

## What's Inside

Inside your battery box are rub(ber jars.
Inside the jars is the solution.
In the solution are the positive and negative plates that supply: current.
The job of Threaded Rubber In sulation is to keep the plates insulated and yet permit free flow of current for starter, lights and igniis the kind selected by 136 manufac. turers of passenger cars and notor trucks.

PENDLETON STORAGE BATTERY CO. Garden \& West Court Sts.


EAST-WEST PRNGPPALS TO BE CHOSE MONOAY

## Good Will Triumphant Under Test

As this message is being written Dodge Brothers' daily, weekly and monthly production, is at the highest point in its history
The most casual sort of inquiry will satisfy you that this production is being absorbed as it is delivered.
Within sight and sound as we write great addition to Dodge Brothers' immense works, is being rushed to completion
The interesting thing about this situation is, that it is not likely that a half a hundred people have ever bought Dodge Brothers Motor Car ust becausz they wanted a motor car Of the more than half a million who have bought it-the overwhelming majority did so because of the name t bor

It has always been treated, by the American people in particular, as an exception-always set apart, and ingled out, and never judged by ordinary standards.
It has always been thought of, and is still thought of, first, and foremost, and all the time, only in terms of its ilts it gives.

All of this is wonderful, in one way and quite natural and logical in another.
It all dates back to the day when John and Horace Dodgo conceived and designed and finally built the car -after warning each other, and their any other tot able value.
They began with a few almost abpressed and rigidly executed decency and honor and integrity
such as most of us wrote in our copy books at school.
They reduced these old copy book maxims to a splendid and scientific system, pouring more, and more, and marshalling all the the car, and thedern massed manufacture to get their product into the hands of the people at an honorable and an honest cost. These policies and principles have never been changed, and never will be changed, by so much as a hair's breadth; and they have come to be recognized and accepted as Dodge cars are driven. It has all hap
It has all happened as John and ply, naturally, and automatically, all ply, naturally, and automatically, ald People slo discri People do discriminate, as Dodge
Brothere contended they would; people will find out when a motor car is well built and gives good service and great good value.
Dodge Brothers market today is where they planned to locate and establish it-in the mind and the heart of every man and woman who admires good work, well done.
It will last, and it will keep on growing, as it has kept on growing for five years (faster than Dodge Brothers works could keep pace with it), as long as the number of those who believe that a manufacturer should build to serve and not merely to sell, continues to increas
All is well with Doige Brothers today, because John and Horace Dodge builded well in the beginning, and because their business will continue
to build well until the end.

ELLIS-SCHILLER CO.
Cor. Water and Main
Phone 963

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It's Easy to Rid Yourself of Battery Worries

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E are willing to be judged entirely by the service we give, by our ability to help
and to keep you free from battery troubles There's no thought in our minds hut to give There's no thought in our minds but to give
you the best that is in us. We are not geniuses But we do work hard and we know our business, You will not find any mystery here when it comes to taking care of your battery. We have studied batteries, all kinds, and know how to prevent trouble and how to get for you the long-
est and most satisfactory service out of your present battery, no matter what its make.
Of course our experience has shown us that some batteries, like some hearts, are stronge evere strain. Such a one is the Philadelphia Diamond Grid Battery, which wn recommend hen replacement is necessary.
For this battery, in addition to its quality,
urther protects you by its manufacturer's TWO YEAR GUARANTEE.

## Wm. E. Chase Co.

