

LOCAL CLEVELAND DEALER TO PARADE NEW SIX AT SHOW

The local Cleveland agency, which has just been established, will be represented at the automobile show with one of the latest model Cleveland sixes. Fred Head, salesman for A. S. Peterson, local dealer, will be on hand, however, to treat anyone interested over to the firm's salesroom where a complete line of the cars will be on hand.

The new Cleveland has come to Eugene to stay, and it is already making itself known. Mr. Head, who comes from the agency in Portland, knows the line and knows every car from the front bumper to the rear stop light. "We are glad to have the opportunity of introducing ourselves to Eugene at the Automobile show," says Mr. Head, "and anyone interested will receive our every attention."

New Six Described

In describing the new Cleveland Series 31 six, Mr. Head says: "It provides a power range which you never before have experienced; it has conquered the hardest climbs of the nation in high gear thereby establishing records which bigger and costlier cars will find hard marks to shoot at. The latest achievements on Mt. Wilson, Mt. Diablo and Mt. Baldy, all famous test climbs in California, are good illustrations. All previous records held by other well known, higher priced sixes up these climbs were smashed to small bits."

"In a recent national economy demonstration 86 Cleveland cars located in various sections of the country ran continuously for 48 hours at terrific speeds and made a grand average record of 21.4 miles to the gallon of gasoline. That's real economy!"

Quality Is Stressed
"In this unusual creation, Cleveland six engineers present the first really successful American effort to substitute extra refinement and extra quality for additional weight that is not needed, and bulk which is never used. Through their success they have effected a distinct saving in fuel cost and general up-keep and most significant of all, they have gained a margin of power, and motor flexibility."

"It is thus demonstrated conclusively that a moderate weight car can be built in America with all the advantages of the heavier type, and with none of the latter's limitations."

PARTS FOR ALL CARS ARE SOLD IN EUGENE

There is no need for long waits for parts for automobiles in Eugene, for the Nordling Parts company is a firm organized for no other purpose than to furnish anything needed in this line on very short notice. The firm has a completely equipped shop, manned by experts who thoroughly understand their business. Anything from a bolt or nut to a new engine can be made ready by the skilled mechanics. This is of immense advantage to Eugene, since it cuts out the former long waits for parts to arrive from some distant point.

Not so long ago, the average life of a motor car was rated from two to three years; but today it is from five to seven years with the limit constantly increasing, according to Mr. Nordling of the Nordling Parts company, local distributor of Timken tapered roller bearings.

Mr. Nordling said, "Within a few more years the ten-year car promises to be common. Manufacturers are continually working out improvements which are prolonging the life of automobiles."

"Typical of the scientific methods adopted by motor car parts manufacturers constantly to increase the life and service capacity of their products, is the policy of the Timken Roller Bearing company of Canton, Ohio, to permit the installation of Timken bearings only after Timken engineering organization has exhaustively analyzed the use to which these bearings are to be put."

"Before the stamp of approval of a Timken mounting is given to the manufacturer, careful and thorough tests are made of the assembly as regards bearing loads and the speeds and conditions under which the assembly is to operate."

"Not until the Timken engineering organization is satisfied that a bearing of entirely adequate capacity has been selected and that the proper mounting has been designed, will they permit the installation of Timkens."

"In this way a pronounced safeguard is provided for both the manufacturer and the ultimate consumer."

"Indicative of the reward of such precautions is the fact that the Timken equipment has grown to be regarded as the final word in anti-friction bearing performance; so much so that more than 90 per cent of all motor cars today are equipped with Timken bearings at one or more points of hard service."

New Contracts Come as Firm of Brakel and White Grows

Brakel and White, automobile electricians, have been steadily expanding their plant at 80 Ninth avenue west, and each time it is enlarged a bit, a new contract with a nationally known electrical equipment company is entered into. The growth has been rapid and substantial, and today Eugene can boast of one of the best equipped electrical plants in the valley.

