

BIG AUTO MARKET AHEAD, EDESEL FORD, SAYS IN INTERVIEW

Detroit, Mich., Feb. 20.—"The demand for automobiles during 1922 will be greater than during any other year in the history of the motor car industry," this statement made by Edsel B. Ford, president of the Ford Motor company, is based upon an analysis recently made in connection with the sales of Ford and Lincoln motor cars.

"The demand," he explained, "is coming from a more concentrated sales effort on the part of manufacturers and dealers. Even with all the cars now running, there are hundreds of thousands of potential owners in all parts of the country who have yet to buy their first car."

"Many dealers and manufacturers have been content to skim the cream off the top of the market, and now are engaged in the business of trading rather than in the development of new car owners."

"But the change is on the way. We have sensed it for months at the Ford Motor company, both as it relates to Lincoln cars and to Fords."

"The total volume of prospective owners are looking for their automobiles and the selling organization that is properly organized is planning to carry the story to them."

"When I say that the demand for cars during the year will be greater than ever before I speak from facts compiled in an exhaustive study of car purchasing conditions throughout the entire country. The last two months, ordinarily termed months of low purchasing, have seen steadily increasing rather than diminishing orders, not from any one section but from all parts of the country."

"Seasonal buying is on the decline. There have been too many times when the car buyer could not get delivery because he waited in placing his order to warrant any further continuance of this disappointment-inviting condition."

"No ordering cars is evening up. The automobile in this country is looked upon as a staple product, such like clothes or food. It is a necessity in modern methods of living. For this reason there is a large and virgin field of sales which is opening up to the dealer who is alive to the facts governing the case."

SPORT OLDS MAKES HILL IN HIGH GEAR

An Oldsmobile four-cylinder semi-sport model, with its gear shift locked in high, has broken all records in a run from Sacramento, Cal., to Reno, Nev., by negotiating the Slippery Ford hill, a feat always considered impossible by leading automobile dealers on the Pacific coast.

The car was a stock chassis and not doctored in any way, it is said, and was taken directly from the showrooms of J. W. Leavitt and company, San Francisco, distributors, the gear shifting handle removed and the transmission sealed in the presence of witnesses.

The feat was considered so remarkable that San Francisco automobile dealers refused to believe the test until documentary evidence was produced that it had really been accomplished. In the car was J. W. Barnes, of Sacramento, manager of the J. W. Leavitt company; Bill Cooper, an automobile race driver, who holds an A. A. license, Georgia driver, a Sacramento artist and R. F. Becker, press representative.

The Slippery Ford hill is noted along the Pacific coast for its extremely sharp pitch and it is more than a mile in length. Added to the ordinary grade difficulties the hill has two hairpin turns at which most drivers have to shift into second.

MILL RACE JUMP SHOWS WHAT DODGE SEDAN IS MADE OF

"The stuff that the new Dodge all-steel sedans are made of was demonstrated last Friday night when one of the cars driven by W. L. Tasley, a traveling salesman, slipped off the east approach of the Ninth avenue bridge over the mill race and rolled down to the water's edge," says F. M. Hathaway, of the Pacific Auto company, the local dealer. Mr. Hathaway took the machine out of the race for the owner and put it on display at his show rooms.

The car looked like a wreck Friday night as it laid on its side on the steep mill race bank. However, when the machine was put back on the street and a little mud scraped off it was found to be practically undamaged. The steering rod was bent and the windows and windshield broken but there was hardly a scratch on the body. The doors worked as well as before the accident and no one could find anything seriously wrong. The strength of the all-steel car was demonstrated.

"Dodge Brothers built their business sedan with an idea of giving the world a car common sense buyers would view as an investment," says Mr. Hathaway. "With this new all-steel car they have made a practical thing of an acknowledged luxury. They have placed the comfort, protection and dignity of the sedan within the range of practical usage."

"Dodge Brothers realized that a steel body for such a closed car was one of the first essentials, both from the standpoint of economy and utility. Once manufacturing obstacles were overcome, the steel body closed car could be put into quantity production, bringing down the cost to the plane of the average family and at the same time increasing the car's scope of operation. Steel would withstand the hardest everyday usage. It would lend itself much more ideally to the salesman's or to the farmer's requirements, for example, than the delicately finished de luxe Sedan. Instead of many coats of varnish applied slowly and painstakingly by hand, it would take a lustrous baked-on enamel just as this same enduring finish is applied by a highly perfected mechanical process to Dodge Brothers open cars."

MOST NEGLECTED
A repair man asked, "What is the most neglected part of a car?" answered, "It's the universal joint. Give it grease and it will serve you faithfully. Neglect it and your power drops to one-half or one quarter. And when it fails—good night!"

