

DEMAND FOR STAR CAR KEEPS EUGENE DEALERS HOPPING

The demand for the new Star car has been a revelation in the automobile industry all over the country and Eugene has been no exception. Since the first car was rolled onto the show room floor of the Lane County Auto company early in the month, the proprietors, Clyde Fisk and Earl Fopda, have been busy explaining its new striking features and writing orders. Four cars were sold Saturday and Sunday. It is evident that the new Star owner is getting the most out of this popular-priced machine. The number of cars found only on the more expensive cars, sold in Eugene will be increased by the success the dealers have in getting them from the rushing factories.

The Star Motor Car company's factory at Oakland turned out 2200 Stars last month and the sales department sold many more. Not a single Star was kept on hand more than long enough to service it for transit to a dealer. The company this month will make 2600 cars and by May 1 the program contemplates turning out at the Oakland factory 4000 Stars.

The organization, from the factory down through the dealer organization up to the coast and as far north as Alaska, is working on a definite business basis; making cars, selling cars and giving service on a real business basis; merchandising machines on a businesslike basis. This was given in a terse message to Oregon Star and straight dealers by Forest Arnold, assistant sales manager of the Star Motor company of California, who came to Eugene to attend the auto show and to get in close personal touch with the dealers. This is but the first of a series of such trips by Mr. Arnold and other heads of the company.

Starting less than four months ago with a production of 200 cars a month, the company has accomplished with the sales and this working under the handicap of meager facilities occasioned by the rapid growth of demand, Arnold said. He declared with a swell of pride that out of the 4000 cars sold the total parts replacements so far were only about \$2900.

1923 STUDEBAKER LIGHT-SIX TOURING CAR IS MAGNETIC

Auto show visitors at the armory will be treated to a genuine surprise in the 1923 series Studebaker Light Six touring car. Its many striking new features have made it a magnet for admiring crowds wherever it has appeared this year.

One of the most striking advances of the new Light Six is its new type and design of body, which is greater in length and of all-steel construction, even to the framework. This new body gives the car its beauty and distinctiveness, while at the same time there is greater durability and comfort as well. The lower edge of a depressed belt which extends around the body and is carried through the hood and radiator further sets off the attractive body lines.

The new one-piece, rain-proof windshield gives clear and unobstructed view to the driver and is a quality feature associated heretofore with cars of much higher price. Cowl lights in the corners of the windshield base further enhance attractiveness and finished appearance that characterizes the car.

Another convenience is the new type quick-action cowl ventilator, which is regulated by pulling up or down on a handy lever that extends below the center of the instrument board. The storm curtains, which open with the doors, are closer fitting because the edges are bound on three sides by steel rods.

The wheelbase is 112 inches. The built-in thief-proof transmission lock reduces the theft insurance cost to Light Six owners from 15 to 20 per cent.

The lines of the Gypsy top are in harmony with the body. The one-piece rear curtain has a large rectangular window. Tires are 31x4 inches and non-skid on all wheels. Ten-inch deep seat cushions are upholstered in genuine leather.

The chassis of the 1923 series Light Six remains unchanged in general design. The six-cylinder, 40 horsepower motor, 3.1-8x4.1-2 inches, is suspended at three points, and is of an improved I-head type with inclined valves, cylinders cast in one integral with the upper half of the crankcase, detachable cylinder head, and completely machined combustion chambers.

The crankshaft and crankshaft bearings are unusually large. The crankshaft is in exact balance at all speeds. Connecting rods are of the two-bolt type and 10 inches long—an unusual length for a 4 1/2 inch stroke. The crankshaft and connecting rods are machined on all surfaces, a practice found in no other moderate priced car yet produced. This insures exact balance and uniform weight of revolving and rotating parts, and results in a remarkable smoothness, quietness of operation, and freedom from vibration at all speeds.

Valves are inclined toward the center of the cylinder at an angle of 20 degrees. This aids the free passage of gases and from the cylinders, making possible a more compact and symmetrical combustion chamber and in addition rendering the whole valve operating mechanism more accessible. The valve mechanism consists of a bell-crank lever with roller contact to the cam, and with adjusting screw to the valve stem. The bell-crank lever gives a maximum valve lift from a minimum cam lift and insures quicker opening and better timing.

The camshaft on the left side of the engine and the accessory shaft on the right are driven from the crankshaft at the front end by a silent chain.

Other features of design are the thermostatically controlled cooling system; positive lubrication system; mounting of engine accessories on a single base, with automatic lubrication by the engine splash; single plate dry disc clutch; intermediate transmission; improved semi-floating rear axle with strong, light, pressed steel housing of one piece; Hotchkiss drive through the rear springs without torque arms or radius rods, and deep strong chassis frame narrow at the front.

BIG FORD ASSEMBLY PLANT TO RISE IN L. A.

Los Angeles, Cal., Feb. 21.—Los Angeles which consumes more automobiles per capita than any other city in the United States, is to have a class A Ford assembly plant second to none west of Chicago. This is the latest information revealed by B. E. Graves, western district supervisor of the Ford company.

Graves announced that plans had been prepared and bids will be called for in a few days for a two story addition to the present plant at the corner of Seventh street and Santa Fe avenue.

The extension will mean an addition of 90,000 square feet of floor space, making the local plant the largest in this respect of any factory on the Pacific coast devoted to the output of a single product.

