NEWSPAPER SPACE BEST, "SAVAGE" AD MANAGER DECLARES

Many advertisers are prone to look upon newspaper as an advertising medium possessing one particular inherent disadvantage, namely, a "short life" period during which the ad is brought to the attention of readers.

This criticism of one certain phase of newspaper effectiveness is not altogether without foundation, but there are numerous instances indicating that the "life period" of a newspaper advertisement, during which it effects its purpose of getting results, is limited no more by the nature of the medium than by the character and appeal of the display itself.

Case Is Given.

A case in point is that of a Spreckels "Savage" Tire company's campaign which appeared in various western newspapers in the summer of 1921. According to the advertising manager of this tire concern, thousands of requests were received, as a result of this campaign, for a booklet the company offered containing the ads themselves in a compact form; and requests for this booklet are still coming in, two years after the last ad of this series appeared in the newspapers.

True, this series of ads was unusually interesting. In addition to the regular "selling copy," human interest and attention value in a marked degree were provided by distinctive illustrations drawn by "Indian" Miller, a full-blooded Apache artist and writer, and by interesting copy bearing on the history, the customs and the legends of the American Indian.

Pulls for Long Period.

Really effective newspaper copy may pull over a long period in spite of the short life of the medium. This fact should induce users of newspaper space to aim at the improvement of their display, rather than to consider the medium as possessing an inherent disadvantage which confines direct returns to a very limited period of time. The newspaper is, of course, particularly adapted to the use of continuous and regular advertising, where the advertiser depends largely upon cumulative effect for the full and final value of his returns. This is largely why the cost of newspaper space is materially lower than that of space in other mediums. A comparison of these costs will indicate why the regular use of newspaper space is considered by so large a majority of advertisers as preferred publicity, assuring maximum returns for any definite expenditure.

Newsy Notes and Personals From Eugene Garages

Earl Fonda of the Lane Auto Company, accompanied by his wife and family, is enjoying the scenery at Foley Springs over the week-end.

* * *

Vacationing at the popular resort at Newport for two weeks is Fred Williams, clerk in the employ of the Goodpasture Company.

* * *

During the week Mack's Auto Supply House delivered a closed Essex coach to Lieutenant Ellenburg, and a Hudson coach to H. R. Taylor, proprietor of the Campa Shoppe. They say the sale of camping outfits is still soaring, and that the out-of-town tourists are buying more than those nearer home.

* * *

Spending his vacation at Vancouver, B. C., is D. E. Daniels, head of the battery department of Auto Supply House. When asked what he intended to do in Vancouver, Daniels replied that what he did not intend to do was drink any water.

* * *

E. C. and L. E. Simmons of the Ford Agency were in Portland during the week and Frank Harr and family drove to Newport on Sunday morning. The Harrs expect to be gone a week, and are accompanied on their trip by Frank Spicer. Harr is employed as partsman in the Simmons plant.

* * *

To H. C. Bushnell of the River road Calkins and Bringle, agents for the Jewett, Paige and Gray cars, sold the first Gray coupe to be purchased in Eugene. The car was delivered on Monday.

Never test a storage battery with an ammeter. Always use a voltmeter.

Loose terminals corrode quickly. They also cause fuses to burn out, dim lights, etc.

Trout Streams Call; Willing Automobile Makes It Possible to Get There, and Back, On Week-End

The carefree party portrayed above had only a brief week end to spend—but thanks to their Buick were able to make it—as do thousands of other disciples of Izaak Walton. Contrast this with the situation in the pre-motoring days when Father was a boy. Then it took a whole week to make a trip like this.

VALVE CLEARANCE METHODS EXPOSED

In making valve clearance adjustments drivers are often deceived into thinking that they have set the clearances at the minimum by reason of the tappet head having a central "crater," which has been formed by the constant hammering contact between the tappet head and the valve stem.

It is desirable that a tappet head in this condition should have this crater removed by filing or grinding away the surrounding surface. This treatment is advisable not only to enable clearances for the reason that in the case of a well-worn engine of which the valve guides have become oval, the valve may occasionally be held off its seat when it has lengthened owing to high engine temperatures, because of the tappet head. When this happens—usually at high engine speeds—the loss of compression occurring may not be noticed by a falling off of engine power, but the failure of a valve to reach its seat firmly will certainly result in the grinding-in process becoming necessary earlier, and more frequently than should be the case.—

PARKING BUILDINGS PROPOSED IN SOUTH

Allen J. Saville, director of the Department of Public Works, Richmond, Va., recommends in his annual report that the city use the back lots in the business district as sites for parking buildings.

