

OUTLOOK IN AUTO BUSINESS IS FINE, LARAWAY INFORMED

Conditions in the automobile business look mighty favorable for the best year since pre-war days. That, at least, is the firm belief of Edward E. Cohen of the Oldsmobile company of Oregon in a letter to Ralph Laraway, Lane county agent for the Olds. He bases his conclusions in shrewd observation and positive evidence.

One of the best signs Mr. Cohen sees is the demand already apparent for automobiles. It is much better than in 1922. As an example the Oldsmobile company sold as many cars in Oregon last month alone as it did in both January and February of 1922.

"We ordered 50 additional cars from the factory to take care of our orders," said Mr. Cohen, "and with the automobile show to increase the interest this month, we'll have to have as many more."

"Another important index is the improved demand through the territory. It is better than in many seasons. I returned a week ago from a trip through western Oregon and was surprised at the evidence of good times. The winter wheat outlook is good and dealers are ordering cars."

"Lumber has come back when the lumber industry is good, Oregon always is in good shape."

"Still, another sign is the almost certain prospect that cars will advance soon in price. First evidence of a rising market for automobiles was the announcement the other day that all models of the Locomobile, a high priced car, would advance \$2000."

"Almost coincidentally with that we received instructions from the Oldsmobile factory at Lansing, Mich., not to book orders for future delivery at present prices. That isn't quite an announcement that prices will advance, but it certainly is the next thing to it."

"The automobile show in Eugene this week will stimulate interest greatly, though as I have said the demand now is much better than usual in the winter months, which are a dull season. Take it all in all, I look for a big year for the industry."

STARTING MOTORS MAY BE STANDARD

Tentative specifications for four electric starting motors were agreed upon by the standardization committee of the Automotive Electric Association at its regular meeting in New York recently. This organization is composed of manufacturers of starting, lighting, and ignition equipment. The standardization of starting motors constitutes the second step in the broad standardization program of this association, and is the initial step in standardization of a set of electric generators, according to Automotive Industries.

Chairman Joseph Blum of the standardization committee wishes it to be expressly understood that these four starting motor specifications are tentative, as were the electric generator specifications recently developed.

The four starting motors are intended to serve the entire passenger car field and truck engines of corresponding piston displacement. The suggested specifications are as brief as can be made and are intended to enable the buyer readily to select equipment by performance.

These specifications are given along two lines: First, the stalled torque, and second, the horse power at a speed of 400 r. p. m., which is supposed to give the minimum speed at which satisfactory starting can be obtained in cold weather. It is thought that if the starting motor meets these two requirements it will fulfill all other demands that can be made upon it.

It should not be concluded that No. 1 starting motor of necessity goes with No. 1 generator, which comprises an electric installation on a gasoline engine, as the starting motors are selected according to the torque requirements of the gasoline engine. These are governed largely by piston displacement, whereas the electric generators are selected to the r. p. m. at which they deliver the required electric output.

STANDARD TO BUILD

Pittsburgh, Pa., Feb. 21.—A new Standard Motor Car company has been organized under Delaware charter to take over the Standard Motor Car company of Pittsburgh, a Pennsylvania corporation that has manufactured and sold Standard eight motor cars.

The latter corporation was subsidiary to the Standard Steel Car company, which parent company has now disposed of its entire automotive interests to the recently formed corporation, headed by Don C. McCord as president.

In addition to the present eight-cylinder Standard the company engineers are developing a substantial four-cylinder car that will be priced to justify a broad extension of the existing Standard distributing organization.

"Twenty-five years hence, the present automobile will doubtless be a curiosity," says Charles W. Nash. "There will always be motor cars, but there will also be development in them, so long as man is possessed of the progressive instinct."

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Pacific Conservatory of Music, 731 Willamette St. Violin, piano, cello and wind instruments taught.

PACIFIC COAST IS GREATEST MOTORING SECTION IN AMERICA

"Westward the course of empire takes its way."

Statistics prove that the Pacific coast region is the greatest automobile using section of the United States. Each successive year the official registration figures still further open the eyes of manufacturers to the motor car selling possibilities of this far west section of Uncle Sam's domain.

Seven Pacific coast states embracing only 6.4 per cent of the country's population take over ten per cent of the entire output of its automobile factories. No matter what business conditions have prevailed elsewhere in the United States, there has been invariably a progressive gain in motor car registration in the seven states. In Arizona, California, Idaho, Nevada, Oregon, Utah and Washington, for instance, they trebled in five years, jumping from 357,517 in 1916 to 1,106,474 in 1921.

