

BATTERY, OUT OF SIGHT, FORGOTTEN

TROUBLE CAN BE AVOIDED IF BATTERIES RECEIVE EXPERT INSPECTION.

While all motorists may not be in the class with the chap who takes an actual delight in spending all his spare time tinkering about the garage, most of them have some knowledge of the inner and outer workings of their cars. They know that spark plugs must be cleaned, valves must be ground, that carbon should not be allowed to accumulate in cylinders, that the gear box must be kept filled with grease, and that even so matter-of-fact a thing as a tire appreciates an occasional change of air. But according to R. A. Twiss of the local "Exide" service station, the average motorist knows practically nothing of his battery except that it is there to furnish current for starting and lighting.

"A mighty wise man," Twiss said, "asserted years ago that few people realized they had a stomach unless it gave them trouble, and a similar statement would apply equally well in connection with starting and lighting batteries. With the battery, it's a matter of 'out of sight, out of mind'; the battery works on uncomplainingly until the last ounce of strength is exhausted; then comes trouble and a big repair bill.

"All large battery troubles are small in the beginning, and small battery troubles can be readily avoided if the battery is looked over regularly by competent experts. Some motorists unfortunately take the attitude

that 'the battery is there to start the car, and start the car it must,' without realizing that the neglected battery, no matter how well constructed, loses efficiency under the tremendous strain that is put upon it. Others feel that it would be "too much trouble" to have the battery inspected at regular intervals, yet these same men would not think of allowing their watches to run down before rewinding them."

GOOD ROADS ESSAY CONTEST ANNOUNCED

WINNER TO RECEIVE FOUR-YEAR SCHOLARSHIP IN PREFERRED COLLEGE.

WASHINGTON, April 29.—Various government agencies and national organizations are announcing today the new Good Road and Highway Transport national essay contest, to be open to all pupils of high school grade. The national prize is a four year scholarship in the university or college chosen by the successful contestant. It is offered by H. S. Firestone, Akron, Ohio.

The contest will be conducted by the highway and highway transport education committee, Dr. P. P. Claxton, United States commissioner of education, chairman, who announced today rules governing the contest.

Essays, it is said, must be not more than 500 words in length, and must be written on the subject "Good Roads and Highway Transport." All essays must be in the hands of local committees not later than June 15, when local and state committees will begin the task of grading the many thousands of essays expected.

Many local and state prizes are to

be announced soon, but, according to the committee, essays winning first honors in local and state contests will be eligible to compete for the four years university scholarship whether local and state prizes are offered or not.

Among government agencies and national organizations cooperating to make the contest successful are the bureau of public roads, of the department of agriculture; the bureau of education, of the department of the interior; the national automobile chamber of commerce; the Firestone ship by truck bureau; the national grange-women's clubs, chambers of com-

merce and automotive associations everywhere.

The contest is a renewal of the ship by truck-good roads essay contest held among high school students last year, in which more than 200,000 essays were submitted.

Miss Katharine F. Butterfield, pretty 16-year-old high school pupil of Weiser, Idaho, was the victor in this contest and is enjoying the scholarship at a famous eastern school. As a result of her conquest, Miss Butterfield will receive a four-year college education.

In addition to the scholarship, Miss

(Continued on Page 2.)

Eastern Autoists To Learn Of Northwest's Attractions

MAGAZINES OF NATIONAL CIRCULATION DEVOTE MUCH SPACE TO TOURING POSSIBILITIES; ADVERTISING HAS MADE GREAT IMPRESSION.

Publicity on a scale never before accorded any section of the United States will be given the Pacific Northwest in the May numbers of two magazines of national circulation, through the efforts of the Pacific Northwest Tourists' association, to make the grandeur, beauties and attractions of the summer playground of America known to the people of the east and south. Both magazines will devote practically the entire issue to the scenic attractions of this territory.

