

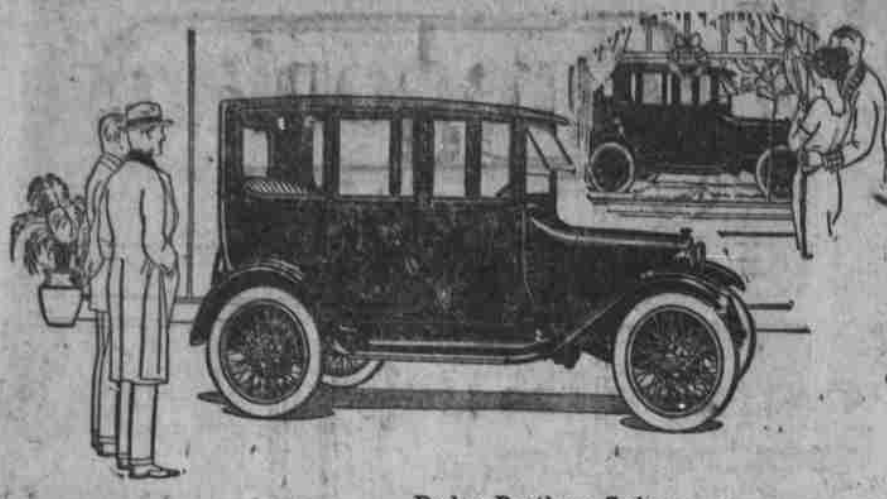
OLD FORD RACER IS OBJECT OF INTEREST

Ford racer "999," which in 1902-4 started the Ford reputation toward success by beating the "Mile a Minute" record in the hands of Barney Oldfield and Henry Ford, himself, was recently discovered and bought by W. L. Hugston, Ford dealer in San Francisco. The car was cleaned up, shined and insured for \$25,000, and sent on an exhibit tour. It was shown at the San Francisco Automobile Show and proved to be a great attraction.

This car made its debut in 1904 when Henry Ford drove it to success at a speed of one mile in 23 4-5 seconds on an ice track built on Baltimore bay. The "Ford Times" of July, 1902, referring to "999" says: "It won race after race in every part of the country. Its performance was a real sensation, not only here but abroad, and did as much to make known the name of Ford as any other circumstance."

This same article, after boasting of the 25,000 Ford owners—there are now more than 2,000,000—goes on to tell why racing was discontinued: "In the early days of the industry racing stimulated business and was of benefit as a trade bringer for a new product. Today it is unnecessary to engage in races and stunts to awaken interest—this interest is wide awake and the problem is how best to provide for that interest which a growing demand for cars evidences. There was a time, though, when no entry list was considered complete until the Ford entry was in, and the records of these years ago are replete with triumphs of Ford cars, guided to victory by such experts as Henry Ford, Frank Kulkick and Barney Oldfield."

CAN'T SMOKE IN PUBLIC.
WASHINGTON, March 3.—The reformer blitz has fallen upon the liberties of Extraneous women, according to Mrs. Harriet Chalmers Adams, just returned from South America. A motion picture, she has forbidden women to smoke in public. "The blow was particularly heavy," Mrs. Adams said, because Paragon ladies are confirmed cigar smokers.



Dodge Brothers Sedan.

DODGE FACTORY HAS MODEL HEATING PLANT

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 after 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 remarkable features of this up-to-date plant which makes 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 K. W. and

it requires approximately 25,000 gallons of water a minute for each 10,000 K. W. 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 10 cents a thousand cubic feet or \$750 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 arising from such a pond would damage newly manufactured cars and parts. So this plan was also abandoned.

From this problem of condensation, a solution was found in the construction of a tower in the world—a structure 146 feet long, 32 feet wide and 164 feet high. It is capable of cooling 18,000 gallons of water a minute from a temperature of 195 to 45 degrees when the outside temperature is 2 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 2 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 \$2,500,000, the power plant is without question one of the engineering feats 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 Dodge Brothers, the total cost of which will be approximately \$8,000,000.

Ten Years Service and Still Running!

"I am sending you a photograph of my plant that has seen over ten years of service," writes George Wing, Worthington, Ohio. "All of this time it has been in operation and is in excellent condition today."

Service is what you will want from YOUR farm lighting plant—and service is what you will get from Lalley Light. This big, sturdy, compact, highly perfected Lalley Light—the result of ten years actual owner use—does more different kinds of farm work quicker, better, easier, in less time and at less cost than any other power equipment you can install.

Lalley Light

AND HOME ELECTRIC POWER PLANT

Think what this means to you! Bright electric lights for your home and farm buildings—as many as you want and where and when you want them. Fresh running water for the kitchen, bath, dairy, barn and feed lots. Power to operate the churn, cream separator, milking machine, sewing machine, washing machine, iron, fan or any other electrically driven domestic appliance—and all at the turn of a switch. No bother, no waiting, no loss of time. So simple a child can do it.

Built Like a Watch

Built like a watch—yet simple and durable in construction—every part of the Lalley is fitted to the fraction of a thousandth of an inch—which is about one-fourth the thickness of a fine human hair. Every single part, even the nuts, bolts and screws are individually inspected one by one for fit, strength and accuracy.

Its simplicity of construction—only three moving parts—its almost frictionless design; its exclusive patented features, and its record of ten years actual daily use in thousands of farm homes—puts the Lalley in a class by itself as the most highly perfected electric light and power plant.

