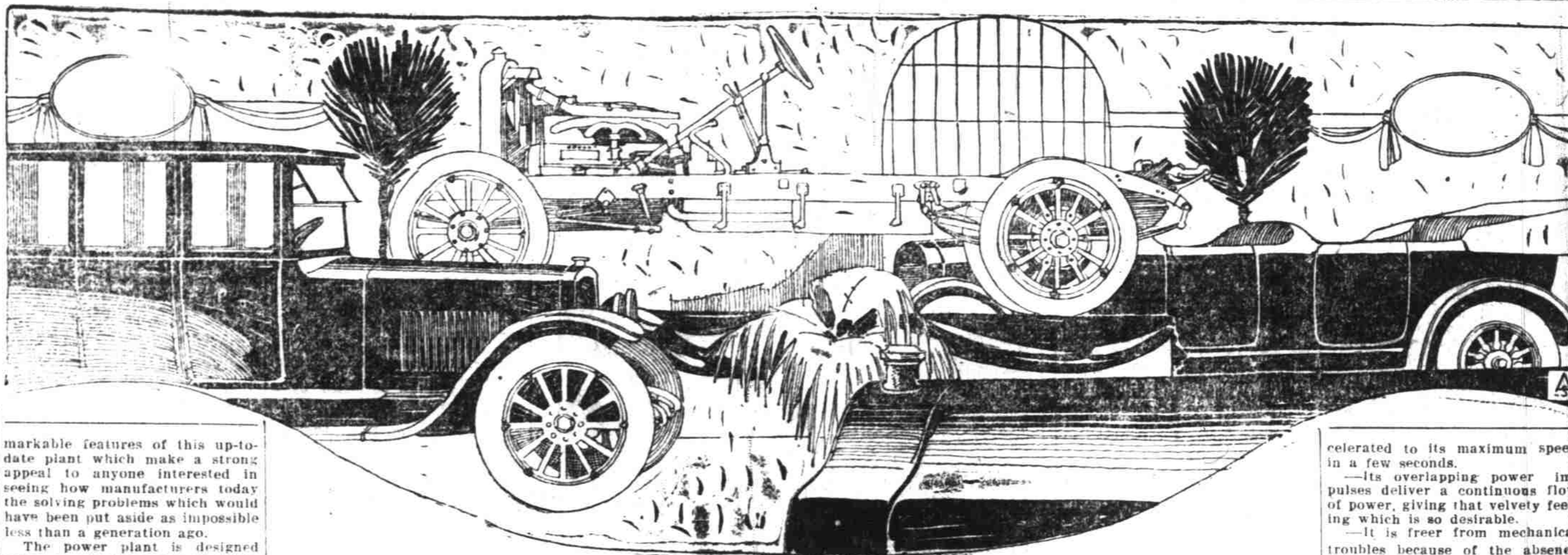


AUTOMOBILES—TRUCKS—TRACTORS—

Motorcycles — Bicycles — Accessories



FACTORY SOLVES HARD PROBLEMS

Huge New Power Plant Of Dodge Brothers Is Great Success

The man who goes shivering to his cellar morning after morning to "lay on a few shovels of coal and shake the grate" will look with envious eyes on the immense new power plant now being completed by Dodge Brothers. Detroit motor car manufacturers. Tons and tons of coal will be consumed there beneath eight huge boilers, but not one shovel will be in sight. It is to be a "shovel-less" plant from beginning to end. No coal will be shoveled in and no ashes will be shoveled out. Everything is to be automatic. A car dumps its fuel cargo into a hopper and passes on. Soon another car comes and receives a load of ashes—and no human hand will have touched the coal in the entire process of transformation. There are other equally re-

markable features of this up-to-date plant which make a strong appeal to anyone interested in seeing how manufacturers today are solving problems which would have been put aside as impossible less than a generation ago. The power plant is designed for an installed capacity of 40,000 kilowatts, and it requires approximately 25,000 gallons of water a minute for each 10,000 kilowatt unit. There is no natural water supply within miles of the factory. To take water from the city mains and then waste it after passing once through the condenser would be out of the question. Not only would the cost be prohibitive—it would be about 70 cents a thousand cubic feet or \$560 an hour—but the drain of the city's supply would be far too heavy. In other instances where similar problems presented themselves, the solution has been found in a cooling pond, a large reservoir where the water was stored and used over and over again. In this case, however, so large a tract was not available. Not only are property prices extremely high, but there was danger that the spray rising from such a pond would damage newly manufactured cars and parts. So this plan also was abandoned. From this problem or conglom-

