

John Smith and His Car

by Frederick Russell

No. 5—The Car is Delivered.

SMITH'S first thought upon seeing the car waiting for him in the dealer's service station was to jump in and drive off.

"I guess everything is all right," he called to me. "Jump in, we'll see how she goes."

"You're doing a lot of guessing lately," I retorted. "But if you want to be a model car owner you've got to get down to facts. There are any number of things you should do before even thinking of taking the car to your own garage."

Smith was puzzled and disappointed. He had already planned a ride up the river drive. He did not see that there was anything else to do by way of preparation. He had paid for the car in cash, received his receipt and guarantee, and had made sure that the car had water, gas and oil.

"To begin with," I said, "wouldn't it be a good idea to have a license?"

"I had forgotten about that," Smith admitted. "But I guess the dealer will lend me his plates for a few days."

When he turned to the car again he was surprised to see one of the mechanics in the act of removing the plates.

"If the dealer knew you were a good driver," I explained, "he might be tempted to taking the car away from you. The dealer is going to take a chance on being held responsible for something you might do. Furthermore, it's a good idea that you haven't got your own plates, because making a note of the serial number of the car is right in line with something which is very necessary for you to do."

"See this," I said, pointing to the number plate on the base of the engine. "Write down the number as you see it and then we'll compare notes."

We compared our figures and found that we had each written the number correctly. There could be no mistake about it.

Next we took the serial number of the car from the plate on the front of the frame. After this I raised the floor boards in the front. This gave a view of the number stamped on the cover of the transmission. While at this part of the car we took the number of the battery. Then we took

the numbers of the generator and the electric motor. And finally we made a note of the numbers of all the tires, including the spare.

"What's the idea of taking all these numbers?" Smith asked, when we had finished. "The state highway department only asks for the serial or motor numbers, together with the make, model and color of the car."

"We're not taking this information for the highway department," I said. "The information is for your benefit in case the car is stolen. Possibly if you are ever unlucky enough to have your car vanish it will be an aid to the detectives and the police in trying to recover the car, but in the final analysis it is for your benefit. It's a little trouble to make a note of these things, I know, but it is a precaution that will certainly repay you."

"Provided the car is stolen," Smith added.

"Why shouldn't it be stolen?" I retorted. "You will leave it unguarded in dozens of places at all hours of the day and night. So long as there is crime, so long as people will buy used cars without looking into their history, so long as there is a way to beat the law, cars will be stolen. Your car is just as attractive as any other."

Smith wanted to know why I bothered taking the numbers for anything, as a thief would immediately change them all.

"A professional thief would," I admitted, "but an amateur wouldn't. Therefore it is a good plan to take the numbers of the various units and also to put secret identification marks on different parts of the car. For instance, we will slip your visiting card up here in the upholstery under the seat. Then, when I will scratch your initials. All of this may be valuable to you later. Make a note of where you put the marks; but let me see you do it as I may be needed as a witness."

"Is there anything else?" Smith asked, when we had finished this.

"The most important thing of all," I replied. "You haven't bought your insurance. I'll take your name and introduce you to Jones, the agent."

Next Sunday—"Insuring the Car." (Copyright Thompson Feature Service)



Buy Months—or Miles of Battery Service

There's no more sense in figuring batteries on a first-cost basis than there is in figuring tires that way. The man who tries too hard to save on price usually finds that he's cut off a dollar's worth of value to save a nickel's worth of first cost.

You can't judge battery value by the looks of the battery or even by the way it behaves when new, because like a new tire, almost any battery is good enough as far as looks and the first few weeks' performance goes. It's when battery middle-age comes along that the difference between a really good battery and a merely good enough battery begins to show up.

When you count battery cost put it on a by-the-mile or by-the-month basis. Then you'll see that the Willard Threaded Rubber Battery is the most economical. Or if you don't care for figures, why not follow the judgment of the builders of 195 makes of cars and trucks who pay more for the Willard Threaded Rubber Battery in order to give their users the additional months and miles of service.

By the mile or by the month the Willard Threaded Rubber Battery saves you money.

Willard Standards of Service

- 1 To render our very best service with equal interest and skill to all motorists and on all makes of batteries without reservation or distinction.
- 2 To maintain such location, equipment, and personnel facilities as will permit each station to offer a complete inspection and advisory, filling, repair, rental and replacement service, in keeping with the needs of the locality in which it is established.
- 3 To maintain repairmen of broad experience, judgment, and mechanical and electrical ability, upon whom owners of all makes of batteries can depend for accurate reports and sound advice as to the condition of their batteries, as well as expert repair service when needed.
- 4 To remember that good-will is the most precious of commercial assets to each one of us; and that the battery owner who comes in for testing and water is as welcome and as fully entitled to prompt, cheerful, expert service as the owner who is in need of work that creates revenue.
- 5 To manifest at all times, and to all visitors and customers, the same courtesy, interest, helpfulness, and good-will that we would like to receive if the position were reversed.

