

WAYS TO PREVENT DANGEROUS SKIDDING TOLD BY EXPERT

An automobile skids is of interest to motorists, but what to do to prevent skidding and what to do when skidding are equally important. Interesting views of the latter are presented in an article by B. J. Martin, of the United States Tire Co., New York, recently received.

I Am the Motor Car

By JOHN CHAPMAN HILDER

I was conceived in the minds of men who lived before their time. I came into being not as a child does, perfect of form and lacking only growth—but crude and ugly, ill-shaped in every part. Yet in me was crystallized the germ of an idea—the vision of a greater victory for man over the elements of time and space.

My creators passed on, but their vision lived for other men to see and to expand. And I have grown.

Out of the bowels of the earth is mined the stuff of which I am built. Metals are conjured with to give me untold strength. To make me, man humbles the monarchs of proud forests and wrings from age-old rocks their richest ores. And from tropic lands ships bring the cushioned tread on which I ride.

As I have grown in my capacity to serve, so have I acquired beauty and dignity. All that men know of Science and of Art today are vested in me. The keenest minds on earth are focused on me, that tomorrow I may advance nearer to perfection.

My career has been short as men measure time—but I have changed the history of nations.

I have carried the city into the country and the country into the city.

I have broken down barriers and built up friendships.

I have released millions from the slavery of dwelling in remote places and have given them the freedom of the unending highway.

I have introduced civilization into dark corners of the world. I have quickened and broadened the progress of commerce and industry.

I began life as a plaything for the rich, but have become a utility at the service of all people.

I am a living monument to imaginative achievement.

I am a symbol of modernity.

I am the motor car.

Suppose as the non-skid tire tread, that is, give additional traction and reduce side slip. Non-skid chains should supplement non-skid tires only when road conditions absolutely require them.

Because they make available in road friction the total weight of the car instead of only half the car weight, four-wheel brakes are coming into use, especially in continental Europe. Not only can cars be stopped more quickly but they can be driven safely on wet roads and in ice and snow without chains.

Flivver Dealer Finds Namesake In Confines of Lane.

Earl Simmons thought he had sold himself a Ford, Monday. It happened thusly. One of the hustling salesmen at the local Ford agency was developing the Coburg territory. He had a prospect, a carpenter who was building a house for Lee Smith. The dispenser of motor vehicles sold his man; got his check. It was made out by Earl C. Simmons to Earl C. Simmons. Unique, was it? Who ever knew Lane boasted of two Earl C. Simmonsesees?

New York—Because the Columbia hockey team had been playing two ineligible stars under the names of eligible men, the Athletic association disbanded the team, canceled the schedule and dismissed Tom Howard, the coach.

A GREAT TRAVELLER J. K. Hough, manager tire sales for Goodyear at Los Angeles, has become Goodyear's greatest traveler. He is now in Denver and Salt Lake making final arrangements for 1923 selective distribution in those cities. Try Eugene Special for a Good Clear

SENSATIONAL RISE OF CHEVROLET HELD MOTORDOM WONDER

The most discussed automobile on the market is Chevrolet which in less than a year's time jumped from seventh to second place in current registrations and yet promises still more sensational developments in 1923. R. F. Goodpasture has the local agency for this car.

This car has been on the market about seven years but not until the fall of 1921 was it regarded at all seriously as a contender for leadership in the low-priced field.

At that time a new line of models was brought out embodying important engineering improvements, high-grade bodies on all closed models and prices ranging from \$245 for the touring car to \$875 for the 5-passenger sedan (later reduced to \$840).

The Chevrolet motor had always enjoyed an excellent reputation and the added improvement caused a rapid increase in demand that resulted in a shortage of supply that persisted all during 1922 in spite of double shifts and plant enlargements.

The new models announced in October included marked improvement in design and some added equipment at no advance in price.

About this time it was announced that new assembly plants were being built at Buffalo, Cincinnati and Janesville, Wis., also new body plants adjoining the automobile manufacturing plants at Buffalo, Cincinnati, Flint, St. Louis, Janesville and Oakland, thus giving Chevrolet the largest high-grade closed car capacity in the world.

Inasmuch as the demand for closed cars of all makes has of recent years always exceeded the supply at least part of the year, this new Chevrolet capacity is very important, because as is well known in the trade, closed car business goes to the concern that can make the quickest delivery.

The practical measures of the remarkable progress of Chevrolet is told by sales figures for the last two years. In 1920, up to that time the motor industry's best year, Chevrolet marketed 153,000 cars, in the bad year of 1921, sales fell to 71,000 cars, 1922 rolled up the splendid total of 243,000 sales, and production schedules for 1923 are said to be about double the 1922 sales.

