

AUTO LICENSE OFFICE READY

Task of Moving 55 Tons of Equipment Faced in Present Week

By J. P. PRESCOTT FORTY-FIVE tons of filing cases will be moved from the Ferry street offices when the state automobile license bureau moves to its new quarters on Twelfth street opposite the supreme court building this week.

Two and a half tons of paper were used in printing the applications for license for 1928 and the weight of paper used in the last three years has averaged more than two tons.

License Plates Ready The first consignment of 1929 plates have been received and are already stored in the new quarters.

Car Record Complete Cars may be traced by any of three clues through the files now in use.

The reporting of plate numbers alone, after an accident, causes the greatest use of the files for reference, but this use is taken from the central office to a great extent by numerical lists in the possession of all municipal chiefs.

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Only by personally sitting behind the wheel and driving an automobile can the motorist acquaint himself with the special performance features that characterize that particular automobile.

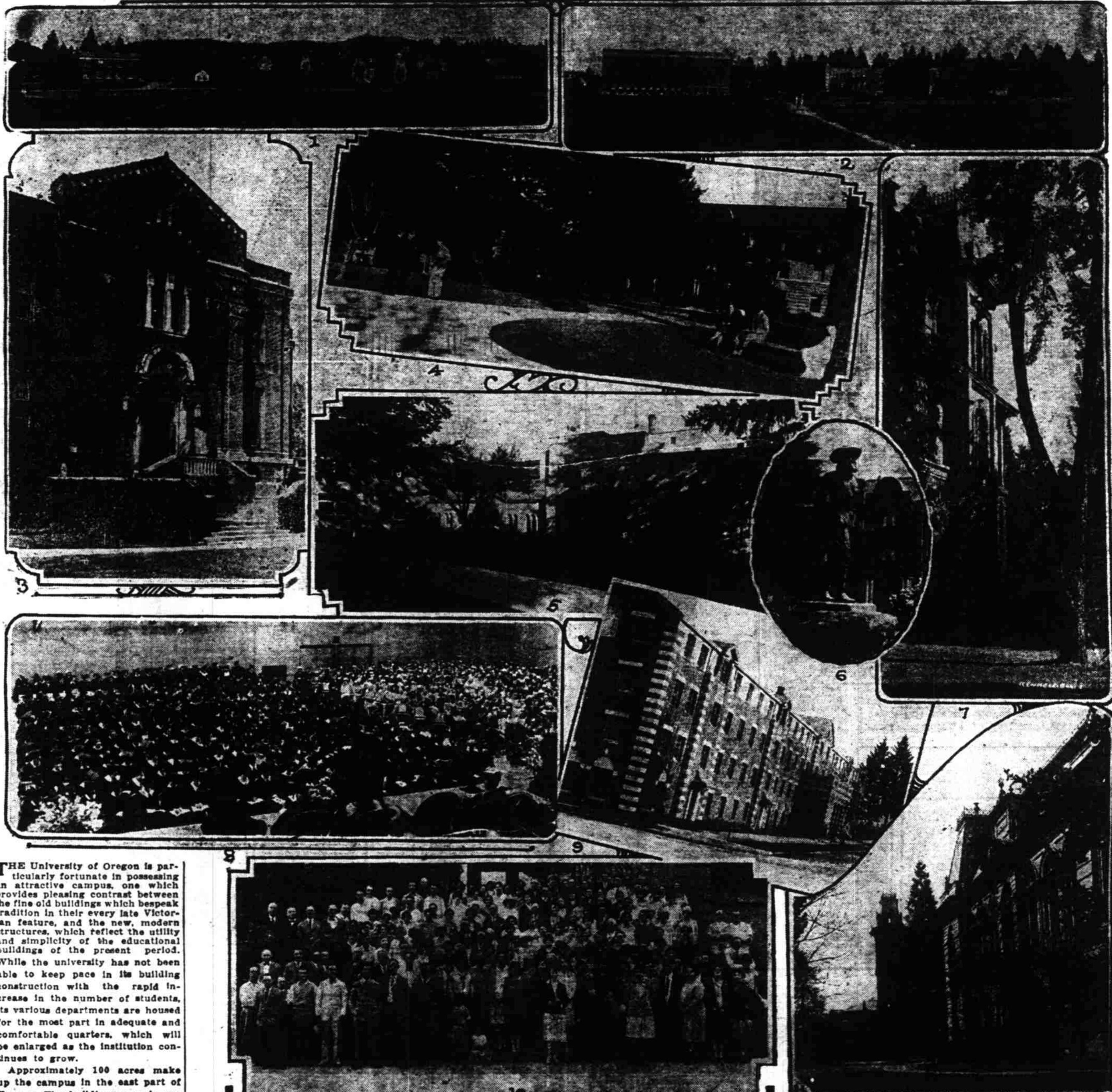
Many people buy automobiles," he continued, "because they have received special demonstration rides, with others at the wheel, in prepared demonstrators that deliver exceptional power and speed, only to find themselves disappointed in the performance of the automobile that is delivered to them.

