

### Conditioning Car For Winter Season Travel

By A. E. Shearer, Manager Free Emergency Road Service Oregon State Motor Association

With the approach of winter there are numerous prudent and foresighted motorists who are giving thought to the conditioning of their cars to meet the requirements of winter driving. In carrying out this idea it is well to follow a definite plan. Here are some suggestions:

The first step is to remove from the oil pan accumulated sludge, dirt, etc., and refill with fresh oil. The oil should be of good quality. Frequent change of oil during the winter months is important because the choke is used more frequently and the contents of the crankcase become diluted more readily.

The next step is the chassis. It should be thoroughly cleaned and all movable parts lubricated. The transmission and differential should be cleaned and flushed, and refilled with new oil. The generator should be inspected and cleaned and any worn or damaged parts replaced.

In connection with the generator check-up, the battery should be checked and recharged if necessary. Next, the starting motor should be removed and cleaned, and worn parts, if any, replaced. Cleaning the starter driving mechanism is of particular importance. If the car has been in use for some time, oil and grease will accumulate, both on the starter gear and the flywheel. This oil, by mixing with dirt becomes gummy and in time prevents the gears from engaging, or causes them to stick and refuse to disengage.

Electrical terminals should be checked carefully and cleaned thoroughly. Those at the battery, generator, starting motor, starting switch and ground should be greased with vaseline or grease to prevent corroding. It is important that the ignition system be in perfect shape for winter driving. The distributor and

spark plug points should be cleaned and adjusted. The motor should be wiped thoroughly clean and all cables and ignition wires inspected.

If one is doing this work himself he should at least have the timing checked and reset, if necessary, by an expert. Other items that are also of importance include cleaning the gas line, draining the gas tank, vacuum tank and carburetor. The carburetor should be readjusted for cold weather driving. The cooling system should be thoroughly flushed and worn or old rubber hoses replaced.

The final check-up should include alignment of front wheels to prevent tire wear, adjusting body bolts to stop squeaks, checking spring clips and adjusting to avoid spring buckage, checking clutch, brake pedals and brake adjustment.

If the tire treads are worn it is advisable to purchase at least two new tires with good non-skid treads. When the first rains arrive, tires that are worn smooth skid like a bar of soap in the kitchen sink. Four new tires are still better, but at least two new tires are necessary from a safety standpoint.

If this work is diligently performed one may reasonably expect his car to perform satisfactorily, with minor adjustments throughout the season.

### Town Grave Diggers

In nearly every community may be found quite a number of persons who consider themselves leading citizens, but who in truth are helping to dig a grave for their town.

They do it through their failure to support the institutions which make the town what it is. They do it by sending away for merchandise which might be bought with equal advantage at home. They do it frequently through thoughtlessness, but oftener through sheer disregard for the welfare of the community of which they are a part.

The doctrine of buying at home is not advanced solely in the interest of individual merchants. It is advocated because every citizen of a town is to a certain extent dependent upon every other citizen for his own prosperity. Business men are sometimes as greatly at fault as any one else in the matter of out-of-town trading.

If the shoe dealer sends away for his automobile tires, and the automobile man sends away for his furniture, and the furniture man sends away for his clothing and the clothing man away for his printing, and so on, how can they expect to build local prosperity?

All the fine talk about civic pride that we may indulge in will never make a town, so long as the life blood of the community—the cold cash—is spent elsewhere.

A man may make boosting speeches until he is black in the face, but unless he spends his money where he makes it he is a home-town grave-digger.

### Papers Reflect Town

It is recognized that a town may be rather accurately judged so far as its progressiveness is concerned, by the way in which it supports its newspapers. In other words a creditable and prosperous looking newspaper may be safely taken as an indication of a live and enterprising community.

The reason is plain. A live town naturally demands a representative newspaper or newspapers, and there will always be found someone to meet the demands. Almost without exception it may be found that a town has just about as good a newspaper as it deserves; sometimes better than it deserves.

In this connection a quotation from an address by James J. O'Shaughnessy, former executive secretary of the American Association of Advertising Agencies, is to the point. In the light of his many years of experience in dealing with newspapers, he says:

"I have been widely quoted as saying that a village weekly newspaper is the cornerstone of American journalism. No one has disputed that assertion. Modern communities, large and small, grow and prosper in the wake of their newspapers. If their newspapers are prosperous, retail business prospers and real estate appreciates in value."

### Card of Thanks

We wish to sincerely thank our many kind neighbors and friends for their sympathy and helpfulness during the last sickness and death of our father, Jas. Woods. Especially do we appreciate the beautiful floral offerings and the music by the choir. The Family.