eration of problems grew the plans for what has now become the largest cooling tower in the world—a structure 146 feet long, 32 feet wide and 104 feet high. It is capable of cooling 18,000 gallons of water a minute from a temperature of 105 to 85 degrees when the outside temperature is 72 degrees and the relative humidity is 69 per cent. With other atmospheric conditions, the water will be cooled to within 25 degrees of the existing dew point with a minimum temperature of 45 degrees. This tower effectively disposes of the problem which confronted Dodge Brothers construction engineers. It makes possible the repeated use of the same supply of water, with a loss of only 5 per cent, due to evaporation. The tower is of the most substantial type, capable of withstanding a wind pressure of 90 miles an hour. Four immense smoke stacks, each 270 feet high and 13 feet in diameter, are being erected. They will be among the largest in the country. Although the power house was not started until May 18, 1920, it is now practically ready for operation. The first fire was started February 1. Many of the factory executives were present to observe the ceremonies. Built at a cost of \$3,500,000, the power plant is without question one of the engineering triumphs of modern industry. It is significant, in this connection, to observe that the entire plant was built by Dodge Brothers construction department. With this plant in operation, the factory is safeguarded against any future emergencies such as the breakdown of the central power plant, on which many of Detroit's largest industries are dependent. The new power house is only one of a number of large expansion projects now in progress at

FORD SERVICE IS AID TO WORKERS

Day's Activities in Plant Fit Employees For Most Per- plexing Problems

If this Ford man which we will follow through his day's activities at the Ford factory has been frugal, as many of them have, he will arrive at work in a Ford car. During his morning's work he may be stricken with toothache or headache, whereupon he will visit the Ford doctor or dentist for relief. At noon, he is served with a lunch consisting of sandwiches, hot coffee or soup and after that may see a Ford safety film. Now supposing that this is the man's pay-day. After subtracting living expenses, he may deposit the remainder toward a Ford investment certificate. Finished with the day's work he may go to the shoe store for shoes for himself or son who is in school; or to the grocery store where, among other things, he can buy a sack of flour made from wheat grown on Henry Ford's farm—where Fordson tractors do the work—and ground in Henry Ford's flour mill, and then hauled by Ford trucks to the Ford store, where it is sold to Ford men; or he may want to order a custom-made suit, or buy one ready-made which he does in the Ford clothes shop. Maybe, a toothbrush is all he needs, but he gets it at a Ford store. Then, he can purchase his meat in the Ford market. Or order his winter's supply of coke from the coke department. Everything is sold at cost, to Ford men. If this Ford man wants to rent a house, he goes to the Ford rental exchange; legal advice is given him by the legal aid department; but possibly he is a student in the Ford school. In that case he attends class after work. And stops at the Ford library on the way out. Then he may go to the Ford athletic field for a set of tennis or for baseball practice. Possibly he desires to take his family to the Ford band concert that evening; he procures tickets before driving home in his Ford car.

Dodge Brothers, the total cost of which will be approximately \$8,000,000.

Bonner Inner Tubes Sought by Car Owners

During the past two months that Vick Brothers have been distributing Bonner puncture-proof tubes they have sold over 400, which fact alone proves their popularity with the motoring public, although they have only recently been introduced in this part of the state. Some of the largest users of automobiles are using Bonner tubes exclusively after giving them a thorough test. Allen & Lewis, wholesale grocers of Portland, with branches in different points in the state, are using them exclusively in all of their cars and in a letter concerning them they say that they find the Bonner tube very practical and economical from a point of additional mileage which will be procured on tires by the use of these tubes. Many other large wholesale concerns in Portland are using them in preference to all other cheaper tubes. The Bonner tube is a patented air-filled, self-sealing inner tube for pneumatic tires. It is made of especially selected rubber, together with a small piece of non-stretchable fabric.

The Bonner tubes are made over a curved steel mandril, a

strip of non-stretchable fabric is embodied in the tread close to its inner surface, and the tread then built up extra thick by laminated process, layer upon layer and then vulcanized together.

After the tubes has been vulcanized it is stripped backwards from the mandrel, being turned inside out, the large outside circumference of thickened rubber thus geoming the inside circumference. When the tube is inflated, the tread being held by the fabric cannot expand and it automatically compressed to a point where it will immediately close a puncture without loss of air pressure.

The efficiency of the Bonner tube therefore lies in its absolute scientific principle of construction.

The first cost of Bonner tubes of course is greater than ordinary tubes, but when you consider the extra mileage you get out of tires by their use, as well as the sav-

ing of time by not having to fix punctures when you are in the greatest hurry, it will be seen that these tubes are really not expensive.