During the past year and a half Brakel and White have been granted several new service station contracts, bringing their total number of franchises to fifteen. Among these new contracts is one with a new product of General Motors, the A. C. Speedometer, which is standard equipment on all of the General Motors cars. It is also available for Fords in which is embodied a new drive to the front wheel eliminating the use of a swivel joint. This firm has complete equipment for testing and a stock of parts for the repair of all A. C. heads and drives. The firm is also able to repair and test all of the later type Stewart heads. This introduces the

first and only speedometer service in this locality.

Brakel and White also represent the manufacturers of the Stromberg carburetor and Gabriel snubbers, two of the best known and most widely advertised automobile devices on the market.

Included among the manufacturers they represent are the makers of such well known electrical equipment as Auto-Lite, Atwater Kent, Delco, Heany, Klaxon, De Jon, Bosch, Westinghouse, Lyneto, Connecticut, Spiltdorf and U. S. L. Storage Batteries.

It is significant to note Brakel and White represent the manufacturers of all the electrical equipment excepting storage batteries used on all but four of the cars sold in Eugene.

CAR CARES

When a car is in a backward motion, never shift the gears until the car has been brought to a complete stop. Failure to do this will put a great strain on the entire car and may result in a stripped gear.

It is a good plan to wipe off all tools on a bit of oily waste before restoring them to the toolbox. The oil deposited on the metal keeps it from rusting, which is a trouble to be guarded against.

Hard substances which collect on the windshield or other glass can be easily removed by slipping a safety razor blade in a spring paper clip. By merely pushing the blade along the surface all the spots will be cut away and the glass will not be scratched.

Spark plugs should be the snappiest workers around the mechanism of a car, and for this reason they should be kept clean of oil and carbon. Nothing conduces more to spark plug cleanliness than gasoline treated to prevent accumulation of carbon in the vital parts of the engine.

Because every part must be made to the highest standard and machined to extremely close limits, so that it will fit properly and give the utmost in performance, replacement parts of a car should be genuine and not imitation. The price of cheap parts may be more attractive, but sacrifices are made in quality and safety. Many counterfeit parts are only one-third as strong as the genuine.

Because the core of the radiator serves as a sieve through which dust is constantly drawn in the suction of the fan, this part of the car becomes prematurely old in appearance. By the occasional use of a strong spray of water the front of the car may be kept bright and clean.

Frequently coils are replaced when it is unnecessary. Try adjusting the points before you buy a new coil. Missing often is caused by the breaker points being set too close and the spark plug points not properly placed.

Be careful when removing the distributor not to break the carbon brush in the center of the distributor head.

Two Grades of Oil Take Care of Car

For the average car two grades of oil will take care of the entire mechanism. For the gear set, differential and rear axle a heavy oil is the proper lubricant. Other parts of the mechanism do better on the ordinary oil.

SPECIALTY ENTERTAINERS AT SHOW

Peggy Prevost, Famed Dancer, and Kathleen Duffy to add enjoyment to displays of latest auto creations.



Above, Peggy Prevost, who will offer atmospheric dances at Auto Show. Below, Kathleen Duffy, specialty entertainer.

EQUIPMENT NEEDS DEMAND STATIONS

By A. M. WHITE
(Electrical Specialist for Brakel and White.)

Without the aid of electricity, the gasoline motor car cannot move under its own power. Over 15,000,000 motor vehicles are now in use and the number is constantly increasing. There is accordingly a tremendous market for electrical and battery service.

It is to be noted here that some of the units which are used in the construction of the automobile are not made by the car manufacturers. Chief among these are the electrical units—the generator, starting motor, ignitor and battery. These are purchased outright from equipment manufacturers.

The equipment manufacturers have assumed responsibility for the proper operation of their apparatus in service. In recognition of this responsibility, authorized service stations are established. The rapid and constant increase in the number of cars in operation requires an ever in-



creasing number of authorized service stations. The equipment manufacturers are continually looking for men who are both electrical specialists and good business men, men who by the type of service they render and the type of service stations they maintain, indicate an understanding of what constitutes real service to the car owning public.