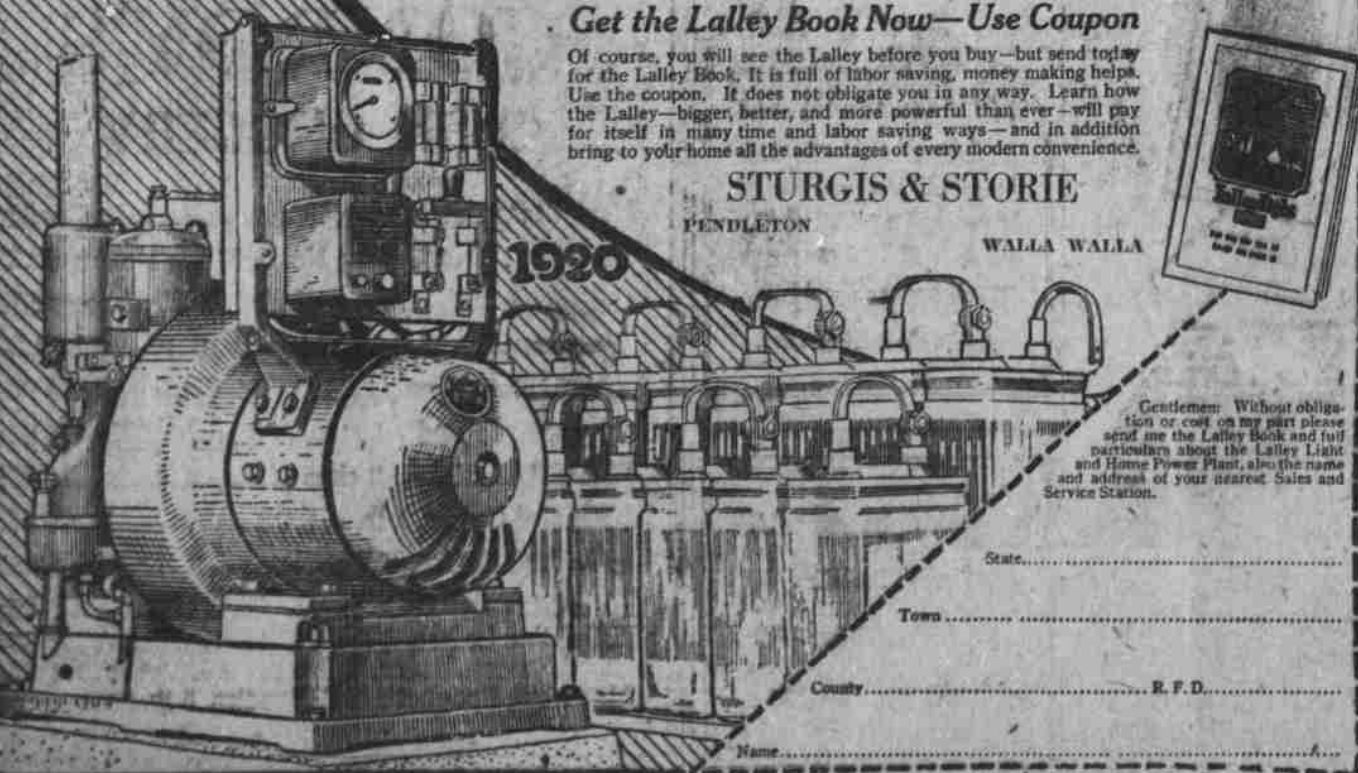
Get the Lalley Book Now—Use Coupon

Of course, you will see the Lalley before you buy—but send today for the Lalley Book. It is full of labor saving, money making hints. Use the coupon. It does not obligate you in any way. Learn how the Lalley—bigger, better, and more powerful than ever—will pay for itself in many time and labor saving ways—and in addition bring to your home all the advantages of every modern convenience.

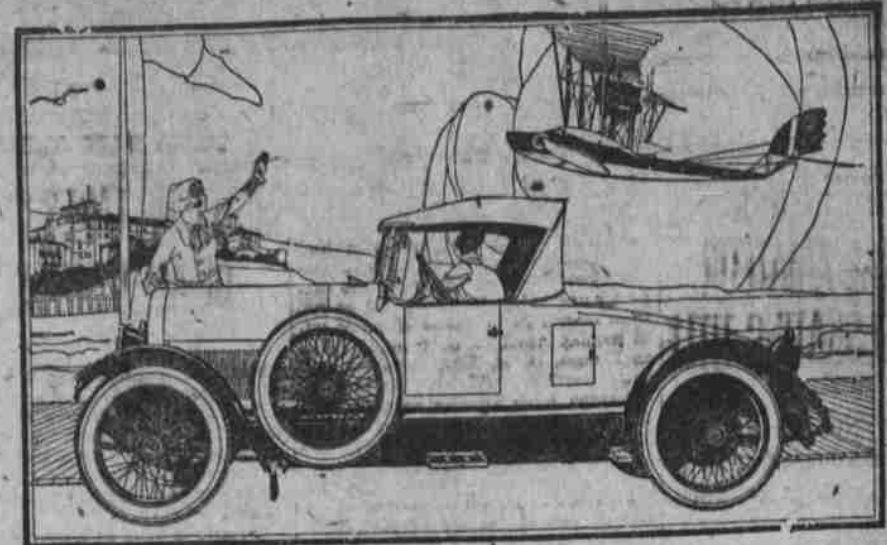
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See the Lalley plant in operation at the Auto Show.



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In every way it gratifies the eye and satisfies the heart of its owner. Complete to the last little detail, with either the famous six or twelve cylinder Haynes engine beneath the high, power-suggesting hood, it is an epoch-making car. Such a car must be built carefully and skillfully. Large-quantity production is not possible.

The number we can make is limited, and an immediate selection is urged.

To see this car, to drive it, to note the many thoughtful conveniences and details which mark "class," will give you the natural impression that it must be priced at least at \$5,000. We feel it is greatly underpriced at \$3,500 yet here again you enjoy the advantages of Haynes manufacturing economies.

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