MAKING CAR ATTRACTIVE
Boiled linseed oil is good for removing spots from varnish and for polishing the body of a car.

POPULAR OVERLAND FOUR AMONG SNAPPY CARS AT AUTO SHOW

The "snappy" little Overland Four is meeting its biggest reception in Eugene this year in history, declare West & Sons the local dealers. Especially is the closed car demanding a great deal of attention in Eugene. Weather conditions here are making the closed car the all-year-around machine and the Overland is filling the bill.

The new model 91 being shown this season has many new and striking features. It has a higher radiator and hood than last year's models, is heavier constructed and stronger throughout. The lines are also longer than heretofore, giving it the snappy appearance. The reliable triplex springs are still a feature of the car.

A baked enamel finished body, drum type headlights, adjustable windshield and sun visor, all add to the appearance and superior service offered by the Overlands. The closed car is finished in velour and the workmanship and material are as good as the high-priced makes.

A new Willys-Knight coupe-sedan model, five-passenger car, the first to make its appearance here will be displayed at the auto show by West and Sons, local agents. A beautiful blue finished Willys-Knight touring car is also ready for those admirers of the well-known cars who will be at the auto show.

The Overland, like the other popular priced car factories is working to capacity this spring. Orders having been coming in so fast that the Overland factories will have to increase its output 115 cars a day to take care of orders now booked, the local agents have been notified.

CLOSED CAR COSTS BUT HUNDRED EXTRA

For not more than \$100 extra in the Hudson line one can buy a closed car, and have all closed car comforts. That's how popular the closed models are, and how some manufacturers are meeting the demand.

The Hudson coach is an entirely new closed body design. It brings all the utility one can get in any closed car and yet it costs but slightly more than the open models.

It is durable and comfortable. Thousands of owners are proud to drive the Coach.

Rubber Conference Is Called By Firestone
Washington, Feb. 21.—Harvey Firestone, Akron, Ohio, rubber goods manufacturer has called a conference of rubber manufacturers to determine how to combat the crude rubber restrictions recently imposed by the British government. The conference will be held February 27 and 28.

Firestone charged that American consumers are being forced to pay increased tolling scores of millions of dollars annually because of the export restrictions enforced by Britain.

SAFEST GRIP ON WHEEL
The safest grip on the wheel is with one hand above the other, one palm up and the other down. This grip provides the greatest leverage on the wheel with the least exertion.

DODGE BROTHERS BUSINESS SEDAN

Dodge Brothers, with equal aptness, could have named it the Family Sedan.

In the first place, it is big and roomy—a five-passenger car that will really seat five adults in comfort. There is no space wasted on superfluous adornments. Every inch of body and chassis is put to actual use.

There are no delicate cloth furnishings to be soiled by the children. The seats are upholstered in durable and attractive blue Spanish leather.

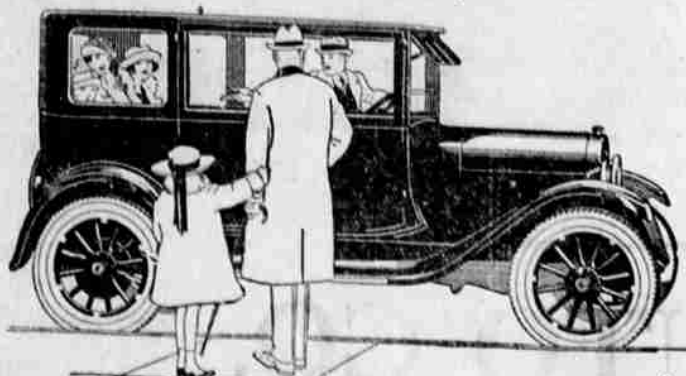
There is no sensitive varnish to be easily scratched or finger-spotted. The body is steel-built—a new principle in Sedan design—making it possible to finish the exterior in Dodge Brothers oven-baked enamel, the most durable finish known.

The rear seat furnishings come out—instantly converting the rear section into a spacious carrying compartment—handy for carrying trunks, boxes and household luggage of all sorts.

Children can romp and play to their hearts' content in this car, and when cleaning time comes, you can turn the hose on it—inside and out.

The price is \$1405 delivered Eugene

PACIFIC AUTO CO.,
F. M. Hathaway, Prop.