Though some 1922 registration statistics came to hand after its completion, the figures in the following table will serve to demonstrate Pacific coast automobile progress and supremacy.

States	Registration in 1921	Population in 1920	Cars in use per 1,000 Population
Arizona	35,049	334,162	104
California	663,261	3,420,861	193
Idaho	53,294	431,896	118
Nevada	10,800	77,407	139
Oregon	118,065	783,889	150
Utah	42,616	449,246	94
Washington	185,359	1,356,621	136

Seven Pacific states 1,106,474
Forty-one other states 9,417,921
Entire United States 10,524,395

Figures for last year show that California leads the entire country with 663,261 passenger cars registered. This is a gain of 140,449 or 21 per cent over 1921. This raises the number of passenger cars in use in the Golden State per 1,000 of population, on basis of the 1920 census figures, to 234.

The total number of motor cars and trucks registered in the United States in 1922 totaled 12,357,376, a gain of 1,834,981 over 1921, an increase of 17.4 per cent.

In making these statements and presenting these figures, John C. Wetmore, a veteran eastern automobile editor of a quarter of a century's experience in writing about motor cars, who has come from New York to reside in sun-set land and has established a Pacific coast motor news bureau, says:

"En route to my present home I devoted several weeks to a hasty survey of the condition of the sport and industry on the Pacific coast through calls on automobile editors and distributors in Salt Lake city, Seattle, Portland, San Francisco and Los Angeles."

"What most impressed me was the marvelous resources of this region and the certainty of steady and wonderfully rapid growth in population each year."

"Each state I visited seemed to have in itself wealth far outstripping its present population. Utah's mines and ranches; Washington's shipping, apples and great 'inland empire'; and Oregon's lumber, fruits and farm lands were a revelation to me. I could see that California did not depend on tourists since from its own soil it produces untold wealth in fruit, oils and minerals, to say nothing of its being a great gateway for trans-Pacific commerce."

"In a word, I fully realized how great an attraction was its climate and scenery to tourists and how boundless were its resources and business opportunities to permanent settlers."

"I could understand the reason for the big investments I saw in spacious and magnificent motor car merchandising establishments and why automobile manufacturers so generally have their eyes on the big, growing and all-the-year auto buying in this land of sunshine."

Local Firm Makes Record; Leads All State In Sales.

When B. F. Goodpasture's hustling crew of Chevrolet salesmen tried to sell everyone in Lane County a "Chev" for a Christmas present, they didn't quite attain that goal but they broke a record in the number of December sales.

Word has just been received from the factory that the local establishment led all Oregon in the percentage of sales above quota in the month of December. Goodpasture's sales artists sold per cent of their quota, or almost three times as many as they were expected to.

BUS LINE BUSY

The union stage depot for motor bus lines is operated in Los Angeles, Cal., where more than 3,000,000 passengers are handled annually.

ORDER EVERY SIX MINUTES

Willis-Overland and its home city, Toledo, combined to break all sales records for automobile shows in the last Toledo dealers' show. In the four hours—from seven until eleven o'clock—of the opening night, forty bona fide retail orders with deposits were received, or one order every six minutes. During the entire week there were 115 orders entered for Overland and Willis-Knight cars which stands as a top figure for any Toledo show.

NEW BUICK SPORT REAL CLASSY CAR; MAROON IN COLOR

B. F. Goodpasture, who handles the Buick in this territory, may not be able to have on display at the auto show one of the Buick sport models because they are such fast sellers. Anyway, he is going to try.

The new model has everything commonly associated with types of its character, with plenty of nickel to adorn its red body. Its nickelled parts include the radiator, windshield wiper, transmission control, emergency brake lever, running board guards, deck rails, hood fasteners, running board binding and binding for the blank top.

It has a head and cowling lamp, beveled plate glass adjustable windshield wiper with very accessible adjusting nuts on inside of post. An adjustable rear vision mirror is also standard equipment. There is a ventilator in the top of the cowling, adjustable from the instrument board, which also carries a white face speedometer, oil gauge, ammeter and combination switch. There is also a ventilator control. The steering wheel is walnut and so is the control lever and horn button.

The trimming is special leather to match the body. There are liberal storage facilities, including pockets in each door, one of which is used for side curtains, large compartment in the rear deck with flush-type door provided with a lock.