Studebaker Makes Only Six Cylinder Cars

The popularity of the Six is universal. Everyone admits that there is great pleasure in driving a six—and, a lightweight six-cylinder car has now been produced which is economical in the use of gasoline and oil. The six-cylinder motor is the most satisfactory unit of power because—
—It is powerful.
—It has a quick get-away in traffic.
—It can be driven long distances without tiring the driver.
—It responds quickly and smoothly to the will of the driver—it can be throttled down to a snail's pace in high gear and ac-

celerated to its maximum speed in a few seconds.
—Its overlapping power impulses deliver a continuous flow of power, giving that velvety feeling which is so desirable.
—It is freer from mechanical troubles because of the absence of vibration, that destroyer of "metal life."
—And because the principle of six-cylinder construction is based on a law of natural balance which reduces annoying vibrations and gives quietness and smoothness of operation.

Races After Coyotes.

Thrills surpassing those in any other sport are claimed for motorcycle coyote hunting by Fowler, Kansas, enthusiasts. According to these riders, the coyote can make 45 miles an hour for surprisingly long periods over the prairie lands. Following in his wake at this speed and tiring the animal down to a point where it can no longer turn and dodge successfully, furnishes part of the thrills. It is then a matter of a whirl of the lariat and the vicious brute, with a few quick spurts of the motorcycle, is choked to death.

Free Towing

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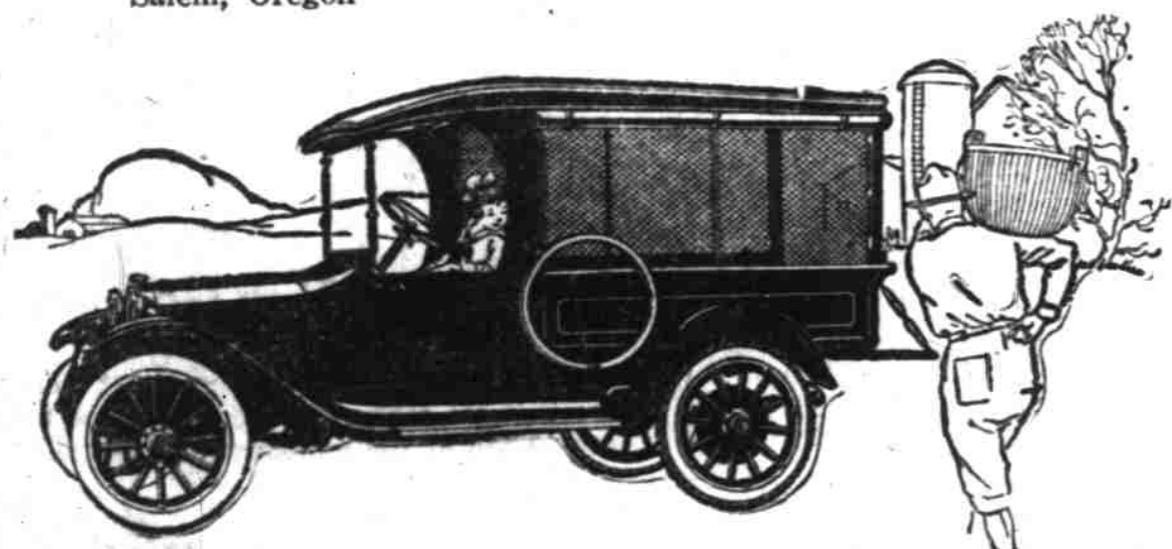
DODGE BROTHERS BUSINESS CAR

Faithful, daily service; low running cost; infrequent repairs—

That is the experience of thousands of users of Dodge Brothers Business Car, in every state in the Union.

BONESTEEL MOTOR CO.
Marion and Polk County Distributors
Ferry and Commercial Streets
Salem, Oregon

The gasoline consumption is unusually low
The tire mileage is unusually high



March Proved a Banner Month

Below is a List of Our March Deliveries and Orders on File

Deliveries

- | | |
|-----------------|--------------------|
| 45 Touring Cars | 5 Trucks |
| 15 Sedans | 8 Roadsters |
| 8 Coupes | 5 Fordson Tractors |

Orders on File

- | | |
|-----------------|-------------|
| 20 Touring Cars | 3 Coupes |
| 4 Sedans | 5 Roadsters |

We are too modest to state what percentage of all automobile and tractor sales—compared with all other makes combined

You May Be The Judge

There Is a Reason

Ford Products have Quality—Price—Service and we are fortunate in selling Ford Products—the only car and tractor manufacturer who has adopted Pre-war Prices.

It Is No Longer

a question of selling Ford products—it is now a question of being able to get deliveries—look at the above list of orders on File.

Henry Ford has reached a production of 3000 daily but with this enormous output he is still 1500 cars daily behind his production. Under these circumstances our request for additional cars is entirely out of the question.

It's Up To You

to place your order now—if you expect to enjoy the pleasure and satisfaction of owning a new Ford Car.

Buy That Ford Car Now

or you will be disappointed and be on that long waiting list.

Insist
on
Genuine
Ford Parts

Valley Motor Co.

Insist
on
Genuine
Ford Parts