Battery Man Declares Car Owner Can Foresee Trouble and Save Money

"Preventive Service" is the key ante in the battery business these according to Joe Williams Willard battery man of Salem.

"For a number of years," says Mr. Williams, "we have been trying to educate the car owner to the point where he will seek service at the battery station as a preventive of possisble future trouble rather than coming to us only when trouble develops.

"oTo many autoists look on the battery-man as one who has only one thought in mind-to sell him a new battery whenever he comes in. This is because most motorists never call on the battery man until it is actually the case that either drastic repairs or a new battery is necessary.

"Our service is instituted to keep batteries performing faithfully and prevent or forestall trouble on the road which is usually expensive in time, money and temper," says Mr. Williams.

Realizing the mistaken feeling in the minds of car owners in genthe country recently drafted a what you meant.

preventive service code which they call "Five point inspection service," It includes the five important features in inspection which is offered the motorist by every Wilard battery station, one, testing, each cell; two, replacing evaporation of water; three, clean terminals; four, cleaning top of battery; five, tightening holddowns and grounds when needed. In articles to follow Mr. Williams will tell why each one of these features is necessary to the satisfactory performance of a battery and how, if followed, a battery will give maximum service.

To insure perfect balance of the pistons and connecting rods in both the series 43 and 31 Mileage motor, each piston and connecting rod is weighed individually to make certain of a corersponding balance with the five pistons and connecting rods with which it is to be in the motor.

At the factory, Cleveland Six four wheel brakes are adjusted by experts so that under no circumstances can the brakes lock. The adjustment is such that positive braking is assured, yet the car is at all times under the drivers control.

People knock-like motorsneed adjusting.

An uncomfortable place to live just beyond your income.

When you get in an accident eral, the Willard Battery Man of it's what you did that counts, not

> be Economical Transportation HEVROLET



# Testimonials/

m 1925 Chevrolet had its greatest year. During that time more than 50,000 testimonials were sent to the Chevrolet Motor Company by owners. This tremendous avalanche of evidence indicates the public appreciation of the car and its performance.

In 1926 Chevrolet offers the Improved Chevrolet at New Low Prices—thus giving the public in greater degree than ever before-

## QUALITY AT LOW COST

The Touring Car . \$510 The Sedan . The Roadster . . \$510 The Landau The Coupe . . \$645 1/2 Ton Truck . . \$395 The Coach . . . \$645 L Ton Truck . All prices f. o. b. Flint, Michigan

Newton Chevrolet Co.

Opposite City Hall-Salem, Oregon

FISHER BODIES CO FINISH

Oregon Stage People Make Move to Amend Tax Measure Just Passed

Automotive legislation passed by the last legislature seems to have been very unpopular, judging by the storm of protest aroused by the various measures

House bill 413, declared unconstitutional at the time of its passage, was referred to the people at once by the Motor Stage association as being unfair, unconstitutional and confiscatory.

The Peddler's Tax, or House Bill 21, was attacked in the courts and upon being sustained as to its constitutionality, is being carried to the supreme court although a group of opponents are contemplating initiating a measure which will nullify its effect and which will be put before the people for a decision at the general election in November.

The Lighting Law is being attacked in an initiative measure which is now in course of preparation and which will be backed by one of the most owerful automotive bodies in the state.

The Certificate of Title law is being atacked by the powerful Automotive Conference which at this time is preparing a bill to be initiated at the next election and to nullify the effect of this measure.

House Bill 413, about which so much was heard at the last session of legislature, and which was designed to raise \$250,000 for the highway fund, has been analyzed and its provisions have proved more consistent than its opponents at first thought.

Designed as a revenue measure, the bill does not collect the amount desired and by far the greater part of the money collected is expended in the cost of collection. It is estimated that the net returns to the highway fund would not exceed \$125,000 and the remainder of the tax would be used in administering the measure.

The motor stage men take the stand that the bill was initiated point out the fact that each stage fruit salad. is required to pay such an amount in additional taxes that eighty--five percent of the stage companies will be compelled to sus- the National Safety Council. pend operations should the bill go into effect. At the same time, money raised is not for revenue Safety Council. purposes but rather will create

to the highway fund is not compatible with the amount of money and pressure spent in putting this ULA Realizing that there has been

reated a public demand that they pay an additional sum for the use of the highway, motor stage operators have reconciled themselves to this issue and are at present National Safety Council Deseeking advice and suggestions from the highway department, county judges, legislators and prominent men throughout the state as to the proper wording and provisions of an initiative measure which they propose to bring before the people to replace th revenue which the highway department will lose should House

Bill 413 lose at the polls. This initiative measure prowill receive under House Bill

be given an opportunity to offer

signed to replace the revenue loss an adequate chimney. through 413 as the attorney general for the state already has must be provided.