RADIOLITE WORKS BATTERY WONDERS

Radiolite, a liquid compound which prolongs the life of old batteries from

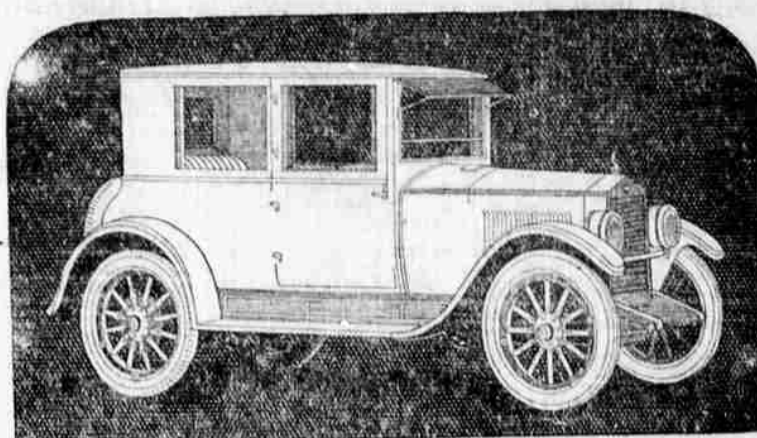
one month to a year and makes new batteries last as long as the old, promises to revolutionize the battery storage business, according to Lester M. Martin, of the Martin Tire Company. Mr. Martin says he can charge a battery in thirty minutes with Radiolite and make it like new.

In charging a battery with Radiolite, the old sulphuric acid is poured out and

the battery washed with water. The cells are then filled with Radiolite and the plates are covered a half inch thick. The engine is then run 30 minutes and the battery is charged.

Any battery can be charged and made like new if wiring is good and the generator is unharmed. The Martin Tire Company which has only been operated for the past few

weeks under the present management handles tires on the Culp plan—direct from factory to retailer. The Empire and Cameron tires are the company's chief lines. Oils, grease and gasoline are also sold by the company. Oiling and greasing service is free as well as general car inspection at the Martin shop on Seventh avenue east.



Did Closed Cars Cost Too Much?

Thousands thought so. And prior to the Coach, they stuck to open cars.

Yet everyone wants closed car advantages provided they can also have genuine chassis value. Essex and Hudson provide all these advantages at little more than open car cost.

See Us at the Auto Show

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Phone 256

THE NEW 1923 STUDEBAKER

Again

"America's Choice" AT NEW YORK AUTO SHOW

BECAUSE

With \$82,000,000 of actual net assets, including \$41,000,000 of plant facilities, free of debt, an organization of able, experienced men, and a production capacity of 150,000 cars per annum, Studebaker is enabled to manufacture automobiles at the lowest possible cost and give the greatest possible intrinsic value for a given price.

STUDEBAKER PRICES AT EUGENE

Light Six Touring	\$1190.00	Special Six Coupe	\$2195.00
Light Six Two-Passenger Roadster	\$1190.00	Big Six Touring	\$2040.00
Light Six Coupe	\$1450.00	Big Six Speedster	\$2130.00
Light Six Sedan	\$1795.00	Big Six Four-Passenger Coupe	\$2780.00
Special Six Touring	\$1525.00	Big Six Five-Passenger Coupe	\$2935.00
Special Six Two-Passenger Roadster	\$1495.00	Big Six Seven-Passenger Sedan	\$2850.00
Special Six Sedan	\$2375.00	Big Six Sedan Special	\$3155.00

Add \$25.00 to Above Price for Disc Wheels

Cars on Display at Eugene Auto Show, Armory, February 22, 23, 24

Sweet-Drain Auto Co.

1030-42 Oak St.

Phone 440

THIS IS A STUDEBAKER YEAR

EVIDENCE

—The sales of 110,000 Studebaker cars in the year of 1922 broke all records, exceeding 1921 by 65 per cent, 1920 by 114 per cent, 1919 by 179 per cent, and 1918 by 361 per cent. Studebaker is the world's largest manufacturer of six-cylinder cars.

FREE

WITH OUR ALREADY LOW PRICES

LOOK Beginning Saturday —With Every Tire of Every Make, we give you a Heavy Grey Tube FREE!

THIS OFFER IS FOR A LIMITED TIME ONLY

We bought a big stock of Tires and Tubes before they advanced

Stop - Look - Listen

We are here to Save You Money and our advice is for you to Buy Tires NOW before the next advance, which is due soon.

—DRIVE RIGHT IN FOR FREE SERVICE—

We Recharge Your Battery While You Wait.

If you don't know about Radiolite, ask your neighbor or drive in and we will explain it to you. Radiolite is Dependable and gives Good Service and Satisfaction. It always keeps your battery fully charged. It doubles the life of your battery.

Martin Tire Co.

44 East Seventh

Phone 767