Patents Pending

Renewed Ford Department

THE UNIVERSAL CAR

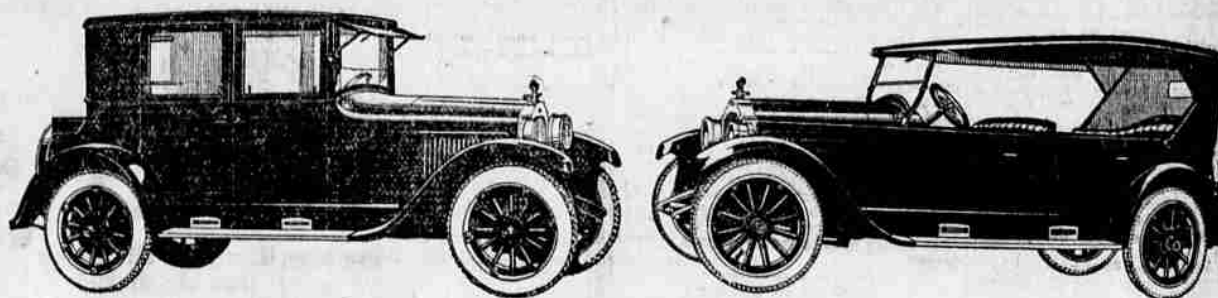
We have on hand at all times a large assortment of Renewed Fords, some slightly used, but all put in good running shape, at remarkably low prices. All models are represented, for business and pleasure.

Look Over This List of Bargains

1921 Ford Sedan	\$450
1921 Ford Coupe	\$450
1920 Ford Coupe	\$425
1922 Ford Touring	\$390
1922 Ford Touring, all-weather top	\$410
1921 Ford Roadster	\$275
1916 Ford Chassis	\$ 75
1921 Ford Truck	\$265

This is only a partial list of the Renewed Fords we have to offer you at such low prices, but it will give you an idea of what you may be able to get. Come in and let us show you and explain our method of renewing used cars and show you the benefits to be derived.

NOW IS THE TIME TO BUY YOUR FORD



Willys-Knight Prices

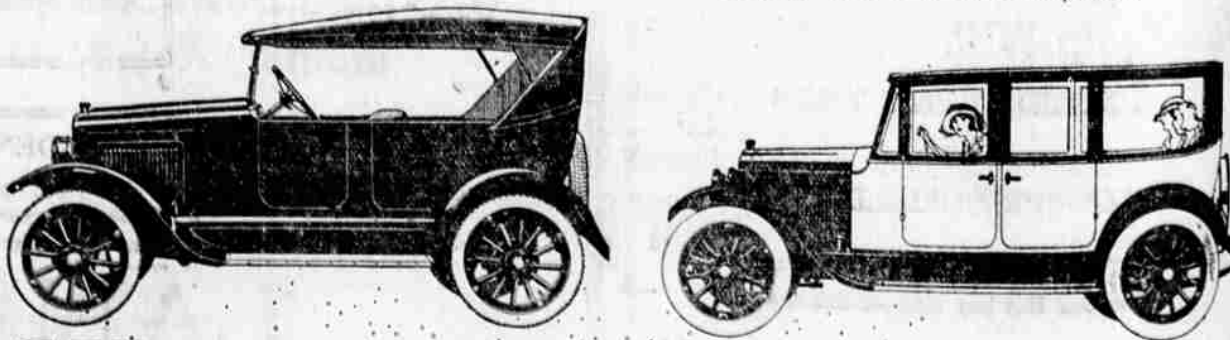
Touring, 5-Pass.	\$1455	Coupe-Sedan, 5-Pass.	\$1865
Touring, 7-Pass.	\$1675	Sedan, 7-Pass.	\$2295
Roadster, 3-Pass.	\$1455	Coupe, 3-Pass.	\$1975
Sedan, 5-Pass.	\$2080		

The motor actually improves with use. The Willys-Knight is the motor of tremendous mileage. There are no valves to grind, no springs to weaken, no cams to hammer and wear out; no loss of power, no loss of compression through valve trouble; but instead of all these poppet-valve inconveniences, these is a quiet flow of power that actually increases with each rotation of the crankshaft. Of all the Willys-Knight motors that have been produced, we have yet to hear of one that has ever worn out. Ask any Willys-Knight owner about the Sleeve-Valve Motor.

The Overland offers a value not to be found in any other car. The hard-baked enamel finish retains its lustre for the full life of the car. Duplex springs insure riding comfort not found in many cars much more expensive. Upkeep and cost of operation are items you will never worry about when you drive an Overland. The Sedan and Coupe are finished inside and out so you wonder how they may be built for the low price. Equipment is complete and construction is perfect.

OVERLAND PRICES

Touring	\$666	Coupe	\$960
Roadster	\$666	Sedan	\$1035



West & Sons Motor Co.

Ninth and Pearl

Phone 592