

Automobile News

FEDERAL TRUCK SHOWS ABILITY TO COME BACK

SPOKANE, March 13.—After resting on the bottom of the Kootenai river in 50 feet of water for three and a half days suffering the strain of being yanked out of the river bed by means of a steel cable hitched to an ice-bound ferry, near Porthill, a three and one-half-ton Federal truck, owned by F. J. Burns, contractor, is none the worse for its experience and is now hauling logs in the woods north of Spokane.

While trucking ore from the Idaho Continental mine near Porthill, Mr. Burns drove the powerful machine over a temporary road that led across the ice of the Kootenai river. The ferry was frozen in the ice and other trucks had been crossing without danger.

Because of the mid weather the ice had begun to honeycomb and on the eventful trip a hind wheel of the Federal broke through the ice. Mr. Burns was suspecting trouble and while midway across noticed a steel cable on the ice attached to the ice-bound ferry. When the rear wheel went through the cable to the rear end of the truck. He then began throwing planks around to ear, but his efforts were in vain and in a short time the truck went to the bottom with a resounding crash of ice. Luckily the long cable was still hitched to the truck. Four horses were hitched to the cable. When the truck was lifted to within a few feet of the top the cable snapped.

A hook was then lowered and in pulling up the hook broke. The third effort was successful and the truck was snubbed to the ferry and pulled ashore.

Mr. Burns dried out the magneto, on. "The die casting business is of

wiped the engine parts oiled it with fresh lubricating oil and gasoline and the motor started with little effort. He brought the truck to Spokane under its own power and when it reached the mine of the Oldsmobile company of Washington it showed few signs of wear and tear. Its load, including chains, fuel and other movable parts, is still in the bottom of the river.

INTERESTING HISTORY IS RECALLED BY VENTURE

The formation in Syracuse, New York, on January 1, of a new corporation known as the Franklin Die-Casting Corporation, reveals an interesting bit of automobile history.

Back in 1893, H. H. Franklin began to manufacture castings by a process first used by him and which was a wide departure from any method previously employed. By the use of this process, which later became known as die casting, it was possible to produce for the first time irregularly shaped parts both accurately and in volume, and which required no machining before assembling.

The business, begun in a very modest fashion, continued to grow slowly but surely, and in 1902 the H. H. Franklin Manufacturing Company began the manufacture of automobiles in addition to die casting. The two distinct lines of manufacture have continued to be made in the Franklin shops ever since, although each so far as organization and personnel are concerned has been independent of the other.

In order to further the expansion plans now under way at the big Syracuse plant where 4,100 persons are employed, the die casting business and the manufacture of automobiles will travel separate paths from now

on small proportions in itself tending now on hand will take four months to complete, and officials of the new corporation will take steps at once toward the selection of a suitable site and the erection of buildings away from the automobile factory.

DETROIT BUYS TWICE AS MANY DORT AUTOS

In Detroit—where everybody knows very motor car and all about it—the sales of Dort cars in January were double those of the same month last year. And in February the sales mounted to three times the total of the shortest month of 1919.

"The reason of this is simple enough; high cost has got in its work almost everywhere, one of the very few exceptions being in the operation of Dort cars," says John D. Mansfield, general sales manager of the Dort Motor Car Company.

"The average number of Dort owners who come for service is about five per cent of the total in this city. That makes sixty per cent in a year. In other words, the average Dort owner does not have to have professional service oftener than every 20 months.

"This is so contrary to usage that it may sound extravagant, but careful checking of the service department verifies this. It is no unusual thing not to hear from an owner for months and only see him when he fits by the salesroom. I have asked many of them whether the fault were with the local Service Department and the general reply was that the owner has no trouble in attending to all the wants of his car.

"Responsibility for this condition is the simplicity of construction of Dort cars and the accessibility of all parts. Both the hard work and the cost incident to the operation of cars as a rule are missing in the instance of the Dort.