The authorized service station is

the representative of the equipment manufacturer in its community; an extension of the manufacturer's own service department. It is the channel through which the equipment manufacturer distributes parts for maintaining his apparatus. It is the place at which the equipment manufacturer considers the apparatus should be serviced so that it will be inoperative only the shortest possible time and maintained in as satisfactory a manner as the manufacturer himself would maintain it. This implies a close observation and careful interpretation of the service policies of the equipment manufacturer. The authorized service station accordingly has direct contract relations with the equipment manufacturer he represents.

Service Is Described

Contracts are made by the manufacturer only after careful investigation as to the electrical specialists ability, equipment and location. This constitutes one of the strongest recommendations in favor of the authorized station. Service manuals, furnished by the manufacturers to their service representatives contain full information as to how to locate trouble in apparatus and what to do to place it in an operating condition. Representatives of the equipment manufacturers call to see authorized service stations at regular intervals. The purpose of these calls is to assist service station operators in every possible way. The authorized representatives obtain a great deal of valuable counsel and information by co-operating fully with the manufacturer's representatives at the time of such calls.

Before extending a service franchise the manufacturer has made careful investigation as to the service man's ability, his standing with car dealers and car owners. Having entered into the contract, the service representative exhibits the service signs of the manufacturer he represents, indicating to the public that he has special equipment and tools and stock of genuine factory parts, and that he has received technical information and instructions direct from the manufacturer as to how best to keep the equipment in an operating condition.

Car Owners Assured
Through this arrangement the equipment manufacturer has given to car owners and dealers the assurance of dependable service and advises the fact.

On account of the technical information and instructions provided by the equipment manufacturers, the authorized service station's best ability to render "preventative service." On account of his knowledge of the equipment, he is best able to educate the car dealers to its different units working in harmony. He is able to explain to his customers the cause of the trouble so that they may take precaution against further neglect.

In order that good service may be given there must be sufficient business in the community to justify the existence of the specialized electrical service station. For this reason it is advisable, particularly in the smaller towns, for the service station to represent in a service capacity as many of the starting, lighting and ignition manufacturers as possible, taking into consideration the number of cars in the territory.

FOUR GROUPS CONTROL ACCIDENTS

Manufacturer, Driver, Pedestrian and Government Agencies Must Co-operate in Work

By A. B. C. HARDY
(Member of Traffic planning and Safety Committee, N. A. C. C.)

"Anything occurring unexpectedly" is the dictionary definition of an accident. When it is remembered that at the present time there are more than 18,000,000 automotive vehicles being operated daily in this country by more than 18,000,000 different individuals it is not surprising that occasionally the unexpected occurs with unpleasant results.

So long as the human element is involved the unexpected will happen, but it is within the ability of human ingenuity to reduce the frequency of these occurrences and the resulting effects.

Four Groups in Control
Curtailed of automobile accidents to a minimum is in the hands of four general groups whose efforts must be directed toward one common end if the ultimate in success is to be attained. These groups are the manufacturer, the driver the pedestrian and the governmental agencies. Much has been accomplished by each of these groups but considerably more must be done.

Having been the first to face the safety problem, the manufacturer has advanced materially toward its solution. He has pioneered every mechanical safety device until it is a recognized fact that every automobile placed on the market today is a safe car to drive. He has used, and daily is using, infinite pains to make sure that everything that goes into each automobile is perfect so that the completed car will be strong and capable of withstanding the unexpected. He sees to it that it is equipped with such safety factors as improved brakes, dependable lights and signals so that the driver will have at his command everything needful to cope with an emergency. The manufacturer also sees that sufficient service stations are maintained so that every car owner is able to have these vital parts of his automobile kept in good condition at all times.

Safe Drivers Needed
The driver group is not open to the same generalization as is that of the manufacturer, inasmuch as it is composed of all classes from the skillful driver to the novice, from the courteous to the road hog. Much can be done, however, to make them all safe drivers.