It is thought that by getting all interested parties together a revenue measure can be drawn which will raise the revenue desired and at the same time be constitutional and acceptable to all concerned.

Due to the rigid laws of the various states in regard to head lights, the Cleveland Six is using flat-lite reflectors which have been approved in all states. This is a decided advantage to Cleveland Six owners when touring as i eliminates many embarrasing situations with state authorities regarding proper head lights.

A nut at the steering wheel, a peach at his side and a sharp turn to put them out of business and in the road is a good remedy for a

> The best way to watch the road is through the windshield, advises

Stop look and listen, or you'll they point to the fact that the be missing, warns the National

Graveyards are filled with folks nace has been freshly stoked the additional jobs for state employes. Graveyards are filled with folks nace has been freshly stoked the as the small amount turned over who thought they'd take a chance. draft and the damper should be

clares People Should Be Warned of Gas

CHICAGO, Feb. 27.-People who use soft coal in their furnaces stoves or ranges should beware the fatal menace of carbon monoxide gas which has caused the deaths of thousands of persons, warns the National Safety Counvides revenue on the basis of a cil in a bulletin issued by Viceflat fee paid at the time the cer- President C. E. Hill tonight. It tificate is issued by the public is essential that an adequate

service commission and will cost chimney be in every home where no more to collect than the pres- soft coal is burned in order that ent fee. The measure will give the deadly, odorless, colorless gas the highway commision approxi- will be conveyed outside the buildmately \$50,000 more than they ing, points out Mr. Hill whose statement says:

"Carbon monoxide gas results A meeting will be held in the from incomplete combustion of near future in Portland, to which soft coal in furnaces, stoves, and all interested parties will be in- ranges. This gas is formed when King Baker of Fred M. Powvited and at which everyone will insufficient oxygen is supplied for complete combustion and the ocsuggestions as to the provisions cupants are endangered if such carbon monoxide is not conveyed This initiative measure is de- to the outside of the building by

"The first consideration is that the chimney flue shall be of sufstated that this bill is unconsti- ficient size-not less than eight tutional and will not hold in a by eight inches-to carry out the court of law. In addition, the bill products of combustion, regarddoes not provide the income to less of the type of heating plant the highway department fund that used. The chimney should extend was expected and some other above the highest point of the means of raising this amount roof so that there will be no back draft, regardless of the direction of the wind.

"Some kinds of solft coal rapidly deposit soot in the interior of the chimney. This tends to reduce its capacity and it should be gineering ability in the world is cleaned out at frequent intervals so that the full size of the chimney flue is maintained. Care should be taken to prevent this seot from accumulating in the bottom of the chimney up to the point where the smoke pipe enters it as it may partly close the pipe.

"Horizontal draft passages in heaters burning soft coal may rapidly fill with soot and ashes. All flues should be cleaned frequently-as often as every day or two, if necessary-so that the products of combustion may pass off readily. The smoke pipe should also be kept clean. Burning pieces of tin, most commonly tin cans, reduces the soot deposit in the heater and the chimney. It is advisable to do this at frequent intervals.

"In stoking a stove or furnace completely covering the fire with fresh coal."After a stove or fur-

a short period so that the volatile gases from the fresh charge of coal may pass off readily. Then, after the blue flame above the fresh coal ceases and the normal yellow flame comes directly from the glowing coals the draft may be closed and the damper in the smoke pipe. The latter should not however, be closed to such an extent that the odor of soft coal smoke escapes into the building. Heating plants burning hard coal may give off carbon monoxide gas when no odor is noticeable and the above statement is not a safe guide for regulating hard coal heaters.

"The escape of carbon monoxide into the house is aided by cracks and holes in the shell of the heater. For this reason such defects should be repaired without delay."

# TO FACTORY SCHOOL

Company Returns From Trip East

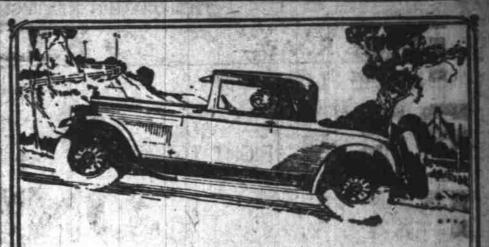
King Barker, mechanical and service expert with the Fred M. Powell company, 350 North High street, Packard dealers, returned last week from a trip through the east, during which time he enrolled for three weeks' mechanical and service course at the Packard factory.

The Packard school was designed to give mechanics connected with distributors throughout the country, first hand acquaintanceship with practical factory methods and forms. The best ensecured for the instructing staff and every detail of upkeep and repair of fine motor cars is gone into.

"We were shown everything from the ground up," Mr. Barker said. 'Practical methods of repair and adjustment were demonstrated and we were shown the approved systems for accuracy and economy."

