES**  
"QUALITY"

If You Use  
**GATES TIRES**  
You Have No Tire Trouble

**Gertson & Marty**  
639 Cottonwood Street—Phone 595

Automobile Show. Lets Go! March 10-11-12.

Would that there were more Hogans in the country. A good sized squad of them would clear the business atmosphere in jig time.

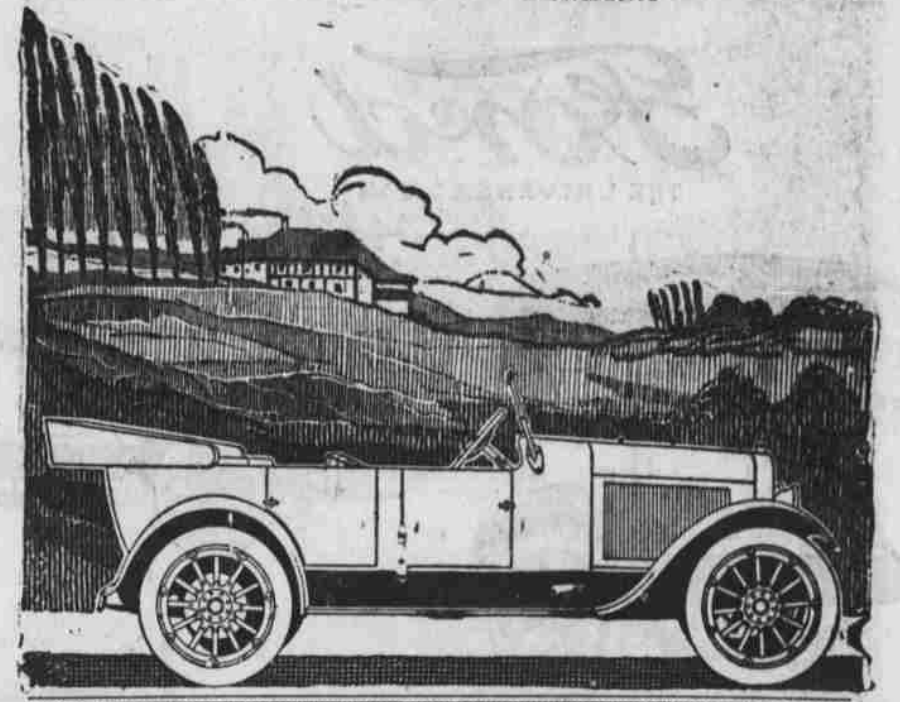
**Concerning Chickens.**  
An Atlanta man asked an old dandy what breed of chickens he considered the best.  
"All kinds has dere merits," replied Caesar, after a moment's consideration. "De white ones is de easiest to find, but de black ones is de easiest to hide aftar yo' gits 'em."—Harper's Magazine.

## CHALMERS

The car that has been built around the remarkable Hot Spot engine is a development, rather than a creation. Each year has seen improvements in body and chassis design, and Chalmers cars for this season embody further refinements—conservative, yet distinctive.

At the Pendleton Auto Show, March 10, 11-12. LET'S GO!

**N. P. McLean Auto Co**  
Distributors



**COLE REO**  
**DORT**

At the Pendleton Automotive Show, Mar. 10-11-12

LET'S GO

**Western Auto Co.**



**BUICK**

**BUYING** an automobile today is wholly dependent on whether such an investment will bring definite returns.

Buick for twenty years has been noted for reliability, power, long life, and re-sale value. In the new 1921 models are improvements in accessibility—in roomier interior, in more comfortable seating and more beautiful stream-lines.

In cities and towns everywhere you will find Authorized Buick Service.

Since January 1, regular equipment on all models includes cord tires

**Oregon Motor Garage, Inc.**  
Phone 468 119, 121 W. Court  
WHEN BETTER AUTOMOBILES ARE BUILT, BUICK WILL BUILD THEM



### The Battery Question Is

Have you a Willard Threaded Rubber Battery in your car?

Then your battery judgment is backed by the best brains in the automobile business.

Car builders who are particular about battery quality specify the Willard Threaded Rubber Battery. Car buyers who are particular about battery performance look for the red Thread-Rubber Trade-Mark.

Ask about Willard Threaded Rubber Insulation whether you are in the market for a new battery or not. We give authorized Willard Service. New batteries — repairs — recharging.

- PENDLETON STORAGE BATTERY CO.**
- Garden and West Court Streets  
SUB AGENTS
- Highway Service Station E. Court and Alta Sts.
  - Steele's Service Station Corner Raley and Matlock
  - Westlawn Auto Co. Echo, Oregon
  - Neil & Barker Hermiston
  - Stanfield Auto Co. Stanfield, Ore.
- Auto Show March 10-11-12  
LET'S GO!

**Willard Batteries**

## FEDERAL Tires and Tubes

BUILT FOR EXTRA SERVICE.  
We make all adjustments.

**Allen-Knight Co.**  
Distributors.

FOR SALE AT THE FOLLOWING PLACES:  
Ellis-Schiller Co. Gertson & Marty.  
Highway Service Station Jewett & Dimick  
Steele's Service Station Perkins & Ammons.

Automobile Show. Lets Go! March 10-11-12.