Other features that round out the new model—"model 59"—is designated—are removable toe and floor carpets, spare wheel carrier, right-hand gasoline tank filler, beveled glass back curtain light, waterproof side curtains with clear-vision windows and signal pocket.

The wheel base is 100 inches. Regular wheels are food, with Hook wire or Turac-disc optional.

Land Purchased For Sacramento Track

Chances look bright for Sacramento being added to California's racing circuit this spring. The scheme, which has been under way for over a year, is assured of realization by the announcement that 250 acres of land on the California Traction company line, south of Colton, Ariz., had been secured for the speedway and that it was expected that work would begin in the immediate future. It is hoped to have the track in condition for the opening meet by the last of April or first of May.

ALWAYS PROVIDE WARNING

Never come out of nor enter an alley, stable, garage, "gas" station, parking yard or driveway except very slowly and giving warning, especially if a sidewalk is to be crossed.

IGNITION WIRE CONNECTIONS
To insure a firm contact and prevent wires breaking off, every ignition wire should have a terminal soldered at each end. If the terminal breaks off, be very careful in fastening wires, as a single strand of wire touching another metal part may ground the current, thus preventing the ignition system from working or ruining the storage battery.

Insure with Henry Tromp, 33 West 9th.

Violins Loaned Free to Beginners.
Pacific Conservatory of Music, 731 Willamette St. Violin, piano, cello and wind instruments taught.



Will See You at the Show

I believe that the most interesting announcement we can make to you who will visit our exhibit at the Automobile Show is, "that the automobile you see is the automobile you buy—it's a proven 1923 model."

1923 CHEVROLET PRICES Delivered In Eugene.

"Superior" Touring	\$663.00
"Superior" Roadster	\$642.00
"Superior" Utility Coupe	\$877.00
"Superior" Sedanette	\$1055.00
"Superior" Sedan	\$1065.00
"Superior" Delivery	\$627.00
"Superior" Commercial Chassis	\$546.00
"G" Truck Chassis	\$787.00
"G" Truck Chassis, with Ex. Body	\$900.45
"G" Truck Chassis complete	\$968.90

1923 BUICK PRICES Delivered In Eugene.

Four-Cylinder Models	
Model	
23-34 Roadster, 2-pass.	\$1050.00
23-35 Touring, 5-pass.	\$1075.00
23-36 Coupe, 3-pass.	\$1415.00
23-37 Sedan, 5-pass.	\$1655.00
23-38 Touring Sedan, 5-pass.	\$1570.00
Six-Cylinder Models	
Model	
23-41 Touring Sedan, 5-pass.	\$2240.00
23-44 Roadster, 2-pass.	\$1400.00
23-45 Touring, 5-pass.	\$1425.00
23-47 Sedan, 5-pass.	\$2300.00
23-48 Coupe, 4-pass.	\$2210.00
23-49 Touring, 7-pass.	\$1690.00
23-50 Sedan, 7-pass.	\$2525.00
23-54 Sport Roadster, 3-pass.	\$1890.00
23-55 Sport Touring, 5-pass.	\$1945.00

Above prices include cord tires and war tax.

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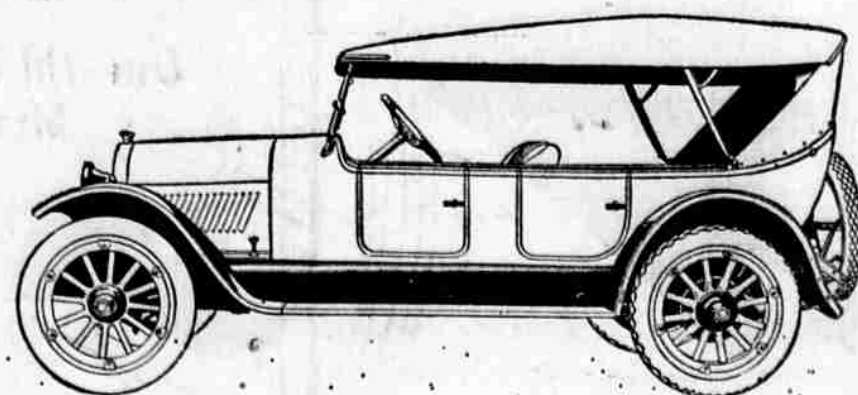
Oldsmobile wins by comparison

A Division of the General Motors Co., entering its 25th Year.

Price at Eugene
\$1165

Ralph Laraway

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