

RADIO FANS JUNK USABLE BATTERIES

Many "B" Batteries With Lots of Service in Them Are Thrown Away

Many radio users seem to labor under the delusion that after a set of "B" batteries has been in service several months, it is true to expect poorer results from them. Night or two of poor reception due to atmospheric conditions frequently confirms the set owner's preconceived idea that his batteries are about done for, and out they go, usually with many weeks or even months of useful service still remaining in them. Sometimes, the "trouble" is purely imaginary.

An amusing incident of this nature recently came to light in a mid-western city. A prominent physician was the proud possessor of a "super-het," made especially for him by a local radio expert. He powered it with heavy duty "B" batteries, which, under normal conditions of use, should have run that particular receiver about nine months. After he had used the set six months, he began to imagine it wasn't working as well as it used to, so he called his friend on the telephone and tried to explain the trouble. When the expert learned that he was still using the original "B" batteries, he immediately told the physician that he needed new ones. The trouble was surely due to "run-down" "B" batteries—so the "expert" said.

This physician has a friend who is connected with a large battery manufacturer in that city, and who had furnished the original "B" batteries for the "super-het." The battery friend was told of the supposed death of his batteries and was requested to come around with a new set. Knowing the tendency of the average set owner to throw his "B" batteries away too soon, the battery man tried to convince his friend that his batteries were not at fault, but to no avail. The "expert" had diagnosed the trouble—by telephone—and the remedy was clearly indicated—new batteries. So new batteries it had to be.

The battery man was still unconvinced, and to prove his point he worked a slight-of-hand trick on his friend. Instead of connecting the new batteries to the set he re-connected the old ones, and then asked the doctor to tune in the see how the set worked. He was delighted with the performance. All the "trouble" had been cleared up, and the "expert" was indicated.

The physician was left under the impression that he was using new "B" batteries, and his satisfaction was complete. Not until three months afterward was he obliged to get new ones. When the hoax was explained to him, he was cured. Hereafter he will not blame all his trouble indiscriminately on his "B" batteries.

Another case illustrating the fact that broadcast listeners are prone to throw their "B" batteries away too soon is that of a young amateur in central Michigan who recently built a battery operated transmitter. His meagre funds were exhausted by the purchase of parts, leaving nothing for the "B" battery to run the set. He accumulated a supply from batteries discarded by his friends who owned receivers, and with these supposedly "dead" batteries, he established communication with a fellow amateur in California.

There is a janitor in a large New York apartment house who has had a receiving set for over three years, and in all that time he has never bought a "B" battery! He gets his power supply from the dumb waiter—batteries thrown away as "dead" by the tenants upstairs. They are throwing their "B" batteries away too soon, which is fine for the janitor but hard on their pocketbooks.

Parker & Co., 444 S. Commercial. Don't fail to see Parker about repairing your car. Expert mechanics at your service. All work guaranteed. (*)

The Salem Hdw. Co., most progressive. Every accommodation given to those in need of best hardware supplies. Work and prosperity the motto. 129 N. Com'l (*)

DEAD-EYE DICKS TO LAND IN JAIL

One of the factors that contributes to the increase of motor accidents which is frequently overlooked is the prevalence of one-eyed cars. The next time you are motoring after dark, just count the number of approaching cars that have but one lamp burning. The number will astonish you. Needless to assume, there are as many such cars going in your direction that you cannot see.

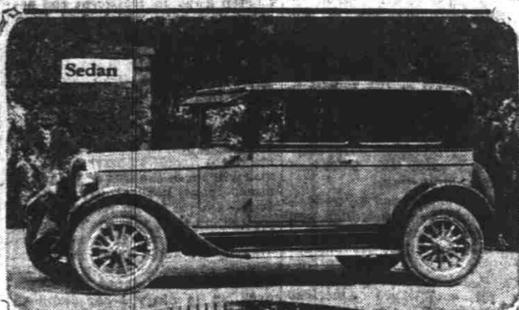
This one-lamp practice is very confusing to drivers and frequently causes serious accidents and loss of life. Our police authorities should follow the example of the Buffalo judge who recently imposed stiff fines on eight such Dead-Eye Dicks for driving in this way.

Ulrich & Roberts, realtors, 122 N. Commercial St., know property values and will help you profitably invest. Will both save and make you money. (*)