A four-color illustration of Rainier National park will adorn the cover of the May issue of the American Motorist, published at Washington, D. C., recognized as the leader of motor magazines and having the most influence with American automobile tourists, reaching 40,000 of them. In-

side the cover will appear five illustrated articles on the Pacific Northwest dealing with various localities of Washington, Oregon, and British Columbia and incidentally giving the travel information necessary for its readers to use in a visit to the Pacific Northwest.

The World Traveler, of New York, a publication of highest class circulation, is the other magazine devoting its May number to the Pacific Northwest. Its cover will present a three-color illustration of one of our beauty spots and the issue will carry several articles on the scenic attractions and travel accommodations of as many localities.

In a recent issue of Leslie's Weekly, in an editorial headed: "Know Your Own Country," the advertising

campaign conducted by the Pacific Northwest Tourist association was cited as an object lesson in the promotion of tourist travel.

The Pacific Northwest numbers of the two magazines are part of the results of the trip of Herbert Cuthbert, executive secretary of the Pacific Northwest Tourist association through the east last fall, where he found that the impression created by the advertising campaign carried on by the association during the past four years had made possible concessions and privileges in the line of national publicity never before offered any section of the country. Some of the leading weeklies and principal travel magazines have offered their cooperation in establishing the Pacific Northwest as a great summer tourist resort.

L. A.-PHOENIX ROAD RECORD CUT DOWN

STUDEBAKER LIGHT SIX SMASHES PREVIOUS MARKS BY MORE THAN TWO HOURS.

With four records already to its credit this year, a Studebaker Light Six hung up a fifth recently, when it plowed its way from Los Angeles, California, to Phoenix, Arizona in 13 hours and 16 minutes over roads that were often nothing more than deeply rutted sand trails. Details of this remarkable performance, in which the Studebaker lowered the best previous time over this route by two hours and 28 minutes, have just been received by H. R. Fancher of The Dalles Garage company, local distributor of Studebaker cars.

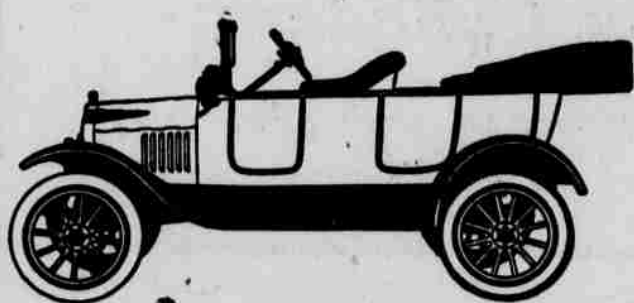
Up to the time the light six made

its run, the fastest automobile time for the 422 miles from Los Angeles to Phoenix was 15 hours, 44 minutes. The time ordinarily made by tourists between the two cities is two days. The railroad time is 14 hours, 20 minutes or one hour and four minutes slower than the time made by the light six.

The light six used on the terrific test over the desert was the same car that recently broke all records between San Francisco and Los Angeles, and which was the first automobile to reach Yosemite National park over any one of the three snow covered roads from the coast this year.

The Los Angeles-Phoenix dash was started from the main postoffice at Los Angeles at 4 o'clock (coast time) in the morning of March 23, and the drivers checked in at the Phoenix postoffice at 6:16 p. m. (mountain time), the same day. The car carried special United States mail under authority from the postmaster general at Washington, the run being made to demonstrate the practicability of transporting fast mail between the two cities by automobile. Hart L. Weaver and Billy Kern, drivers, and W. Cook and E. White, mechanics, composed the crew, but the only job required of the mechanics was the changing of tires several times on the hot sands of the desert. The intense heat, bad roads and the high speed at which the car travelled caused unusual wear on the tires.

After leaving Los Angeles, the first 100 miles included some highway but the greater part of the more than 400 miles was over the worst kind of desert road that in some places became just a faint outline of a trail. Where it was hard, the road was deeply rutted and in the soft places was covered with loose, dangerous sand.



