

A Service That Is a Service

Why We "Do More—Do It Better"

There is no word so much abused as this word "service."

It's a great word to connect with and make promises on.

It either means much, little or nothing.

What you expect of it and what you get from it are too often very different.

So when we say "service that is a service" we mean just what we say.

As the Lalley Light and Home Electric Power Plant serves you—as it has so faithfully served thousands, during the past ten years—so we aim to serve you. And that means a lot.

As the Lalley Light "Does More and Does It Better" so we propose to do by you—do more and do it better.

The manufacturers of this wonderful plant have spared no pains, no time, and no expense in producing the best the market affords.

It is our clean-cut duty and our policy to go all the way with them in backing them up, in backing up the plant and in backing up our own reputation, by giving you the service and the cooperation that you expect and have a right to expect.

The Lalley Light and Home Electric Power Plant is as nearly trouble-proof as

it is humanly possible to build it. It is free from complications and numerous parts. It is the most accessible plant made. Yet if there is ever any minor adjustments to be made, if we can be of help to you in its operation or care, if we can assist you in any way and thereby enable you to get the most from your Lalley Light, call on us freely.

Possibly you have some wiring problem that we may help you solve; perhaps there is something in the nature of electrical equipment that will save you and the family many hours of work. Here again we ask that you call on us, for we are headquarters for high quality, reliable electrical equipment for farm or home.

We are here to serve you—to serve the Lalley Light and the manufacturers.

We are here to keep old customers happy; to keep new customers informed and satisfied; to keep prospective customers posted on the many advantages of the Lalley Light and Home Electric Power Plant, and why it "Does More—Does It Better."

We welcome you all to our salesroom; come often—bring the family and your friends; know why and how "we do more—do it better."

Be Sure—See the LALLEY First

Sturgis & Storie

Pendleton, Ore.

Walla Walla, Wash.

Headquarters for Electrical Equipment for the Farm and Rural Home

Baker Decorates Nivelles



WASHINGTON—Secretary of War Newton D. Baker conferred the Distinguished Service Medal on General Robert Georges Nivelles, of the French army. General Nivelles came to this country to represent his government at the centenary celebration of the landing of the Pilgrims. Inset is the medal.

FAR EAST IS MARKET FOR AMERICAN AUTOS

"The field for American automobiles and motor trucks in the Far East is unlimited," declares C. H. Williams of the Goodyear Tire & Rubber Company's export department, who has just returned from a 21 months' trip touching South Africa, India, Java, Sumatra, Siam, China, Japan, Siberia, the Philippines and other Far Eastern countries, where he studied market conditions.

"American cars are in demand everywhere, being preferred over British and French makes. Fully forty

foreign countries constitute a promising field for American cars and trucks, the country offering the greatest opportunity being India. That great country, with a population more than four times as great as that of the United States, can absorb a motor vehicle for every tenth person. Many are now in use and they are constantly being adapted to new uses.

"China offers a particularly fertile field for the American made motor vehicle. Three years ago there was but a single car in Canton, a city as large as Detroit. There are now about 250, besides 40 bus lines operating in competition with the tramways.

"The prejudices of the people against the advance of the elements that mark up modern civilization, are rapidly breaking down. Already a part of the historic Chinese wall has been torn down and a magnificent new highway built of the materials that composed it.

"In many parts of the country new highway projects are under construction. The ancient cities of Peking and Tien Tsin will soon be connected by a fine 100 mile pavement now being constructed.

"In Japan there is an optimistic feeling with some factories are shut down and consequently the sales of cars and trucks have fallen off. Good roads are scarce in Japan, outside the cities, and consequently the introduction of motor vehicles is attended by some difficulties.

"There is little aggressive salesmanship in the Far East in selling motor vehicles, as we know it in this country, but it will develop as the need for them becomes more apparent.

"In India the chief highways are stone surfaced and are kept in good condition. Many of the native rajahs and other prominent Indians have enormous garages with a magnificent collection of cars. Usually European managers are found in charge of these garages with servants designated as special chauffeurs.

"Our Goodyear tire mileages are excellent, although tires are not treated as respectfully as in America. Car owners, as a rule, leave the operation of cars to their servants, and tires naturally suffer from the effects of underinflation and general lack of care. But despite this, tire mileages are satisfactory."

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WE have a few good buys in used DODGE BROTHERS cars. THE prices on these cars make LOSS IMPOSSIBLE from any condition affecting new car prices.

YOU have ABSOLUTE PROTECTION when you buy a used DODGE BROTHERS car from a DODGE BROTHERS dealer.

DODGE BROTHERS dealers are DEEPLY INTERESTED in the WELFARE of every DODGE BROTHERS car in their territory, new or old.

ASK a friend who owns one about DODGE BROTHERS SERVICE.

MANUFACTURING of new automobiles has been CURTAILED. A shortage is sure to follow.

SHREWD buyers are taking ADVANTAGE of the situation. MORE buyers and less cars, is sure to make PRICES higher in the spring.

DROP in and look these cars over.

NEW DODGE BROTHERS home CAT-E-CORNER from Hotel Pendleton.

Ellis-Schiller Co.

HIGHER RAILROAD FARE MAKES AUTOS POPULAR

With railroad and Pullman fares mounting steadily upward, long distance travel by automobile is becoming increasingly popular. That the cost is considerably less by automobile than train is illustrated by the experience of Dr. L. Paul Zahn and family of Los Angeles, who have just completed a transcontinental journey of 9,812 miles—a cost of \$14.50 per mile, or \$0.94 per mile. As five persons were carried, this meant a cost of less than \$0.91 per mile per passenger.

The trip was made in a 1917 Franklin Touring Car that had already been driven 45,000 miles, including three mountain trips. The party was back home seventy-five days after leaving Los Angeles, although the actual driving was confined to sixty days—the average drive for one day being 160 miles.

The quantity of gasoline consumed was surprisingly low—520 gallons—considering the fact that the car itself was heavily loaded and that it carried five adults, in addition to a 900-pound trailer. Even with this load, the gasoline average was 18 miles to the gallon—a cost of \$0.60 per mile. Other expenses were as follows: tires, \$118.50 or \$0.12 per mile; oil, 15 gallons of \$0.025 per mile; repairs and all miscellaneous expenses, \$0.08 per mile; total, \$0.94 per mile.

Even during the winter months transcontinental tours by automobile are an every-day occurrence, owners choosing the southern route in preference to the more commonly used trail over the Rockies favored during the summer months.

SHRINERS GET PTOMAINE
SAN FRANCISCO, Dec. 18.—(U. P.)—Four persons are suffering from ptomaine poisoning at hospitals here following a shriner's banquet Thursday night given in honor of Elie Leods Garrison, of Tacoma, imperial potentate of the mystic shriner. Physicians said all will recover.



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