**THE OBSERVER PRINTING OFFICE**  
IS AN ESTABLISHMENT THAT IS KNOWN  
BY THE HIGH GRADE OF ITS PRINTING

**WHEN YOU TRAVEL**  
BY AUTO AND VISIT THE DALLES  
STORE YOUR CAR

In the concrete, fully equipped, roomy garage of Walther-Williams Company. Competent workmen always ready to help you in any way they can at least expense to you. For any service rendered the charge will always be reasonable.

**WALTHER-WILLIAMS GARAGE**  
THE DALLES, — — OREGON.

### Oregon State News

Picking and packing of Newtown apples is well under way in the Rogue River section. It is estimated that apple shipments will total 600 cars. They are shipped mostly to England and continental Europe, bringing \$1.50 per box.

The Klamath Packing company plant on the Midland road, near Klamath Falls, was destroyed by fire. The plant was a comparatively new structure of partial brick construction. The loss is estimated at between \$35,000 and \$50,000.

A marker for Battle Mountain park on the Ukiah highway southwest of Pendleton was erected by Pilot Rock business men. The marker was purchased by the state highway commission. Official dedicatory services will not be held until next spring.

A China pheasant flew in through an open window in a downtown cafe at Marshfield recently. As pheasants are not numerous in the immediate vicinity of Marshfield, it is believed to have escaped from a returning hunter who had taken it alive.

J. S. Peterson of Baker, range examiner of the Whitman forest preserve, and K. H. McCool, district ranger, are inspecting range conditions near Cove. McCool reported only four small fires in his district this season, none covering more than one-fourth of an acre.

Norman Hawk, 35, nearly-bled to death from a bullet wound in his leg, received when his father, F. H. Hawk, 60, fired at him thinking he was shooting at a deer. The two were hunting in the Big Applegate district, and were in a deep canyon when the accident occurred.

Fifty-two Oregon towns are included in the list of "half million dollar deposits" as shown by the September call, according to a report prepared by A. A. Schramm, state superintendent of banks. Banks of the 52 towns hold deposits totaling \$272,454,237.56.

A. G. Stevens, contractor, started actual work on the new cannery building near Oregon City, using a crew of 10 men. Due to the fact that so many have applied for work Stevens is splitting his crew into two shifts, one working from 8 until noon and the other from 1 until 5, giving twice as many men work.

The hills surrounding the McKenzie valley resounded to the roar of blasts as work was started on grading the new highway on the Deerborn grade. Workmen set off only small charges at a time in order not to block the existing highway, and traffic was halted only during the time the blasts were to be set off.

Since the sale of the Hood River Co-operative creamery to private interests, the city has been without an ice cream factory. The Blue Ribbon dairy, composed of several dairymen of the valley, is planning to install an ice cream manufacturing plant and will manufacture both ice cream and butter for local trade.

The historical curtain of Astoria's past was raised recently when excavators uncovered part of what is believed to be the old Fort George stockade during their work in connection with the new St. Marys hospital. This information was released by Judge A. B. Buchanan, secretary of the Clatsop County Historical association.

Eight hundred pounds of alfalfa seed has just been threshed from a four-acre tract of Grimm's alfalfa, on the Frank G. McKimins farm, near Carlton. This is believed to be the first successful harvest of alfalfa seed in Yamhill county. Besides the crop of seed, a number of loads of hay were taken from the land early in the summer.

Many complaints are heard relative to the new non-skid pavement that is being laid on the highway through Hood River county to the effect that the constant vibration caused by the surface finish breaks the filaments in the headlights of the automobiles and leaves the driver in the dark. Several near accidents have occurred on the highway as the result of the sudden breaking of the headlights.

Pomona members from all granges in Coos and Curry counties at a recent meeting voted down a resolution endorsing the levying of a 1-cent tax per cow upon every dairyman to create a fund to advertise the dairy products of the Coos district.

An average of 1200 persons per day crossed Coos Bay via the ferry Oregon during the month of September, according to the log book of the carrier. Only one team made the crossing during the month, while 14,727 autos made the passage.

Preparations for marketing the Rogue valley turkey crop are being made by the farmers' co-operative exchange here. The crop is estimated at about 60,000 pounds. Plans are under way for shipping a large part of the crop east early in November.

Mrs. Emil Jorgensen of Youngs River Falls hooked a large steelhead salmon and after a 20-minute struggle her line broke. She jumped into the water and engaged a hand-to-hand combat with the river fish. She returned to shore with a 12-pound prize.

There are many citizens of this great land of the free who believe that the expenditure of \$2 for a good book is a waste of money.

Isn't it funny when a man, who does not go to church, stands on the corner on Sunday morning, talking about the people who go.