Good Sales Reported—Hugh Maden returning from a visit to the Nash branch in Portland, reports records show good sales throughout the state.

Biddy in Portland—A business trip to Portland was made by Biddy Bishop of Capital Motors last week.

THE UNIVERSITY OF OREGON

Attractive Campus Views and Glimpses of Student Groups



THE University of Oregon is particularly fortunate in possessing an attractive campus, one which provides pleasing contrast between the fine old buildings which bespeak tradition in their every late Victorian feature, and the new, modern structures, which reflect the utility and simplicity of the educational buildings of the present period.

Approximately 100 acres make up the campus in the east part of Eugene. The buildings now in use are the Architecture and Allied arts buildings, Commerce Hall, Condon Hall, Deady Hall, the education and adjoining university high school buildings, halls of residence, including Friendly, Hendricks, Mary Spiller, Susan Campbell Hall, Thacher cottage, and the new men's dormitory, household arts and extension building, Johnson hall, Journalism building, library hall, McClure hall, McArthur court, men's gymnasium, Woman's building, Sociology building, Oregon hall, university press building, music building, power house, R. O. T. C. barracks, and Villard hall.

- 1.—Group of newer buildings on University of Oregon campus. At left is the Administration building, and at the right two women's dormitories, Hendricks hall and Susan Campbell hall, and the Woman's building, in which are Alumni hall and the girls' gymnasium.
2.—The new science building, at left, the commerce building and the university library. The science building also houses the reserve section of the library, due to lack of space in the old library structure.
3.—Entrance to Oregon hall, in which is the Oregon School of Law.
4.—A campus scene, showing the famous "senior bench" on which none but seniors may rest.
5.—The Art building, one of the most attractive structures on the campus.
6.—The Pioneer, famous statue by A. Phimister Proctor. This stands in the center of the campus, and depicts the pioneer spirit of the West.
7.—Deady hall, the first building to be erected on the campus, and for many years the home of a high school and departments of the university.
8.—Graduating class at University, June, 1928.
9.—New men's dormitory at University, occupied for first time this year. This structure, one of the most modern dormitories in the United States, provides comfortable living quarters for 275 men.
10.—Group of summer school students, 1928 term. Summer school has come to be an important part of the university and attracts students from all over the United States.
11.—Villard hall, the second building of the university, and Deady hall in the background.

SALES RECORD BROKEN BY '400'

September Total 6176 Cars Over Number for Same Month of 1927

KENOSHA, Wis., Oct. 13.—(Special)—The month of September marked up another significant production and sales record for The Nash Motors company, with a total of 20,606 of the increasingly popular "400" series cars placed in the hands of new Nash owners.

The record, according to official figures revealed today by the Nash sales department, is 6,176 cars over and above the number manufactured and shipped during the best previous September in Nash history, and an increase of 8,007 cars over September a year ago.

Total Figures Large The September achievement brings the total of new "400" series manufactured and shipped to 74,913.

"Ever since the first showing of the new Nash series in June, international demand has brought a continuous procession of new industrial and sales records for the Nash Motors company," C. H. Bliss, sales manager said in commenting on this period of his company's biggest success. "In July the motoring public absorbed 17,884 of the '400's'—nearly 3,000 cars more than the number produced and marketed in the best previous July in our annals. August saw more than 22,500 of the new cars marketed—an increase of more than 4,000 over last year's peak and exactly 4,498 more cars than the best previous August in Nash history. Now business in September with but 21 1/2 working days to create the record has brought us an increase of 63 per cent over the month last year and of 42 per cent over the peak of September on our books.

Many Orders Received "Orders already received for the current month of October show that it will also be a record breaking month.

"To meet this greatest demand ever experienced by the Nash interests, manufacturing schedules have been steadily increased, commensurate with the high quality of workmanship which is the foundation of Nash success, until production has reached a new high level of more than 1,000 cars daily. The carefully planned and skillfully executed expansion program, which makes this achievement possible, may be expected now to adequately meet our record demand."