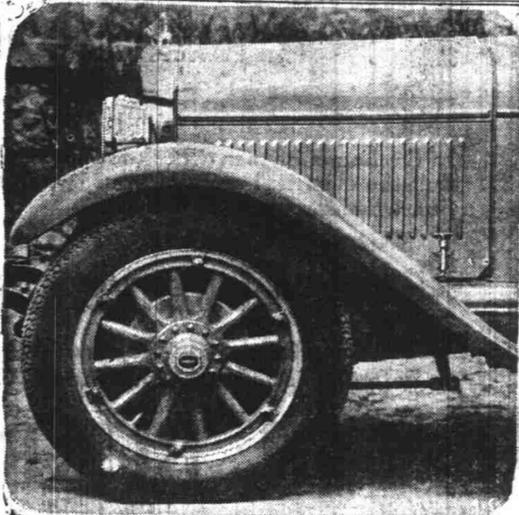
First of 1927 Models to Arrive Here



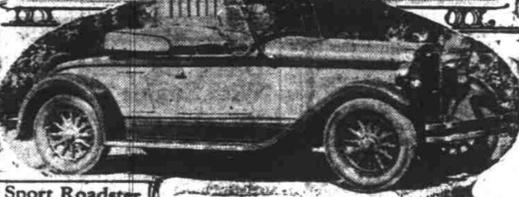
Landau Sedan



Sedan



Showing new Fenders, Hub Caps and Headlights



Sport Roadster

In the lead of the newest types of automobile creations, the Greater Oakland Six, introduced throughout the country this week, embodies 77 important refinements, featured by smart new Fisher bodies in new and striking two-tone Duco finish, engine developments of a vital nature, and the rubber silenced chassis, an advanced Oakland engineering achievement ranking with the harmonic balancer, which was introduced to the industry last year on Oakland cars. The Landau sedan, sedan and sport roadster are three of the several cars on display in the local Oakland show rooms. New fenders, hub caps and headlights are additional improved features offered Oakland purchasers.

eter has been increased to .917 inch the largest diameter piston pins used in small bore engines in the United States.

A new cross-member section is used to further reduce frame distortion on rough roads. Because balloon tires running at high speed are effected by unbalanced conditions in the wheels carrying them, the tire valves, cap, etc., are balanced with a small counter weight on the felloe of the wheel.

The sedan and four-door sedan are upholstered in new, wool velour which blends with the walnut enameled garnish moldings. A new foot rail has been placed in the sedan and a new robe rail and foot rail with nickel-plated end brackets in the four-door sedan. The sedan is finished in Dundee gray, with wheels of the same color, black upper structure and straw colored striping on body, louvres and wheels.

The Landau sedan and Landau coupe are finished in Peter Pan blue with Robin Hood blue upper structure, gold bronze striping and natural wood wheels. The instrument boards are inlaid walnut with genuine American walnut window garnish rails. New and luxurious mohair upholstery in complete harmony with the other interior fittings was selected for the Landau sedan. Regulators are fitted to the rear quarter windows of this body type for comfort

in summer driving. The front floor mat is covered with felt in this car and the rear compartment with carpet, while front bumpers and rear guards are standard. Important changes have been made in the Landau coupe. The body itself has been lengthened four inches, while the rear deck is constructed to give greater room and more graceful lines. The rear deck door may be removed entirely. A package compartment door is now provided for golf bags or small parcels, on the right side of the deck. Spanish leather upholstery carries out the color scheme and affords the durability desirable in this type of car. The quarter windows are built "D" shape to aid in keeping the lines of the upper structure symmetrical.

The two sport cars, the Phaeton and sport roadster are the most

colorful cars in the line and most completely equipped. The four passenger sport roadster may be obtained in optional Duco color combinations, standard scheme being Devonshire maroon and El Paso tan while those desiring a car with less striking colors may have a solid color finish in St. James gray.

The Phaeton is a car of extreme distinction with a two-tone Duco color combination of Merri-mac beige and box elder green. It is finished in gray Spanish leather of a shark-grain finish over genuine hair pads and cushion springs which make the interior of the car as comfortable as it is pleasing in appearance. A folding top is standard equipment with the top boot fitting snugly over it when lowered. Windshield wings of plate glass, nickel plated front bumpers and rear guards, rear view mirror, windshield cleaner, solid walnut steering wheel and nickel plated headlights are added features of refinement on both these cars. Nickel plated headlights are also standard on the Landau sedan.

Gasoline gauge on the dash is standard equipment on the Landau sedan and roadster. These types, together with the Phaeton, are also fitted with special, artistic radiator caps. All closed cars have the following equipment: Fisher VV one-piece windshield, windshield cleaner, regulators on all side windows, shades, dome light, nickel-plated door handles, cowl lights, door locks, visor, rear view mirror and luxury type cushion springs.

Vick Bros. are selling the Oakland and Pontiac cars. Agents for the valley counties. Pioneer firm in autos. Oakland coach now only \$1290. 280 S. High St. (*)

G. W. Day, tires, tubes and accessories. Has the Goodyear tires, the standard of the world. Mr. Day can give you more mileage. Corner Com'l. and Chemeketa. (*)

Vibbert & Todd Electric Store, High at Ferry St. Everything electrical. Good service and low prices are bringing an increasing trade to this store. (*)

H. L. Stiff Furniture Co., leaders in complete home furnishings, priced to make you the owner. The store that studies your every need and is ready to meet it, absolutely. (*)

The Bake-Rite Bakery. Busy every day supplying best home with bakery goods of all kinds; baked in a kitchen clean as your own. 345 State St. (*)

Genuine Timkin Bearings

As distributor for the Timken Roller Bearing Co., we can give you immediate service on any bearing.