MOTORISTS LOOK NORTH

CALIFORNIANS INTERESTED IN OREGON'S REPORT.

Work of California Auto Club Described by O. K. Jeffery. Just Back From Los Angeles.

That thousands of motorists in southern California are keenly interested in the scenic attractions of Oregon and that a little publicity and advertising work in that locality should result in an increase of 20,000 or more cars coming north this year is the declaration of Oliver K. Jeffery, who returned from Los Angeles a few days ago after having been down in that section for about two years. As a former director of the motor association here Jeffery was keenly interested in the activities of the Automobile Club of Southern California and other agencies which were caring for motor tourists, and studied means by which Oregon might draw more heavily on the tourist trade.

Several months ago the Los Angeles Times ran a number of photographs of the Columbia river highway taken from the air," said Jeffery, "and I wrote a brief descriptive story to go with the illustrations, mentioning the fact that the Columbia river highway is only one of many beautiful drives in the vicinity of Portland. I urged that northern California, Oregon and Washington all have many beautiful roads and possess some of the finest scenery in America, and urged tourists while in the west to drive over the entire coast.

"The result was that I was kept busy answering telephone calls for the next several days. I must have talked to 150 people all interested in driving north, and all this from just one short article in the Sunday issue of the Times."

The Automobile Club of Southern California is doing a great work in taking care of tourists, boosting the scenic resources of that section, marking roads and in generally being of service to members of the association in Los Angeles and vicinity and to tourists from the outside.

"The Automobile Club of Southern California is unquestionably the most successful and serviceable organization of the kind in the country," said Jeffery. "Contrary to the belief of most people this club is organized as a business concern and has been profitable to its organizers and stockholders, having paid dividends on several occasions.

"The club renders every possible service to all automobile owners. In fact, it is hard to distinguish the difference between the service rendered to a member and that to a visiting tourist. The service extended to a motorist is so complete that he need go nowhere else. The club secures theater tickets for both members and travelers, watches the car and other property of the motorist while at the show, and does all manner of other things to aid the motorist or to help the motorist to enjoy his stay.

"In addition to the usual information department the club maintains an adjustment bureau, a legal department and appraisal department for the aid of members, a mapping and sign department carrying on the work which in this state is being done by the highway department, a policing department which acts with the police in the various cities and towns to aid in law enforcement, a garage and repair service department, and insurance department and club for members. Headquarters are maintained at Los Angeles, but the club has branches in all the leading towns in southern California."

RUBBER PRODUCTS EXPANDS
Local Kelly-Springfield Dealer Organization Doubles Capital.

Expansion of the Rubber Products company, Kelly-Springfield tire dealer in Multnomah county, to take care of increased business was recently announced, the company raising its capitalization from \$5000 to \$10,000, fully paid up, according to announcement of officers of the company. The organization maintains headquarters at 351 Burnside street, right next to the Kelly-Springfield wholesale branch.

No change in the officers or personnel of the organization has been made, however, it is announced. Officers are: L. G. Richardson, president; J. A. Leatherman, vice-president and manager; F. McCay, secretary and treasurer.

"The Kelly-Springfield company has recently completed its new factory at Cumberland, Md., and expects to get into the tire field on a greater scale than ever before," said Mr. Leatherman in discussing the expansion of the local organization. "With this new plant in operation, a plant which is the very last word in arrangement

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Bring Your Battery to Battery Headquarters

No matter what make of battery you have on your car, bring it regularly to Battery Headquarters, where we operate according to Willard Standards of Service. We have the necessary equipment and the knowledge, and are prepared to see that you get the most out of your battery, no matter what the make.