THREE NEW COACH MODELS OFFERED

Advanced ideas in motor coach design are represented in the announcement of new models by Graham Brothers, the motor coach division of Dodge Brothers corporation, featuring many improvements in appearance, comfort, seating arrangement, motive power and operating safety. Exhaustive road tests and engineering experiments have proven the coaches fitted for the most economical and dependable service.

The new models are designed as the street car coach seating 21 passengers, a parlor coach seating 16 passengers, and a club car coach seating 12 passengers. All units are powered with a heavy duty type of six cylinder engine with four speed transmission. Controlling this speed are four wheel hydraulic internal expanding brakes, insuring safety in operation. A hand brake operates on the propeller shaft. Roominess and maximum vision are afforded in body construction. Beauty in color and general appearance has been emphasized on all models, the street car coach being finished in cream, maroon and gray, and the two other types in cream, brown and yellow. Interior appointments and seating arrangement of all models represent the latest improvements in motor coach design. Safety and comfort of the passengers have been considered in every detail. The heating system is of the fan blower type, with three ventilators in the roof and another in the cowl. Adequate illumination is furnished by six 21-candle power lights of flush type.

Heard Along Auto Row

Packard Agency Here—John Krog, wholesale manager of the Packard Service and Sales, is supervising the Packard agency on South Commercial street.

Good Sales Reported—Hugh Maden returning from a visit to the Nash branch in Portland, reports records show good sales throughout the state.

Biddy in Portland—A business trip to Portland was made by Biddy Bishop of Capital Motors last week.

McKay in Rose City—The meeting of all Chevrolet dealers in this district was attended by Doug McKay. The factory calls the meeting at regular intervals to demonstrate the latest "wrinkle" in service.

Lebanon Dealer Here—Vern Reeves, Hudson-Essex representative in Lebanon was a recent visitor at the State Motors.

Fruit Jar Helps Sales—A two quart fruit jar filled with nickels, dimes and pennies is the latest idea at McKays to stimulate sales. At the sales meeting each morning salesmen who have made a new car sale the day before shake coins from the jar into one hand till they drop one. The first one dropped goes back into the jar and no more are taken out. The salesmen like the idea better than a bonus or additional commission.

Bartlett With Packard—The salesroom of the Packard agency here is under the direction of King Bartlett. Three jobs are on display at the local branch which covers Marion, Polk, Benton and Linn counties.

Silverton Man Here—Frod Cavender, Hudson-Essex dealer in Silverton was a visitor at the State Motors late in the week.

Corvallis Man Here—Ed Brands Chevrolet dealer in Corvallis, made a visit to Salem late in the week, stopping at McKay's.

Visiting in Portland—Kirk Wright of McKay's staff is visiting in Portland over the weekend.

Wilson Out of Town—Ken Williams was in Portland Saturday in the interests of the Buick business.

A-B Manager Away—A business trip to Portland was made by M. F. Swift, manager of the local Alfred-Billingsley branch.

Billboard Plague Denounced Again

"Beyond the billboards lies America," is an epigram that has as much meaning in the United States as Napoleon's terse statement: "Beyond the Alps lies Italy," according to the American Motorist, official publication of the American Automobile Association.

It says: "Beyond the Alps lies Italy!" Such, as every schoolboy knows, was the terse, epigrammatic sentence thundered by Napoleon to his army before he marched over the Great St. Bernard to win an overwhelming victory at the Battle of Marengo. Now comes a wit with an equally terse epigram: "Beyond the billboards lies America." There is much truth and food for thought in this epigram. Public sentiment is steadily mobilizing behind the movement to keep the 'open road' actually open. Only recently, the Supreme Court of the State of Kansas upheld the law prohibiting all signs except road markers on the right-of-way of highways. Georgia immediately clamped a ban on advertising signs along its roads. Does it mean that the Marengo of the billboards is not so far away?

The world owes much to chemistry, including these chemical blondes.

WILLYS-OVERLAND PRESIDENT RETURNS

John N. Willys, president of Willys-Overland, was among the arrivals on the Leviathan recently, returning from an extended trip in Europe where he had been in close touch with motor car developments. He reports Willys-Overland Crossley Co. at Stockport, England busy on the largest schedule of deliveries of Willyet and Willys-Knight cars in its history, and says that the assembly plant which was opened at Berlin about a year ago is now running at maximum capacity. The presidential election, the peace plan proposed by Secretary Kellogg, and the American-built motor car are the three principal subjects of discussion in Europe at this time.