

### AUTO MAY NO LONGER BE CLASSED IN LIGHT OF NEEDLESS LUXURY

Motor Car Reduces Waste; it Left Luxury Class Long Ago Is Now a Human Necessity.

"The man who regards the automobile as a luxury cannot consistently ride in a Pullman car.

"People used to live without trains, doctors, telephones, electric lights or automobiles. Who says they are luxuries today? If by some trick of fate we were deprived of any one of those things the entire order of our lives would have to be changed. Business would be in a chaotic condition for years before people could become accustomed again to the old order."

The automobile insures delivery of fresh food, free from harm by broiling and poisonous flies.

The nations three great interdependent industries—steel, railroads and automobiles.

Fifty million citizens are made happier, healthier and better by the automobile.

The automobile does not promote waste, it reduces it.

Without automobiles city rents would quickly double.

Without automobiles many would have to abandon their suburban homes.

The automobile ceased to be a luxury and became a necessity fifteen years ago.

No Cards in the House. The fourth-grade teacher had a great deal of trouble with Fred's attendance. He was absent so often that she got suspicious and wrote a note to his parents, as follows:

"I am afraid that Fred is playing truant and I would like your co-operation in securing a better attendance record from him."

Back that afternoon came this answer:

"Dear Teacher: If Fred is playing truant he didn't learn it at home. We sit church people and haven't got a card in the house."—Indianapolis News.

A pair of boots cost a year's salary in Soviet Russia.

### TWENTY ONE AUTO FIRMS WILL BE REPRESENTED AT SHOW TO START THURSDAY, ENDING SAT.

Local Dealers Organization is Flourishing Affair; Was Organized Four Years Ago.

Twenty-one Pendleton automobile firms will be represented at the Fourth Annual Automotive Show when it opens its doors at Happy Canyon, for the days of March 10, 11 and 12, under the auspices of the Pendleton Automobile Association.

The association, formed four years ago, has really been in existence for the past seven years. It has always been a flourishing organization and local dealers show a farmed interest in the association. Present officers are J. E. Allen, of the Allen-Night Co., president; Robert Simpson, of the Simpson Auto Company, vice-president; Henry Mangold, of the Pendleton Auto Company, secretary, and Rex Ellis of the Ellis-Schiller Company, treasurer.

Members of Board. The board of managers of the association consists of Mr. Allen, Mr. Simpson, Mr. Mangold, Mr. Ellis, George Wallace, J. B. Knight and Clyde McKay.

Those who will have spaces at the Automotive show are: Western Auto Co., dealers in Coles, Reos and Dorts, five spaces; Simpson Auto Co., dealers in Ford cars and Fordson tractors, six spaces; Ellis-Schiller Co., dealers in Dodge cars, four spaces.

Oldsmobile Co., dealers in Oldsmobile cars, four spaces; Stevens Motor Co., dealers in Haynes cars, four spaces; Oregon Motor Garage, dealers in Buicks, Cadillacs and Chevrolets, six spaces.

Will Have Spaces. Wallace Brothers, dealers in Studebakers, four spaces; O. E. Holdman Auto Co., dealers in Paige and Oakland cars, four spaces; Pendleton Auto Co., dealers in Franklin cars, four spaces; McLean & Shaveley, dealers in Chalmers cars, one space; Prentzel Motor Co., dealers in White trucks, one space.

E. M. Tanner, dealer in Master Trucks, one space.

Accessory and shop work, appliances will also have their place in the show, the exhibitors being: Allen-Kilbitt Co., accessories, tires, etc., one space.

W. E. Chase Co., agents for storage batteries, one space.

Work to Be Shown. W. J. Burns, welding and repair work, two spaces.

Pendleton Auto Co., shop and repair work, one space.

Simpson Tire Service Co., tires and other accessories, service station work, one space.

Willard Battery Co., agents for batteries, one space.

Sturges & Storie, dealers in tractors, one space.

Hanley & Co., makers of auto tops and leather goods for motorists' use, one space.

W. E. Smith, garage and repair work, one space.

### ARMY CAPTAIN SAYS DODGE BEATS HORSE

France has no monopoly on rough roads and other trying conditions for army motor cars, although soldiers are generally of the opinion that automobiles were never called upon for harder service than they were during the war overseas. Captain John J. Devlin never questioned this opinion until he was assigned to supervise two big government water projects near Newport News, Va., but the following letter to Dodge Brothers, Detroit, would indicate that he has encountered some thing that tends to change his viewpoint.

