

U. S. LAND OFFICE TO ADOPT ONE CAR

LONG EXPERIENCE WITH WESTERN ROADS GIVE DECISION TO DODGE BROTHERS.

A long series of practical tests, in which cars of almost every make and description were used, brought the United States general land office face to face with facts that left room for only one decision. That decision was to standardize on Dodge Brothers motor cars. The land office already has 34 Dodge Brothers cars in operation, having begun this standardization a number of months ago. Seventeen of the 34 are business cars and the others are special jobs used for heavier hauling. In the future, however, to quote from a letter written by Frank M. Johnson, supervisor of surveys, "the tendency will be toward the purchase of the light capacity (one-half ton) business car."

Mr. Johnson relates an interesting story of the transportation problems encountered by the land office. He is head of the field work for the land office, which is a division of the department of interior, and his territory covers the entire United States. There are 13 branch offices, most of them in the west, as the chief duty of the office is the surveying of public lands. Today most of this work takes the surveyors into the roughest and most sparsely settled sections, principally deserts and mountains. Originally they used wagons and four-mule teams but as these became incapacitated they are supplanted by motor equipment. And as the present motor equipment ceases to give satisfactory service, it is being supplanted by Dodge Brothers cars. As the work progresses the territories visited by the surveyors becomes rougher and it is necessary to abandon the heavy equipment in favor of light but powerful and thoroughly reliable cars.

"It is impossible to estimate the enormous saving that has been effected by changing our equipment and putting the chief burden of transportation on the screen side business car," said Mr. Johnson, "but I can cite one illustration which is typical. A double outfit, which consists of 14 or 16 men,

completed their work about 15 miles out of Glenrock, Wyo., at 3:30 one afternoon; they went to Glenrock, transacted some business before 6 o'clock, piled into their two Dodge Brothers business cars and spent the night in Wheatland, Wyo., 99 miles from Glenrock. The next day they came from Wheatland into Denver for a new assignment. The distance from Wheatland to Denver is 194 miles. The 14 men were surveyors, assistants and supply men.

DEMAND FOR FORDS EXCEEDS SUPPLY

CARLOAD OF ORDERS FOR LOCAL DISTRIBUTION AWAIT FULFILLMENT.

With orders for more than a carload of Ford Cars on hand, F. S. Gannett of the Gannett Motor company, is in a quandary as to where he is going to get the stock to fill the demands.

Gannett was in Portland last Tuesday and was informed that the factory is 92,000 cars behind in its May orders. He could receive no satisfaction as to when new cars may be expected, although some are hoped for about the middle of the month. The Ford factory is practically running at capacity production again.

Deliveries of Ford Cars were made last week to Gus Alexander, sedan; Byron Van Gilder, Waco, roadster; E. A. Sperber and A. Milburn, touring cars. E. J. Fisher of Maupin purchased a Ford truck. Three used cars were sold by the agency this week.

SAN JOAQUIN VALLEY GROWS GOOD TIRE COTTON

Recent tests of long staple or "Pima" cotton raised by Kern county growers indicate that the San Joaquin valley is producing as good cotton as the Imperial, Salt River and Yuma valleys that have for some years been furnishing a large portion of the long staple cotton used in this country in the manufacture of tires. S. H. Hastings, Goodyear cotton expert at Phoenix, Ariz., declares that the San Joaquin valley cotton "compares very favorably with any cotton we have grown in the Salt River valley."

BUSINESS RETURNING, SAYS TIRE OFFICIAL

BUYERS' MARKET PREVAILS, AND EQUIPMENT IS USED TO LAST POSSIBILITY.

"There is no doubt that business is on the way back," declared J. R. Reilly, sales manager for the Goodyear Tire & Rubber company of California, after completing a 5,000 mile "swing around the circle" of the tire company's western and northwestern branches.

His trip was made for the purpose of holding salesmen's conferences at the various headquarters at Los Angeles, San Francisco, Portland, Salt Lake City, and Denver, and to obtain first hand information concerning sales conditions.

"There is business to be had, but you have to go after it and fight for it," he says. "Apparently there are as many cars running now as ever, but car owners are coaxing the last mile out of their tires. We notice this in our increased sales of repair materials. Evidently thousands of tires are rapidly nearing their end and car owners are fixing them up to extract the last few miles from them."