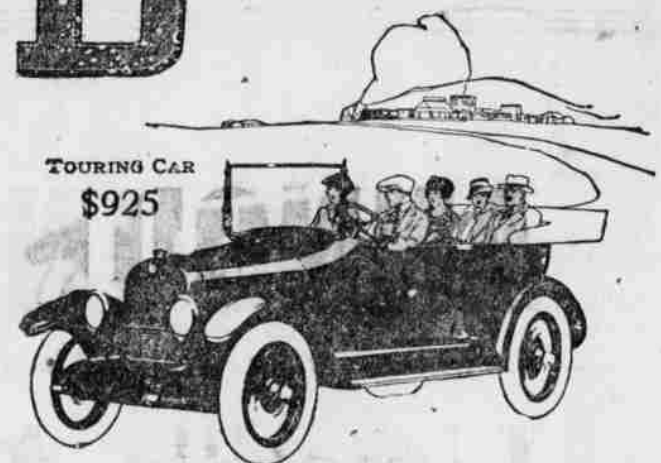
"Obviously, when a man buys a car he wants one that is always ready for use, which is exactly what the Dort happens to be. In ownership there is satisfaction less expense. High cost does not lurk between the lines in specifications, and the owners themselves are our best salesmen."

Clever

Friend: How did you ever get such a pleasant expression on that homely Miss Patience's portrait?"
Artist: "I got her to telling me about men who might have married."
Boston Transcript.

DORT

Quality Goes Clear Through



TOURING CAR
\$925

No matter how impressed you may be with your Dort when you purchase it you have a far higher opinion of the car six months or a year later.

It is when you look back over the daily record of its service for a long period that you completely appreciate the value of your investment.

The finest qualities of the Dort reveal themselves only in actual service. It maintains its even performance and riding comfort.

It registers the same high mileage per gallon of gasoline and quart of oil month after month.

It stays "tuned up" and sweet running. That is why the Dort stands so well with its owners.

Prices F. O. B. Factory
Wire Wheels and Spare Tires Extra

Western Auto Co.

Garage Phone 530.

Paint Shop Phone 634

DORT MOTOR CAR COMPANY

Flint Mich.

EASY RIDING QUALITIES OF COLE ARE TOLD OF

"Step from any car you know into a Cole Aero-Eight and let it take you over the roughest roads you can encounter and notice the effect the doubly secured spring suspension has," said Clyde McKay, the local Cole distributor to the prospect at the show.

"Not only does the Cole Aero-Eight have a direct drive spring suspension which causes all road shocks to be taken up before they reach the body," he added by way of explanation "but to this built-in shock-absorbing feature have been added Hartford Shock Absorbers as standard equipment on all models.

"With this doubly secured spring feature one car takes the Cole Aero-Eight across the roughest roads—railroad tracks or ruts—without reducing its speed, almost without noticing them.

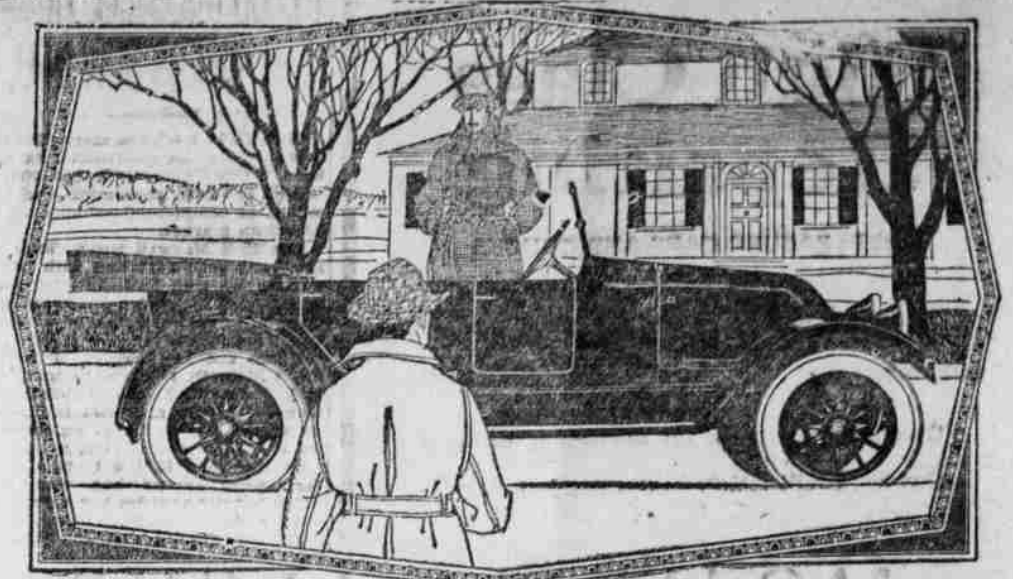
"How much this contributes to the life of tires and the mechanism in general will be appreciated instantly by an experienced motorist."