"It would hardly be possible after the reputation that Dodge Brothers cars made in France to say anything that would increase it," the captain writes, "yet I can not help but add a word of praise for what it is doing for us, under difficulties as great as those in France."

"Two government water projects, the Big Bethel and Harwood Mills are located respectively 12 and 17 miles from Newport News and are under the direction of my office. The communicating roads are, generally speaking, as bad as any that I ever saw in France. Communication is maintained by means of Dodge Brothers' motor cars and they have never failed us yet.

"Recently a storm, which was called the worst in years, swept this locality. During one period of 48 hours it was reported that over 8 inches of rain fell and my presence was necessary at both these projects. Against the advice of everyone that knew the roads, I took a Dodge Brothers touring car and was absolutely astonished at the ease with which it took four passengers on the worst road I ever saw in France or America. The water lay 12 to 18 inches over the road most of the way and I am satisfied that a horse could not have done the job as the Dodge Brothers car did. I am sending you photographs to illustrate these conditions. Congratulations to you for making a real, serviceable car."

This letter, incidentally, will serve as an answer to many questions as to what the government did with the thousands of Dodge Brothers motor cars that were in the army during the war. They are still in the army, and in other branches of government service.

### SPAIN PUTS EXCESSIVE IMPORT DUTY ON TIRES

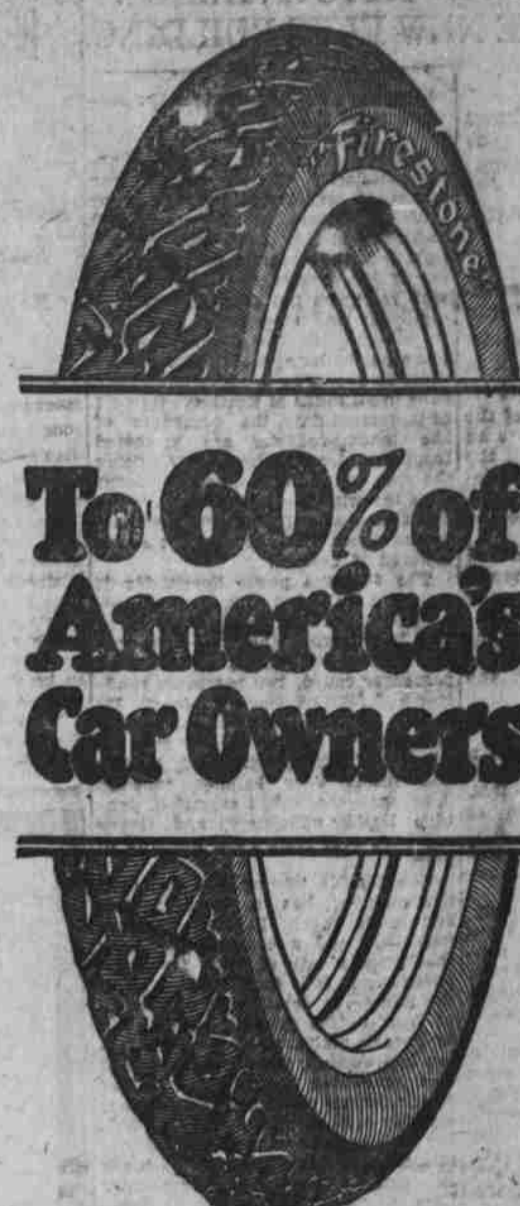
A blow that is intended to be a "knockout" to foreign automobile tires and tubes has just been delivered in a Spanish decree placing an import duty of 33 1/2 per cent on tires and tubes coming into Spain.

There are but a few tire manufacturing plants in that country, but evidently the Spanish government intends to take no chances concerning their protection. Hence the drastic new tariff.

### OBREGON TREATS THE KIDS.



President Obregon of Mexico is shown with three of his guests at a banquet he gave to Mexico City orphans.



YOU who use 3 1/2 inch tires constitute more than half the tire buyers of the world. To build this special molded 3 1/2 in. tire, a \$7,000,000 factory was built and a special organization brought together.

# To 60% of America's Car Owners

Firestone Plant No. 2, making this one size only, has a capacity of 16,000 tires a day. This quantity production means savings for the car owner—lowest costs and better tire values. Buy Firestones.

Most miles per dollar is a Firestone pledge, to the big car owner as well as to the owners of light cars. See the new Standard Overseas Firestone Cord.