W. E. BURNS — DAN BURNS

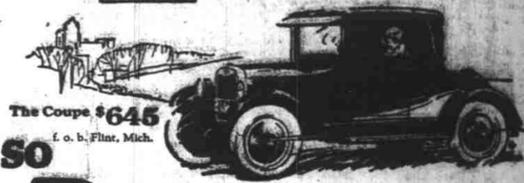
(Not Brothers—the Same Man)

High Street at Ferry—Salem, Oregon

Day Phone 422 or 2300

Night Phone 273-R

for Economical Transportation



The Coupe \$645 f. o. b. Flint, Mich.

SO Dependable

touring Roadster \$510

Coupe \$645

Four-Door Sedan \$735

Landau \$765

1/2-Ton Truck (Chassis only) \$395

1-Ton Truck (Chassis only) \$550

Small Down Payment Convenient Terms All prices f. o. b. Flint, Mich.

With its modern valve-in-head motor—with an up-to-date chassis that includes everything essential to safe transportation, the Improved Chevrolet provides a performance that has given it a world-wide reputation for dependability.

Ask any one of over a million Chevrolet owners—women as well as men—and the answer will be—"It's smooth and powerful—easy to drive—economical to operate—and above all, so dependable!" Phone for a demonstration today!

So Smooth—So Powerful

Newton Chevrolet Co.

Opposite City Hall

Telephone 1000

QUALITY AT LOW COST

MANY IMPROVEMENTS IN OAKLAND CARS

(Continued from page 1.)

reducing the light intensity. A unique feature of these new headlights is the foot control located on the floor at the left of the clutch pedal which enables the driver to keep his hands on the driving wheel at all times. By pressing the foot control he may depress the lights and with the same foot pressure raise them again to driving position.

New large hub caps enhance the appearance of the wheels, while the new crown fenders of heavy metal and unbroken line, and new, deeper and heavier running boards are all designed to give the low-slung appearance of the most costly cars. The new bindings for the running boards are assembled without screws, while new side shield on running board add a touch of beauty to the fender design.

Added touches to the niceties of interior equipment include a walnut finish gear shift lever ball, walnut finish horn button, new trouble control on the steering wheel and special new Oakland hardware of distinctive design.

The new one-piece headlight and fender tie-rod has been re-inforced for more rigid support of headlamps and front fenders. A new, larger motor driven horn enables the driver to sound more positive warning. A smoking set is standard equipment on the Landau sedan, four-door sedan, and sedan. All closed models have new cushion springs and new dome light.

Smoother and quieter operation of the engine itself results from the use of a new camshaft and new valve spring retainers. The velocity of the valve return is lower, thus eliminating valve clinking, also valve spring swishing and rocking are entirely done away with.

Greater general efficiency of the engine is also accomplished through a new oil drain piston, a new carburetor with single adjustment and new oil relief and pressure valve. The comfort of passengers has been materially increased by the use of chrome vanadium steel springs at the rear end of the chassis. Easter handling and greater convenience are assured by new steering gears with a 15 to 1 ratio and a new steering wheel. Piston pin diam-



WINNING AND HOLDING GOOD WILL Last Year ... This Year ... Next Year

The Sedan \$1095

The Greater OAKLAND SIX

77 Refinements—No Increase in Prices

Foremost among the refinements in the Greater Oakland Six is the Rubber-Silenced Chassis—an epochal and exclusive feature freeing the Oakland Six from the noise and rumbling found in ordinary cars and permitting passengers to ride in quiet, cushioned comfort. This new achievement combines with the Harmonic Balancer to place the Oakland Six far in advance of current motor car design.

Other refinements include smart new Bodies by Fisher in new and

strikingly beautiful two-tone Duco color combinations; new double-filament tilting beam headlights, with convenient foot control to make night driving safer; vital engine developments including new camshaft and new valve spring retainers—resulting in still quieter performance.

Come in—see this Greater Oakland Six—examine it—drive it—before buying any automobile at any price. You'll agree that the car has few equals in quality, and no equal in value!

Product of General Motors

VICK BROS., Salem, Oregon

ASSOCIATE DEALERS—MILLER MOTOR CO., Albany, Oregon; FRED T. BLAU, Scio, Oregon; E. E. TAYLOR, Lebanon, Oregon; SILVERTON MOTOR CAR CO., Silverton, Oregon; GEO. DORR, Woodburn, Oregon; C. J. SCHREVE & SON, Dallas, Oregon; HARRISBURG GARAGE, Harrisburg, Oregon; JOHNSON MOTOR SALES CO., Corvallis, Oregon.

IN THE LEAD

Fisher's engineering experts—skilled beyond their calling by virtue of years of continuous research and experimentation with all types of body construction—unhesitatingly aver that none but Body by Fisher—exclusively used by General Motors for Cadillac, Buick, Chevrolet, Oakland, Oldsmobile and Pontiac cars—affords the essential virtues of safety, beauty and com-

fort which characterize every Fisher product. Quite logically the public knows that when any improvement which really gives an enhanced measure of safety, comfort and luxury is perfected, Fisher will be the first to present it just as Fisher has created and been the first to present every important improvement in body design and construction of the past decade.

FISHER BODIES

GENERAL MOTORS