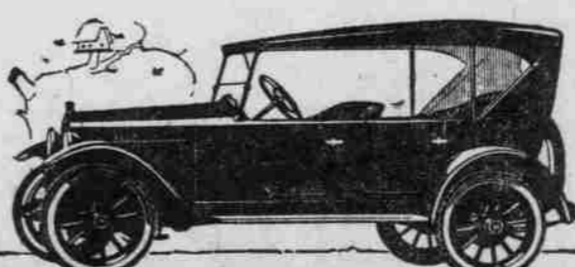
Each of the Stations Below is Battery Headquarters Operating According to the Willard Standards of Service

- OREGON**
- Albany, Auto Elec. Serv. Co.
 - Ashland, Jordan Electric Co.
 - Astoria, Astoria Storage Batt. Co.
 - Baker, Charles Clark
 - Beaverton, Stipe's Garage
 - Bend, Central Oregon Electric Co.
 - Condon, Condon Electric Co.
 - Corvallis, Auto Elec. Serv. Co.
 - Dallas, Batt. Serv. Co.
 - Enterprise, Enterprise Sto. Batt. Co.
 - Eugene, Eugene Sto. Batt. Co.
 - Forest Grove, Valley Batt. Co.
 - Freewater, Miller & Coe Batt. Shop
 - Grants Pass, H. S. Diabrow
 - Gresham, Gresham Sto. Batt. Co.
 - Heppner, Batt. Elec. Serv. Sta.
 - Hillsboro, Lohman Battery Co.
 - Hood River, Moore Elec. Co.
 - Hubbard, L. T. Hodge
 - Klamath Falls, Link River Battery Sta.
 - La Grande, La Grande Batt. Sta.
- Lebanon, Merrill Smith**
- Marshfield, Coos Bay Batt. Co.
 - McMinnville, Valley Batt. Co.
 - Medford, Electric Shop
 - Milton, Milton Auto Elec. Co.
 - Newberg, Groth Electric Co.
 - Oregon City, C. R. Hilgers
 - Pendleton, Pendleton Sto. Batt. Co.
 - Portland, Harper-Burg, Inc., (7 Service Stations in Portland), 9th and Everett
 - Belmont Battery Station, 161 Grand Avenue.
 - R. W. Lee & Co., 450 Stark Street
 - Mt. Scott Batt. Co., 91st St. & Foster Rd.
 - Roseway Battery Station, 1139 Sandy Blvd.
 - St. Johns Auto Elec. Co., 317 So. Jersey
 - Union Avenue Tire & Batt. Serv., 488 Union Avenue, North
 - Prairie City, Denham Batt. & Vulc. Co.
 - Prineville, Inland Auto Co.
 - Roseburg, Auto Elec. Station
- Salem, Degge & Burrell**
- Sheridan, Henderson & Houser Gar.
 - Silverton, P. W. Nohaker
 - Sutherlin, Sutherlin Batt. Co.
 - The Dalles, The Dalles Batt. Co.
 - Tigard, Progress Garage
 - Tillamook, Tillamook Batt. Sta.
 - Woodburn, J. W. Berkey
- WASHINGTON**
- Centralia, Ray Hatch Co.
 - Chehalis, Ray Hatch Co.
 - Grandview, Logan Motor Co.
 - Kelso, Kelso Battery Co.
 - Kennewick, Kennewick Batt. Co.
 - Prosser, C. E. Crawford & Son
 - Raymond, Raymond Serv. Sta.
 - Selah, Harshberger Motor Co.
 - Sunnyside, Stevenson's Batt. Sta.
 - Toppenish, Toppenish Batt. Serv.
 - Vancouver, Vancouver Batt. Co.
 - Woodland, N. V. Sheltus
 - Yakima, Wiseman-Jacklet, Inc.



Willard THREADED RUBBER BATTERY

Hays as postmaster-general was: "The postoffice department is the government department of communications. We are all glad and proud to be associated with one of the vital factors in the development of civilization. But we also touch upon transportation, and I look forward to a time not far distant when motor-vehicle transportation will be universally recognized as one of the vital factors in the development of civilization."



No other car we know of, except much higher priced, combines so many good, costly-car points as the Hupmobile does.

Special materials, special processes, special parts. All are engineered and built into a harmonious whole to produce the highly satisfactory results which make the Hupmobile a decidedly better value.

MANLEY AUTO CO.
Eleventh and Oak at Burnside
Broadway 217

Hupmobile

Champions For Every Engine Everywhere



Are Wonderful Value

Champion X now 60c
Champion Regular now 75c

Your Dealer has Champions and can tell you why... You should buy a full set.

CHAMPION SPARK PLUG CO. Toledo, Ohio

The Big 3 Points for Motorists:

Another source of great satisfaction to most motorists is our policy of quoting IN ADVANCE what it will cost to make the desired repairs.

GILL AUTOMOTIVE SERVICE CO.
129 N. Tenth at Hoyt St.

PAIGE Service Station
'Repair It Now'
Broadway 3782

OUR SLOGAN: "We Shall Merit Your Confidence."
OUR CREED: "You shall get full value for the money you spend with us."
OUR BUSINESS: "Correct and efficient automobile repairing."

FREE Booklet for Portlanders on request