

GANNETT MOTOR CO. QUARTERS REMODELED

FORD DEALERS REORGANIZED
ON DEPARTMENTAL BASIS;
NEW SALES ROOM.

Extensive interior remodeling is being done at the Gannett Motor company, Ford dealers, opposite the post-office. Old timers remark on the vast change in appearance and atmosphere.

The whole interior has been torn out and a wall built across the front part, making a sales and parts room 34x50 feet. Two private offices have been built, one for the bookkeeper and one for the manager's private office. When completed, the salesroom will be equipped with showcases for display of accessories, and comfortable chairs for weary tourists.

This remodeling gives much additional space for service work and new equipment is being installed, so that Ford owners are assured of prompt and efficient work. All repair jobs will be done on the regular Ford schedule of contract prices, instead of charge time.

A new Rapadition gasoline filling station and U. S. two-stage air compressor have been ordered and will be installed within the next few days.

Mr. Gannett had plans drawn for a new sales and service garage of latest design, but due to the present unsettled market in building materials, has postponed construction until later in the year. The business has been reorganized on a strictly departmental basis, and the head of each department is held responsible for results and service.

Harry Shaw, of long Ford experience, is in charge of the repairs and service. Mr. Smithpeter, for two years in one of the largest stock rooms in Oregon, is in charge of the parts and accessories. Mr. Wilkins, who needs no introduction, spends his time demonstrating and selling Fordson tractors. R. D. Sullivan is now the city salesman, with Ford sedans and coupes as his hobby.

NEW BUICK OWNERS

Among the recent purchasers of the new 1921 model Buick automobiles are: Charles Frank, of The Dalles, G. L. Coleman, The Dalles, T. S. Reese, Moro, and Fred E. Cox, Grass

Valley. This is Frank's third Buick, the first one being a 1913 model, which was consumed in the garage fire on the site now occupied by the Walther-Williams company. The second was a 1914 model, which is still good for a number of years of reliable service. This is Coleman's third Buick car. This is Reese's first Buick, and, to the best information obtainable, he says he purchased it upon the Buick reputation. This is Mr. Cox's second Buick, his first being a 1916 big six. It is still good for service.

O. A. C. INSTRUCTOR OPENS BATTERY SERVICE STATION

J. Cowitz, electrician and battery specialist, recently opened a new electrical shop in The Dalles at 302 East Third street. Cowitz is an electrical expert, formerly being an instructor in this department at the Oregon Agricultural college. After leaving the college faculty, he engaged in the electrical business in Salem for a while, only recently selling his interests in that city and moving to The Dalles. In addition to carrying a complete stock of electrical supplies, Cowitz has secured the agency for Presti-O-Lite storage batteries.

AMERICAN MOTORISTS

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power at his command for only occasional use, as this power means low mileage in gasoline and is consequently wasteful.

In discussing the situation the publication says in part:

"It is well enough to talk about the development of a possible substitute for gasoline in the operation of our motors, but it is folly to rush headlong toward partial exhaustion of our supplies, trusting to luck that we shall have a workable substitute when there is no longer gasoline enough to go around. Efforts should be devoted, on the other hand, to endeavors to discover a new fuel and additional sources of production of petroleum and, on the other, to the equally imperative problem of getting the maximum use out of the which will enable them to use heavier supplies that we have.

"The oil industry is bending every effort to increase production of crude, and as a matter of fact is obtaining material additions this year over the production of the corresponding months of 1919 and in imports from Mexico. If consumption were approximately a fixed quantity, this increase would give us a comfortable surplus, but, as everybody knows, our automo-

bile and tractor manufacturers are constantly striving for new records in output in order to meet the almost insatiable demand for motor vehicles, and they are keeping ahead of the refineries. With the most optimistic feelings toward domestic production and imports from Mexico, it is still evident that it is only a question of time until there will not be enough gasoline to go around unless we adopt common sense methods of conservation.

"Little is to be gained by talking of a change of design of our cars which will enable them to use heavier distillates of petroleum. If we were producing a large surplus of kerosene and gas oil, that would be an obvious remedy, but the demand for these products has increased even more rapidly than gasoline requirements, and their use is more essential than a large part of the consumption of gasoline. It should not be forgotten that to a large extent rural districts will depend upon kerosene for illumination, nor that the tractor and irrigation pump must be fueled if we are not to suffer from a crop shortage.

"It is a waste of time to talk about embargoes upon exports as a measure for relieving the domestic situation. The foreign market was developed to provide an outlet for this country's surplus, and it must still be depended upon to take the excess of production in the season of minimum consumption.

A Sensible Remedy.

"The sensible remedy for the threatened oil shortage is so easy of adoption that it should not be difficult to awaken public sentiment to the need for reform.

"When motor vehicles first came into common use we had such an apparently inexhaustible supply of crude petroleum that the price of gasoline was of little moment to either the designer or purchaser of cars. The mileage per gallon was the least important consideration entering into the question of values. Heavy engines, heavy cars, wasteful carburetion and compression were the rule, and if a man did not possess a motor that could give a good account of itself against every car that tried to pass it, the owner felt aggrieved. The humble flivver and its brother were built for the proletariat, with emphasis laid almost wholly upon the low initial cost, but with little attention to economy of operation other than repairs.

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W. A. JOHNSTON & SON
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Phone Main 921

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