

Gravy Train Hits Dead-End For Car Dealers

SAN FRANCISCO, Jan. 28—(AP)—Automobile dealers trekking homeward today pondered some one-two punches they may not have expected to hear at their national convention here.

Speakers from their own ranks told them:

They are in the dog house publicly.

They have a "tremendous" public relations job to do.

They don't know how to sell cars, or have forgotten.

For eight years they have been riding a "gravy train" that has reached a dead-end.

The time is past when they could sell any old used car even without dusting it off.

The day of salesmanship has returned—yes, the buyer's market has arrived.

Dealers, speakers, the executive committee and the convention heaped on credit curbs the blame for declining sales.

One of the final acts of the convention was to approve the action of its executive committee in asking the federal reserve board to liberalize its time payment rules. A car buyer now has from 15 to 18 months in which to pay the balance. The dealers would like to see this extended to 24 to 30 months.

Plans for an intensified highway safety campaign were formed. This would emphasize rapid extension of high school driver training.

Classified Ads

A thinking driver doesn't drink; a drinking driver doesn't think.

FOR SALE — Hallicrafters S-41G Receiver, \$30.00—75 meter phone transmitter—\$15.00. Phone 3242-R. 75

LOST—Coat at the Veterans Memorial building Saturday. Will the person who took my coat please exchange it for their own? Call 940. 74

WANTED — College students for part time work selling. Selling experience not necessary but preferred. Should have car. No investment required. Interview Saturday between 9 a. m. and 11 a. m. Snyder Specialty Co., 172 W. Broadway, phone 489-M 74

LOST—Girl's wrist watch, near library—Nancy Chase 1307 74

FOR SALE—Remington Rand Portable typewriter. Used one term, \$55.00. Save 25% of new cost. See Jack B. Lively, room 6, Fenton, between 1 and 5 p. m. 74

FOR SALE—41 Stude. R & H Overdrive. 47 motor \$950. See at M & R Service. 11th and Mill. 75

SKIERS—Attention: '48 Chev. Station wagon. Equity—\$1800., 5,000 miles, all accessories. Ph. eve. 4439-W, 1924 Onyx. 75

FOR SALE—1947 Chevrolet Fleetline Aero Sedan \$1915. Ph. 1853-J 77

FOR RENT—Attractive Room for male student East side on bus line. Call 4471-J 75

LOST — Identification bracelet by Jack Bronson, 110 E 14th 75

Be as good a driver as you think you are.

Never mind who's right. Walk so you'll be left.

A driver's hand out—makes a good turn.

Press Superintendent Enjoys Work

By Gerald Berreman

"We'd rather be overworked than have time on our hands," that is the attitude of the University press, as expressed by Superintendent Fred A. Beard.

Mr. Beard, a busy, yet soft-spoken man, who even in his work has time for a friendly interview, can usually be found working around the press, or in his small office adjoining the main press room. As superintendent, Mr. Beard likes the atmosphere and gets along very well with the printers and students working with the Oregon press. He says that in spite of a few "rough spots" at the first of the year, the press and the student editors' relationship is "tops." "After all," he stresses, "the press is just as interested in putting out the Emerald as the students are. It's our paper too!"

The trials of a college press press are nothing new to Mr. Beard, who accepted the post vacated by Mr. Robert C. Hall last June. He has been in the printing business since 1917, and in that time his experi-

ence has been with college presses almost exclusively.

Schools at which he has held positions include Drake, Des Moines university, and Iowa State college, at which he spent twelve years. Recently he held the position of superintendent of the University of Chicago's large press.

The Oregon university press is the smallest one with which he has worked, but is "the fastest growing one" he has seen. He sees, "a tremendous future, with nothing ahead but go," for the Oregon press. The press, which in cooperation with the smaller Oregon State college press does all of the printing for the state system of higher education, has been almost doubled in capacity over last year, Mr. Beard says.

Spending his first winter on the west coast, with his wife and family of a teen-age son and daughter, Mr. Beard is impressed. Neither the cold weather nor the housing situation seem to phase him, as they have many native Webfoots. The University has provided him with one of those dandy little pre-

fabs on Agate street, and, "the weather," he says, "is better than the rain we were warned of." Western people are more democratic than those in the central states, Mr. Beard, a native of Iowa, believes. He finds that here no one notices that he lives in a pre-fab. Back there it would have been considered a disgrace.

He and his family have crossed Oregon two different ways, "exploring" as Mr. Beard puts it. With these and the local surroundings in mind, he has come to the conclusion that, "Oregon is the most beautiful place on earth—I wouldn't leave for anything!"

Planes Thrown

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weather eased the threat of major floods.

In southeastern Montana aerial searchers reported spotting a herd of 5,300 cattle standing in deep snow and apparently unable to move on the Tongue River Indian reservation.

Pilot John Lynch said after a two-hour flight over the 200,000

acre range that no downed cattle were visible but those standing in little groups apparently had not been able to move "for many hours."

Thirteen Michigan communities were without power and 21 were left without long distance telephone service. Drifting snow threatened to close some secondary roads.

A halt in recent steady rains and a forecast of colder weather relieved flood fears along the swollen Ohio river in the Cincinnati area. Downstream in southern Illinois, however, where 1,000 were made homeless by overflowing Ohio river tributaries, the situation still was serious.

California Still Cold

Cold weather also continued in the northern Pacific states. Rain fell in New England. Seasonable temperatures prevailed generally in the southwest and Gulf states.

Congress is working on plans to boost by another \$3,000,000 the current fund available for relief in 10 western states. The senate authorized these additional funds Thursday. However, house action on the senate authorization must wait until Monday for formal consideration.



*Every child needs
two parents*

Cancer kills more mothers of school age children than any other disease

● Once, not too long ago—Mom heard her prayers at night, dressed her in the morning and got her off to school. . . . But Mom went away and didn't come back.

No home is safe from cancer. Last year cancer killed more mothers of growing families than any other disease. Tragic—but even more tragic is the fact that many of these deaths need never have happened.

Many of the mothers who now die could be cured—IF they learned to recognize cancer's symptoms and seek medical advice immediately—IF sufficient money can be found for the cancer research needed to discover the causes of the disease, to perfect its treatment.

The American Cancer Society, through its program of public education and medical research, is dedicated to the conquest of cancer. Will you help?

Give to the American Cancer Society GIVE TODAY—GIVE MORE THAN BEFORE