The dimensions of the new building are 132 by 341, giving the forthcoming Ford home a frontage of 540 feet on Santa Fe avenue—the depth of the entire block. The present building runs back 190 feet and is 121 feet wide. In addition there will be a 340-foot bridge on the railroad tracks, enabling the company to handle 13 freight cars at the side of the building. Only four cars can be taken care of with the present facilities.

Three hundred and fifty new workers will be needed to supplement the present force of 650, Graves estimating that it will take at least this number to keep Ford production in Los Angeles at the top notch.

Under the new schedule between 240 and 300 cars a day will be assembled here. All the runabout, touring, coupe and sedan bodies for Los Angeles territory will be manufactured here, as well as coupes and sedan bodies for the San Francisco plant.

Enameling ovens to handle this tremendous output of cars are to be provided, as well as enameling ovens to take out fenders and dust shields at the rate of 300 per day.

American-Made Four Wins European Race

Lansing, Mich., Feb. 20.—Another triumph overseas for American-built automobiles is marked by the winning of the Brussels-Ostend, Belgium, Grand Touring contest in the 4.5 litre class by a standard Oldsmobile four-cylinder touring car.

According to a cable just received by the Olds Motor works, the car driven by Cassiers, defeated the Austin-Daimler, Packard, Chenard-Walcker, Matalburgi and other well known cars. The Olds not only led the field in the 4.5 litre class, but made faster time than all other cars in all other classes.

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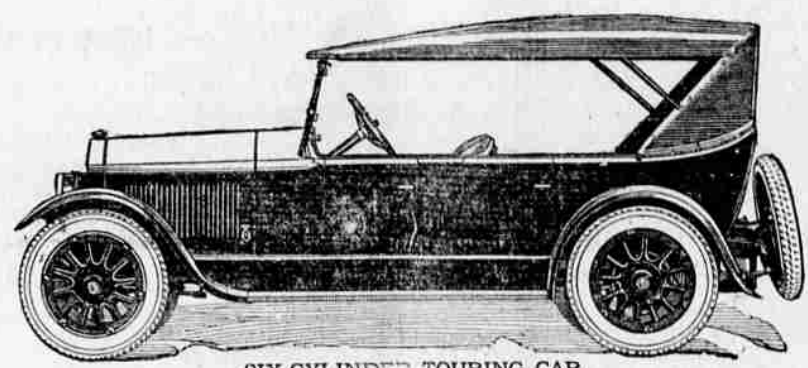


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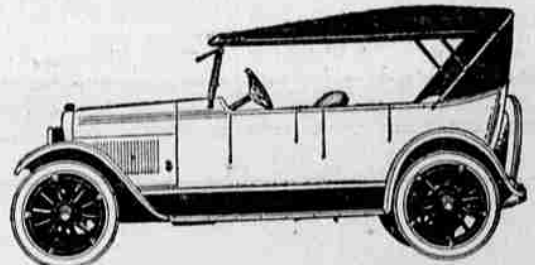
SIX-CYLINDER TOURING CAR
Price Delivered in Eugene \$1925.00.

You can find plenty of reasons for owning a Durant or Star after you have ridden in one.



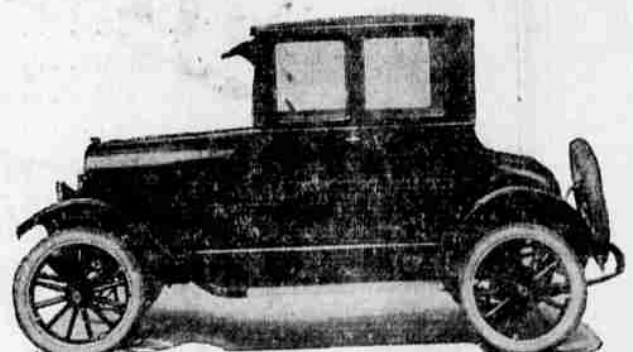
THE STAR CAR

The Star Cars have all Timken bearings and Timken axles, Disc clutch and Red Seal Continental Motor, and are the lowest priced car made of standard units.

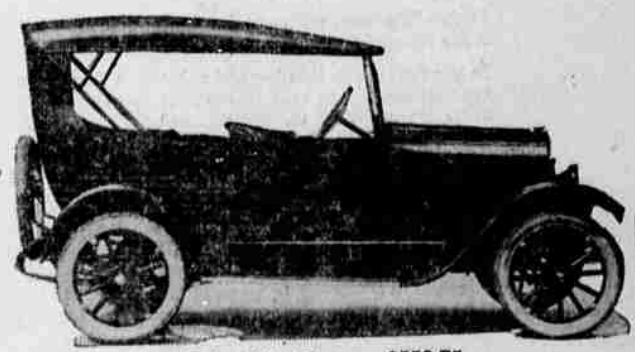


Price Delivered in Eugene \$1085.00.

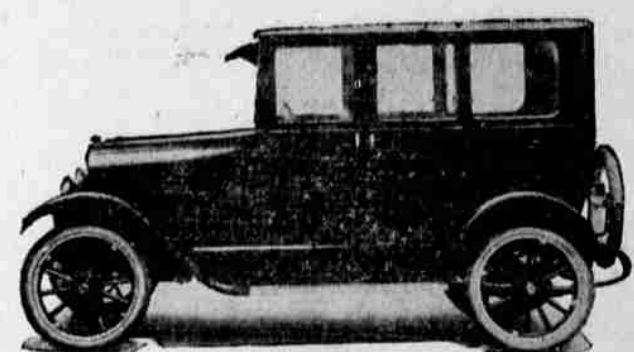
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