

WILLARD

What a Willard Service Station Is, and what it means to you

A conveniently located, easily accessible place where you can regularly have your battery tested and filled and your questions answered courteously and correctly.

A source of information—information which will prevent many battery troubles and much battery expense because they can tell you—

1. If your battery is fully charged.

2. If the rest of your electrical system is working properly so as not to injure the battery.
3. How to avoid overheating or starving the battery under different driving conditions.
4. What to do in winter and summer.
5. How to tell if the lamp load is properly taken care of by generator and battery.

NEGLECT---WHO PAYS?

PENDLETON STORAGE BATTERY CO.

Garden and West Court Sts.

CONFESSION

NON-SKID WEATHER IS COMING, SAYS MANAGER

"This is the season when all motorists should pay particular attention to non-skid tire equipment," observes J. K. Hough, Manager, Automobile Tire Department, the Goodyear Tire & Rubber Company of California.

"The increased dangers of fall and

winter driving demand non-skid tire equipment. With the rapidly growing traffic congestion that many of our cities are experiencing, it is extremely important that motorists insure themselves against the dangers of skidding, with its attendant damage to the car of the driver and to those of other motorists.

"There is no experience that comes to a motorist, that compares with the realization that he is skidding helplessly into the curb, with the prospect of a broken wheel, or into another car. Yet, this can be obviated by the use of

proper tire equipment and the observance of the rules that make for safe driving.

"Skidding is usually in the direction of a right angle to the direction of the car, which accounts for the All-Weather tread design of Goodyear tires. The surfaces of the rubber blocks are turned at an angle of 45 degrees to help to overcome skidding tendencies. This accounts for the diamond-shaped rubber projections on the tires.

"Then this tread design serves another purpose. The diamond-shaped rubber blocks obviate the difficulty of starting and stopping on slippery pavements, snow-covered, or wet from rains, by helping to grip and secure proper traction.

"It is now fashionable and profitable for motorists to equip all four wheels with non-skid tires. They save him many anxious moments in traffic jams, and help to maintain his peace of mind. It has now become quite common practice for motorists, in preparing for the winter's driving season to transfer the worn non-skid tires that have been used during the summer on the rear wheels, to the front wheels, and to place new tires on the rear. Or if the front tires are still in good condition, the worn rear tires may be held over and used the next summer, when there is less danger of skidding. It is a good rule to keep your car well equipped with All-Weather trends, at least on the rear wheels.

"There are times, of course, when chains are necessary, but many a good tire has been ruined by chains improperly applied. Chains must be applied loosely to obtain the best results. If they are fitted tightly to the tire, they gouge into the rubber as the tire rolls along the street, and the tire is soon damaged. A good tire chain, properly applied, affords valuable protection against skidding tendencies, but great care should be taken that it has a free movement on the tire. Otherwise your freedom from skidding will come at the cost of greatly reduced tire mileage service.

"The whole problem of proper tire equipment for winter driving resolves itself into the selection of proper non-skid tire equipment."

SERVICE TRUCKS MADE IN 80 COMBINATIONS

What is not so well known is that the Service line of trucks embodies eighty different combinations of these qualities from which to choose the model having just the right carrying capacity, right speed and right power to meet the individual requirements of the user.

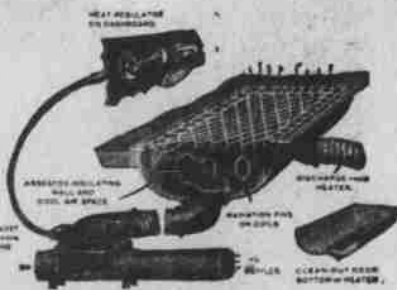
The would mean little to the truck buyer if his interests were not safeguarded in some way. It is here that the Transportation Engineering Department is assisting truck buyers in the analysis of their conditions and the proper selection of a truck.



Temme Exhaust Heaters

will make your car as comfortable as the living room in your home.

Have one installed now before the cold weather sets in, then drive your car all winter in comfort.



We are factory distributors for
ZENITH CARBURETORS



BUICK



THE power, the satisfying performance and the striking utility value that have characterized Buick models for two decades are again the dominant features of the new Nineteen Twenty One Buick Series.

Combined with this striking serviceability are beauty of rounded lines and the comfort of roominess and smooth riding which affords the utmost satisfaction.

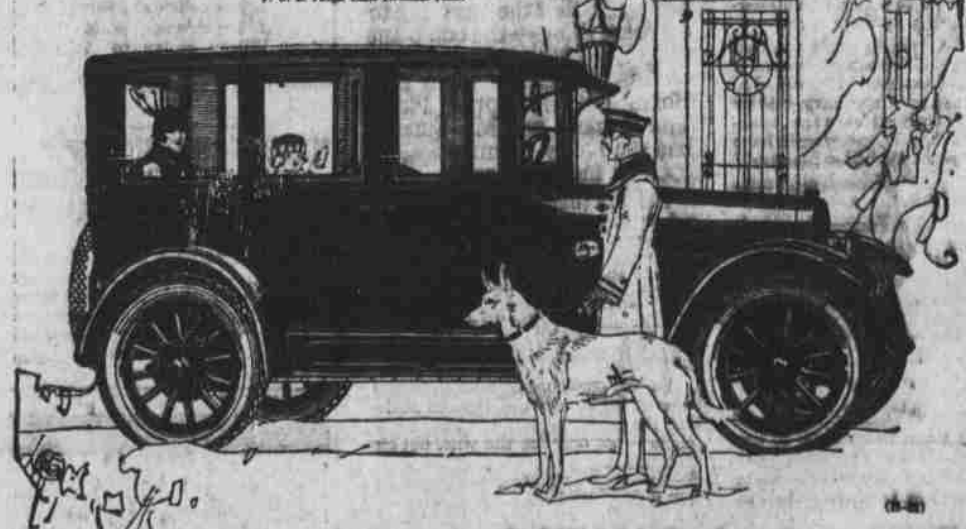
For those desiring every refinement of appointment with general utility, the new Buick Seven Passenger Sedan is admirably fitted.

Authorized Buick Service everywhere cooperates with Buick owners.

Prices of the New Nineteen Twenty One Buick Series

Model Twenty One-Four Four, three passenger car	\$1995
Model Twenty One-Four Four, four passenger car	1995
Model Twenty One-Four Six, four passenger coupe	2010
Model Twenty One-Four Seven, five passenger sedan	2120
Model Twenty One-Four Eight, four passenger coupe	2231
Model Twenty One-Four Nine, seven passenger sedan	2248
Model Twenty One-Four Ten, seven passenger sedan	2345

J. O. E. People, Cash Terminal Dealer



Oregon Motor Garage

INCORPORATED

Phone 466

19-121 W. Court