### How Advertising Protects The Consumer

Walk into any store today and look on the shelves. Look them over—product by product—name by name. You know most of them before you ever consider buying. You know what they are made of—what they will do—how much they will cost. Why? Because they have been advertised.

Compare this with the buying habits of years ago—the family coffee was purchased in bulk and perhaps included beans or some cheap substitute. Crackers, rice and prunes came from the open barrel or box, exposed to dust, dirt and the playful store cat.

The housewife of today is protected from uncleanness and substitution because she has learned to buy advertised food products in sanitary containers, thus protecting the health of the family.

Not long ago the consumer was tricked into buying shoes with paper soles, suits allegedly woolen, but made from shoddy, or women wearing apparel made with cheap dyes but guaranteed not to fade. The shoes fell to pieces, the suit of clothes shrunk in the first rain and the verbally guaranteed dyes faded, but the consumer had no recourse.

Today people have learned to look and buy advertised brands because they know they will get full value. They know they are protected against poor merchandise—the advertiser must make good.

Consider a radio, an automobile, an airplane, or even a kitchen stove—before you talk to the dealer you know what you can rightfully expect. Why? Because good quality articles are advertised. Again—advertising protects the consumer.

The housewife reads today's advertising to plan tomorrow's shopping. She can decide the amount she desires to spend. She can determine those products she will buy—what materials are used and whether they are the style she wants. She can be assured of getting full value because advertising protects the family budget.

Advertising has taught people habits of saving and thrift—to protect them against want in the non-earning period of old age.

Advertising of everything we eat, every commodity we use, every article we wear, protects the consumer because it tells the facts, guarantees the quality, assures full satisfaction, and in short, ladies and gentlemen, advertising builds up a powerful fortress of protection.

Reading advertisements is worthwhile

# PLAY SAFE--- VOTE THE STRAIGHT REPUBLICAN TICKET

"Now is no time to make a change" says Calvin Coolidge.

Here are the Republican candidates for National and State offices. Take this list with you when you go to the polls.

- CHARLES L. McNARY . . . . . For United States Senator  
One of the State's most valuable assets.
- PHIL METSCHAN . . . . . For Governor of Oregon  
A splendid administrator—patient, tolerant, just
- W. C. HAWLEY . . . . . For First Congressional District  
Invaluable to Oregon because of his seniority in Congress
- R. R. BUTLER . . . . . For Second Congressional District  
Untiring in his efforts for the advancement of Oregon
- FRANKLIN F. KORELL . . . . . For Third Congressional District  
Quick to win recognition in the National Capitol
- HARRY BELT . . . . . For Justice of the Supreme Court  
An able jurist
- PERCY R. KELLY . . . . . For Justice of the Supreme Court  
Deserving of his promotion
- J. U. CAMPBELL . . . . . For Justice of the Supreme Court  
A keen, analytical mind
- C. A. Howard . . . . . For Superintendent of Public Instruction  
A capable educator
- CHARLES H. GRAM . . . . . For Commissioner of Bureau of Labor  
He has the welfare of labor at heart

The above candidates, with the other regular Republican nominees, command your respect and deserve your vote:

## VOTE THE STRAIGHT REPUBLICAN TICKET

(Paid adv., Republican State Central Committee, Elisha A. Baker, Secretary, Morgan Bldg., Portland)

# PACIFIC POWER & LIGHT COMPANY SERVICE HAS ALWAYS "COME THROUGH"



CUSTOMERS of Pacific Power & Light Company have never suffered from a power shortage. Flood and drought have been anticipated and guarded against.

Back of your electric switch stands an organization—an organization built up only after years of active experience. Hazards of all sorts, physical and financial, have been met and successfully overcome, in developing the Company's responsible service. Its men have proved their courage and capacity, and their value to you—not by politics, but by practical training and long experience in doing the job right.

This responsible, professional service benefits you in many directions. Not the least is its contribution to your ever present tax problem—a problem greatly aggravated by all proposals for political operation and political exemption of industrial property from taxation.

### TAX PROTECTION IN YOUR OWN HANDS

The time to prevent higher taxes is not when you get your tax bill, but when you are asked to approve measures that will permit higher taxes.

Taxing powers are seldom neglected. Study the power district measure for yourself, you'll find it the greatest tax increasing scheme ever submitted.

PAID ADVERTISEMENT

## Pacific Power & Light Company

LEWIS A. McARTHUR, VICE-PRESIDENT AND GENERAL MANAGER  
MORO, OREGON

This company's 1929 taxes, paid and to be paid, were \$433,235.73. Political management of power would saddle this tax bill on to your property and your neighbor's property.