# Firestone

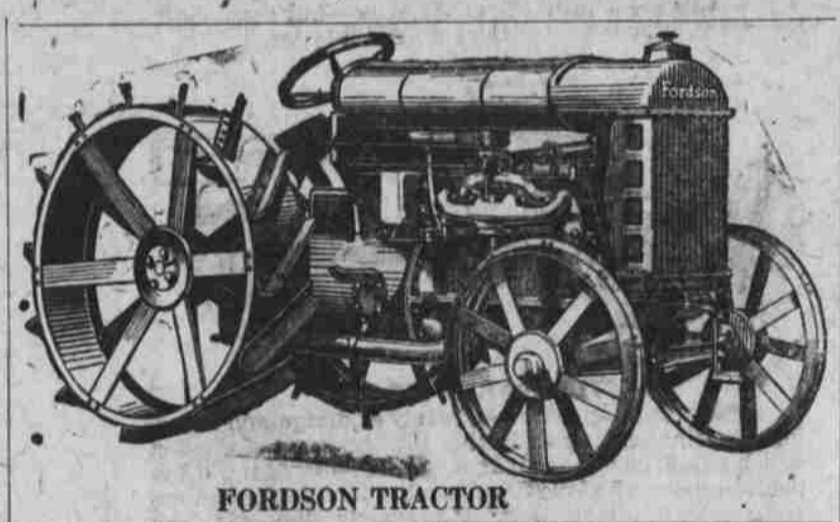
We carry a complete line of rims and rim parts to fit all makes of cars.

## Simpson Tire Service Company

223 E. Court

L. A. Menton, Mgr.

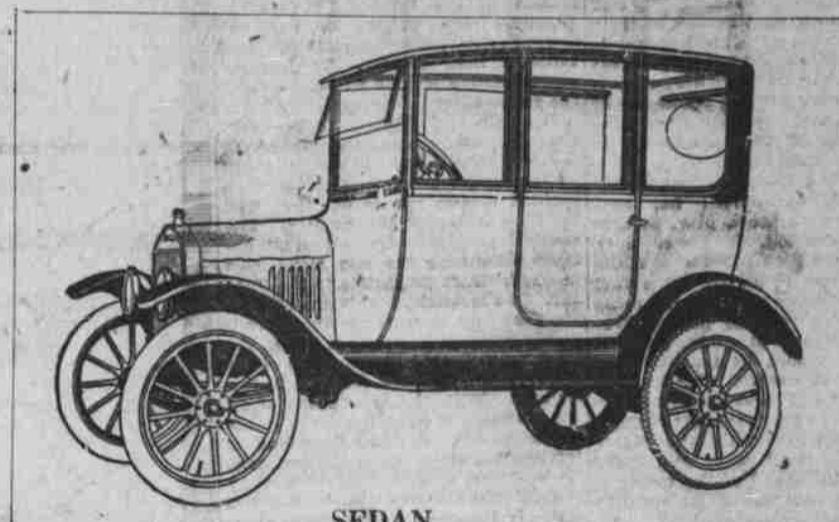
Phone-651



FORDSON TRACTOR

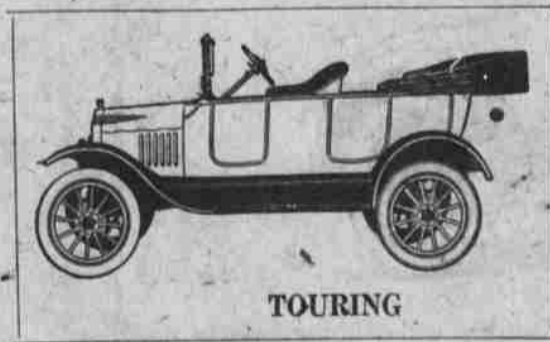


COUPE



SEDAN

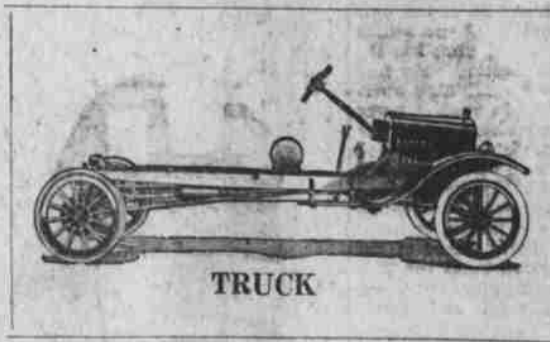
# COMPLETE LINE



TOURING



ROADSTER



TRUCK

### See Them at the Show

# Simpson Auto Company

FORD AUTHORIZED SALES AND SERVICE INSIST ON GENUINE FORD PARTS