CATTLE MAN GETS 7000 MILES ON ONE SET OF TIRES WITH CHEVROLET

John Morse of Alamo, Calif., claims a record of 7,000 miles with a "Four-Ninety" Chevrolet on the original tires which are still good for many more miles. Morse is in the cattle business and his interests require him to travel throughout California, Nevada, and Oregon. He claims that more than half of the 7,000 miles covered in his Chevrolet were over the poorest roads in Nevada and Oregon, but nevertheless he averaged just a fraction over 25 miles to the gallon of gasoline.

LOS ANGELES FIRM HAS ONE-TON TRUCK WHICH MAKES LARGE PROFITS

A net profit of \$116.50 from August 23, to November 21, 1919 is the record of a Chevrolet one-ton truck owned and operated by the Active Transfer Company of Los Angeles. During that period the total mileage recorded by the truck was 4640. The total expense of operation was \$110.70, and this amount included all actual expense such as oil, gasoline, repairs and the salaries of the driver and extra helper. A total of \$1827.50 was taken in by the transfer company on the Chevrolet truck during the period.



THE FRANKLIN CAR

NO other car is so easy to handle as the light and flexible Franklin. Driving it is never a strain, even under the worst conditions of road or traffic.

That explains in part why Franklin owners drive their cars longer distances in a day with comfort and safety.

20 miles to the gallon of gasoline
12,500 miles to the set of tires
50% slower yearly depreciation

Pendleton Auto Co.

Established 1907.

FREE!

Pennsylvania AUTO TUBE "TON TESTED"

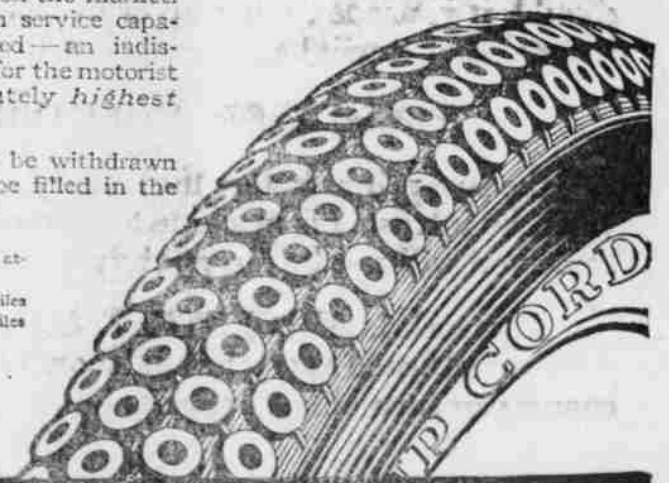
TO SECURE for tire buyers not yet using them a chance to know the goodness of Pennsylvania tires and tubes, and to permit our regular customers to anticipate their Spring and Summer needs at downright economy, we will, for a LIMITED time—

Give away, absolutely free of cost, with each Vacuum Cup Tire bought at our store, one "Ton Tested" Tube of corresponding size!

Vacuum Cup Tires and "Ton Tested" Tubes are the finest grade and quality tires and tubes on the market. For ultimate maximum service capacity they are unequalled—an indispensable combination for the motorist who demands absolutely highest quality.

Buy now—this offer will be withdrawn shortly. Orders will be filled in the order of their receipt.

Adjustment basis—per warranty tag attached for each casing:
Vacuum Cup Fabric Tires . . . 6,000 Miles
Vacuum Cup Cord Tires . . . 8,000 Miles



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THEY GROW IN OREGON

Oregon is as famous for her apples as California is for oranges.

Oregon apples are sold from Maine to California—in Mexico City and the Philippines.

BOOST 'em and BUY 'em and help our growers further extend their markets.

Associated Industries of Oregon

OREGON QUALITY

Willard SERVICE STATION

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What the Ammeter Tells

How much current does your battery give?
How much does it get?

The answer to both these questions is revealed in the swing of the little ammeter needle. Its motion is the only thing that can tell you how your electrical system behaves on the road.

We'll gladly show you how you can read the ammeter's message.

Ask us, while you're here, for the booklet "A Mark with a Meaning For You." It tells what the Willard Mark stands for.

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