"Another encouraging condition is that many car owners are carrying either no spares at all or very dilapidated casings. All of these cars will soon need at least one tire."

"The tire oversupply of a few months ago is disappearing and the days of the 'bargain' tires are about over. The tire stocks of dealers who are really going out after business are down near actual requirements."

"I found quite a difference in the attitude of various dealers and naturally received from them a variety of reasons for the condition of their trade."

"One dealer in particular determined that he would stimulate business a little and with a little extra sales effort and advertising secured orders for 45 tires. He replaced these and succeeded in selling another 45 tires. This man started in business about a year ago with two tires as a beginning."

"A few other dealers excoriated the 'rotten' conditions, but invariably I

found these tire merchandisers were doing nothing to make business 'pick up.' They were complaining because tire users were not tearing in their doors and demanding tires."

"From my observation of western conditions I am confident that there is business to be secured. The live, progressive merchants who are really trying to sell goods are getting the orders."

"Our Goodyear business for the current month to date, is well ahead of April business for last year, and about 25 percent better than last month. We have doubled our production within the last month and are anticipating another increase in output as the spring demand gets into its stride."

HOW LONG WILL A BATTERY LAST, DIFFICULT

"I have often been asked by young and enthusiastic motorists just how long a starting and lighting battery should last," said R. A. Twiss last week, speaking of the long life of one of his customer's batteries. "Frankly, I cannot tell them. If I could, I would occupy a position in the battery world like that held by Doug and Mary in the movie world."

"The life of a starting and lighting battery—even such a good one as the Exide—is just as uncertain, just as dependent on all sorts and conditions of outside influence as that of us poor human machines. Some of us may appear to be in the best of health this week, next week we over-exhaust our constitution and the next week—pink roses preferred, no wreaths. Others of us look frail and careworn and yet do and keep on doing when many of our huskier looking acquaintances are being ferried over the well-known Styx. It's all more or less of a gamble."

"And the storage battery in the au-

tomobile is exactly similar. The motorists who get the ultimate best, both of performance and of life, from their batteries are the motorists who give those batteries the best of care. I have known 'Exide' batteries that were in continuous service for three, four, and even five years and they

were still hale and hearty. I have known other that were ruined by careless owners in six months.

"No sir, I make no forecast about the life of any battery. But I will say that if I'm given the care of a battery from the very start, given it reg-

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Place Your Order Now

If You Want

May Delivery

Our stock is gone and no shipments are on the way.

The demand for Ford cars is growing every day.

Come in Now if you would Avoid Disappointment.

Gannett Motor Co.

Authorized
FORD AND FORDSON DEALER.

Opposite Postoffice

The Dalles, Ore.

DIAMOND TIRES

Are Now Being Sold on a New and
LOWER
Fair List Price Basis

20 Per Cent Reduction

A Full Line of Tires, Pneumatics and Solids, For Trucks and Passenger Cars.

"Diamond Quality All the Way"

We are on the eve of the active riding season of the year. Many tire owners and dealers have been experimenting with "cheap" tires. They are now ready to come back to the dependable standard quality tire that will render long and economical service. There is no tire that surpasses Diamond in its ability to do this at less cost per mile.

Vulcanizing

One of the best equipped plants in the northwest. You get reliable service by experienced and trustworthy workmen.

GASOLINE, OILS AND GREASES

Service Station

Look for the Diamond Sign

M. U. Ross & Co.

Square Dealing is Our Motto
At Third and Union Streets

DODGE BROTHERS MOTOR CAR

The early part of the year 1920, as everybody knows, was remarkable for the tremendous volume of automobile business. Yet our deliveries for April 1921 greatly exceeded those of April 1920.

This fact speaks eloquently for the goodness of Dodge Brothers Motor Car, for the reputation of the Walther-Williams Co., and for the wisdom of The Dalles public.

People have not stopped buying motor cars. They are simply buying with greater care. They are demanding dollar for dollar in value.

And, as the figures show, they have learned where they may buy with full assurance that honest values are always to be obtained.

WALTHER-WILLIAMS CO.
The Dalles, Oregon