Both Cleveland Six Mileage motors features a high pressure internal ofling system. All bearings are fit with sufficient clearances to allow the oil to virtually act as a cushion owing to the fact that it is sustained under high pressure. Tests of Cleveland Six engineers indicate that at 20 miles an hour a gallon and half of oil flows through the system every

The first two rails of an electric railway line are just as much alive as the third at train time, says the National Safety Council.



### As Beautiful As It Is Wonderful In Performance

You have always known the Rickenbacker chassisboth sixes and vertical 8's were super-fine in construction and matchless in performance.

(You did not perhaps, consider the bodies quite up to that standard.

There was a reason for that.

Like most other automobile manufacturers Rickenbacker in the past did not build, but bought, its bodies. Therefore could not control the details of workmanship and quality of materials.

Recently, Rickenbacker purchased the big (12-acre) plants which built bodies for this and other concerns.

Now those plants are devoted exclusively to the designing, fabricating and finishing of Rickenbacker

Seven types are standard this season—and all conform to Rickenbacker standards of quality which are the highest.

Better cloth is not made than that silk-mohair which now goes into the upholstery of Rickenbacker closed types. Finer leather is not known than goes into the open models.

Money cannot buy better springs or other materials nor does the industry know better craftsmanship.

("At last" you will exclaim, when you see the new models-"Rickenbacker bodies are in full harmony with the performance of the chassis."

CP. S. These chassis are identical with that in which "Cannon all" Baker during 1925, made the longest list of road records ever made by one man driving the same car in one year

F. W. Pettyjohn Co.

A ... CAR WORTHY . OF . ITS . NAME

## Zresenting the **Greater New Marmon**

The Crowning Achievement of Marmon's Seventy-Five Years of Quality Manufacture in the Year of Its Greatest Success

MEETING the high obligations of its long career of distinction, and measuring up to the even greater obligations imposed by its culminating success of last year. Marmon now presents for your inspection the Greater New Marmon, its proudest achievement.

A continuation of the New Marmon 74. which last year registered Marmon's greatest success, the Greater New Marmon reveals a wealth of important new features and refinements which guarantee to the fine car public an even greater year of Marmon luxury and value, and to Marmon, years of even more brilliant distinction.

An authoritative interpretation of the vogue is unmistakably apparent in the daring two-tone color conceptions so deftly combined in true color harmonles; in new trends of rich interior design executed in finished simplicity.

A rare range of equipages is presented—with always the one dependable Marmon chassis, carried now to an excellence never before attained.

And always there is the reassurance

of Marmon's unequaled safety; its envied chassis balance with the unique stabilizing spring suspension; and its massive steel running boards or "side bumpers" (integral units of the "bridgetype" frame) affording unexampled protection in traffic.

You will find several interesting new features in the New Marmon which we believe you will particularly like. Double-Fire ignition is one, giving a wonderful advance in acceleration, smooth, surplus power and gasoline economy. The Three Way Oil Purifier, another improvement, abolishes twothirds of engine lubrication work and protects the driver from worry about this detail. The Self-Lubricator, which keeps the chassis ofled simply by pushing on a pedal conveniently located under the cowl, is another great labor-saving device which has been add-

See the Greater New Marmon; compare it with other cars in its price class: drive it if possible; and discover a new high road to complete motoring delight.

De Luxe, Special and Standard Closed Models, and three very smart open types

INDIANAPOLIS, INDIANA Established 1851

MacDonald Auto Co.

LOCOMOBILE

CLEVELAND



THE more careful the buyer, the more apt he is to buy a Cleveland Six—this year of all years!

The careful buyer, of course, is the one who looks at many cars in choosing one -who exercises both his good eyesight and good judgment—who pits one car against another in comparisons of power, smoothness, comfort, steering, brakes, etc. It Thrives on Comparisons

Careful buyers are multiplying all the time. So are Cleveland Six sales. The more comparisons are made in the Cleveland Six price class, and the more closely people make them, the more Cleveland Sixes come into

For a big money's worth, just look at this new Model 31 Four-Door Sedan. Mark well the size of it, the lines of it, the finish of it. Then

drive it. Head for the nearest hill. Ser the great power of the car, the smooth ness of it, the complete comfort of it. "One Shot" Lubrication System

You'll notice a plunger in the floor-board. Press it once with foot and-presto!you lubricate the entire chassis That's the famous Bowen-patented "One Shot" Lubrication System, Outside

of Cleveland Six, the only cars that possess the advantages of centralized chassis lubrication are higher priced cars such as Marmon, Packard, Stutz and Chandler. New Model 31

All Cleveland Six Models have "One Shot." All have low prices.

The new Model 31 Cour is \$1035; the new Model 43 Special Coupe \$1225; the new Model 43 Special Sedan (4 doors) \$1345; prices f.o. b. Cleveland, Compare.

MacDonald Auto Co.

4-Door Sedan

Corner Cottage and Ferry

CLEVELAND AUTOMOBILE COMPANY.