Some FACTS About

Ford

THE UNIVERSAL CAR

Here are authentic figures from the Ford factory at Detroit. They show you just how many Ford cars and trucks have been built each month since January 1, 1921 and how many have been sold to retail customers, in the United States.

| | Produced | Delivered to Retail Customers |
|----------|----------|-------------------------------|
| JANUARY | 29,883 | 57,208 |
| FEBRUARY | 35,305 | 63,603 |
| MARCH | 61,886 | 63,603 |

Total production 127,074 Total retail sales 208,032 showing that actual sales for the first three months of 1921 exceeded production by 80,958 Ford cars and trucks.

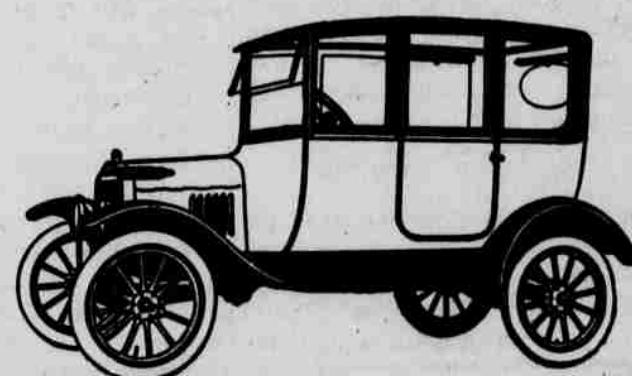
April requisitions already specify 107,719 additional cars and trucks and the estimated April output of the factory and assembly plants combined calls for only 90,000.

These facts clearly show that the demand for Ford products is growing much faster than manufacturing facilities to produce and were it not for the dealers' limited stocks, which are now being rapidly depleted, many more customers would have been compelled to wait for their cars. It will be only a matter of weeks, therefore, until a big surplus of orders will prevent anything like prompt deliveries.

If you would be sure of having your Ford car or truck when you want it, you should place your order now. Don't delay. Phone us or drop us a card.

GANNETT MOTOR CO.

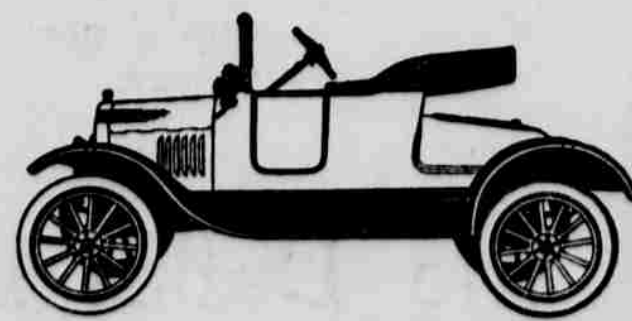
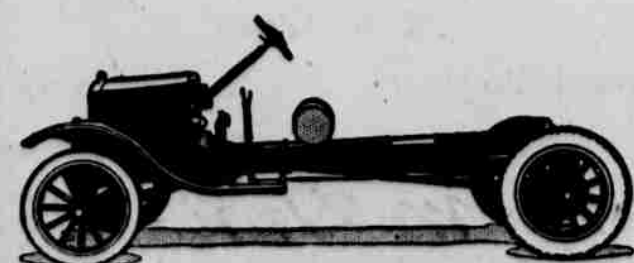
Authorized FORD AND FORDSON DEALER.
Opposite Postoffice The Dalles, Ore.



HASSLER
Shock Absorbers
for Ford Cars and Trucks
The Hassler Guarantee:
"Absolute Satisfaction or Your Money Back"
A Standard Quality Product—Worth the Price



HASSLER Shock Absorbers will save you one-third on tire expense, one-third in up-keep of your Ford; they will pay for themselves in extra mileage from gasoline and will give your Ford a greatly increased resale value; while the comfort they will give you cannot be measured in money. A special type for each Ford model. Ask us about our ten-day trial offer.



United States
TIRES

HASSLER
Shock
Absorbers

Valvoline
OILS