Every driver should know the rules of the road, and show his knowledge of them by practicing them at all times. Practice is better than preaching to teach the other fellow what to do—and it is also more courteous. Be careful and considerate. The careful driver does not speed into a jam, if he is forced into one he remains cool and gets out of it. The considerate driver gives the right of way to children, the aged and the infirm. He also stays on his own side of the road, giving cars traveling faster an opportunity to pass. In other words he uses the same courtesy he accords other pedestrians when walking.

The automobilist who has driven hundreds of thousands of miles with

keen enjoyment and without serious mishap is one who does not hog the road, who does not try to outbluff other drivers, who keeps far to the right when driving up hills and rounding curves, who gives a plainly seen and easily understood signal to other drivers before slowing down or changing his direction of travel, who takes plain common sense as his mentor.

Pedestrian Has Rights

Frequently it has been asked, "what rights, if any, has the pedestrian?" Let it be said now and for all time that he or she has the same rights as does the automobilist. These include obeying all traffic signals and rules, stopping to let traffic go by using courtesy and common sense and keeping alert constantly.

Small sympathy is extended the driver who disregards all rules and warnings as he nonchalantly drives in front of a speeding railroad train, but how does he differ from the pedestrian who blindly walks in the path of an automobile?

On the other hand the pedestrian has a right to expect that the automobile driver will also observe the rules and will accord him due courtesy. The driver who through carelessness or wanton disregard strikes

a pedestrian should be dealt with the same severity that would be accorded a strapping man who assaulted a cripple without cause. Governmental agencies as regards traffic regulation have thus far not produced any appreciable results, as been wasted through lack of centralized direction. Each is trying to solve a great problem by attacking another of it without thought of what others are doing.

Railroads Use Signals

Years ago when competition between railroads was at its bitterest officials of the various lines found that safety demanded that they combine on at least one point and universal operating signals came into vogue. Today a trainman can work on any road from San Francisco to Boston, as one set of rules governs all lines. But an automobile driver cannot drive from one state to another without encountering conflicting regulations.

There seems to be no plausible reason why all states and municipalities cannot standardize on colors of warning signs and lights, rates of speed, methods of signaling, ways of making right and left hand turns and use of lights. This would leave the municipality the right to fix its own parking regulations, one way streets and such rules as are required to meet local conditions.

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Would you not like to be assured of increased car life from the motor car you buy? To you as well as every other car owner, an automobile represents a necessary unit of transportation, which must be kept in service day-in and day-out at a minimum of expense. In addition, after a satisfying period of service that car should command a high resale value or it is not a sound investment.

In considering the new 1925 Cleveland Six with the famous "One Shot" automatic chassis lubrication system (covered by Bowen Products Corporation patents) you are assured of not only extra years of service but freedom from repair bills and the troublesome, ever-occurring job of manual lubrication of the chassis.

With this "One Shot" oiling system, a plunger projects through the floorboard near the driver's heel. By stepping on it, you lubricate 23 points on the chassis. It takes just two seconds!

Consider the convenience. You never use a grease gun or an oil can. You never have to get out and get under to lubricate each part of the chassis individually. You never have to be without your car for several hours while it is being lubricated. Whenever a squeak develops—down goes the plunger and the squeak is silenced. Whether you are

moving along or standing still, "One Shot" works with perfect efficiency.

Then consider the economy! Because it's so simple and easy to keep all chassis parts correctly lubricated, you will never neglect that important operation. Thus the life of your car will be prolonged and you will never have to pay the repair bills which are associated with inefficient methods of lubrication.

In connection with the "One Shot" automatic oiling system, where oil is applied to the spring bolts, just enough of the seepage works down into the spring leaves and keeps them from rusting, stiffening and sometimes breaking. Riding comfort is also increased because the springs are always working efficiently.

Cleveland cars equipped with this system have been driven ten and twenty thousand miles and then disassembled only to find less than one half thousandths wear on shackle bolts and other parts which have a tendency to wear rapidly with most cars, due to improper oiling.

Take ten minutes of your time and inspect this phenomenal development which takes the drudgery out of owning a car. You would then be convinced like thousands who are now using it, that you could not afford to be without the "One Shot" lubrication system.

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