"Like every other city," says the report, "we have a parking problem. Due to the layout of the city, there may be a solution of this for us here that will not prove very expensive. Our lots are, as a rule, very deep, with an alley running through the block.

"It might prove advisable for the city to purchase land on the rear of these lots in the heart of the block and build two or three-story garages, which care for more cars than can be parked around the block now. These garages could be leased out for private operation on a fixed scale of charges and then all cars could be forced from the streets when parked."

MASON CORDS

30x3½ oversize heavy Duty Cords, $12.95.

GUSS L. NEELY CO.

9th and Oak

AMERICAN CARS FLOOD SCOTLAND

"The tax which is at present imposed upon American imported vehicles has had no effect in damming the flow to this country of cars from across the water," says the Dundee Advertiser in a recent issue. "Indeed, there are more cars from America than are altogether from this country. What is the reason? Certainly cheapness, in the first place. The British manufacturers have in recent years done wonders, but they have never succeeded in producing the article at a price which the man with limited means can face. True, taxation is another factor, and the fight for alleviation in this respect is now going on. The cheap runabout car is still a desired item on the British market."

CORK MAY BE USED AS CLUTCH INSERT

Corks to be used for inserts in clutch and brake facings should be cut straight and have a diameter of 25 per cent larger than the diameter of the hole in which they are to be placed. They may easily be compressed and forced through a taper tube if they are first placed for a short time in hot water. The inserts should be driven home solidly, and they should then be trimmed with a sharp knife first dipped in hot water, or they may be sandpapered down to the correct height.—Automobile Digest.

Hazard Greatest In Outlying Districts

Traffic surveys of Buffalo published by the American Gas Accumulator Company show that 89 per cent of serious traffic accidents in 1922 were outside of th congested districts of the city; 68 per cent of all the accidents were at street intersections.

Always carry an extra fan belt in the tool box for an emergency.

To facilitate gear shifting, squirt a little oil on the clutch thrust bearing.

OHIO PEDESTRIANS MUST OBEY RULES

In Ohio pedestrians are fined $25 each for disregarding signals, signs, whistles and directions of police to walk in, along or upon any public road or highway except at crossings and cross walks, where sidewalks or cinder paths parallel such public road or highway.

American Cars Have Big Call In Denmark

Denmark, with a surface of 18,000 square miles, and a population of nearly 4,000,000 has in operation no fewer than 17,500 passenger cars and 5000 trucks. Of this total from 35 to 40 per cent is of American manufacture, 15 to 20 per cent German and the rest English and Italian.

HUDSON - ESSEX

Prices in Eugene

HUDSON SUPER SIX

Speedster	$1625
7-Passenger Touring	$1675
Coach, 5-Passenger	$1695
Sedan	$2295

ESSEX MOTOR CARS

Touring	$1225
Cabriolet, 2-Passenger	$1345
5-Passenger Coach ..	$1345

MACK'S AUTO SUPPLY HOUSE

Olive at Eighth. Phone 256

You cannot stay the hand of fate if it turns against you. You cannot avoid accidents by the most extreme caution. But you can guard yourself against financial disaster and responsibility in the event that it is your car that runs down a child or is stolen, or is destroyed by fire.

Telephone or call on us today and we will explain our safety policy.

Henry Tromp

33 Ninth Ave. West

SUMMER SEASON IS TIME WHEN MOTORS ARE USED OVERTIME

By E. T. STRONG
(General Sales Manager, Buick Motor Company.)

Now that the bell in the school house cupola has sounded its final call for the season, dad's business affairs are in order and mother is permeated with the spirit of "go," the open country is not beckoning to the motorist in vain.

All want cars "now!"

From everywhere come complaints that people who have cars on order are clamoring for an advanced delivery date. Speaking for Buick particularly, it is the same old story—they all want them immediately.

The smoke of the camp fire, the swish of the fishing rod and the pop of the rifle have enjoyed a constantly increasing accessibility ever since the advent of the automobile and the extension of good roads.

Seekers of recreation in the olden days were bound by inflexible steel rails and the limited capacity of the family horse. They now find it a matter of hours, rather than days to reach a destination where the grandeur of the open can be fully appreciated.

Long tours popular.

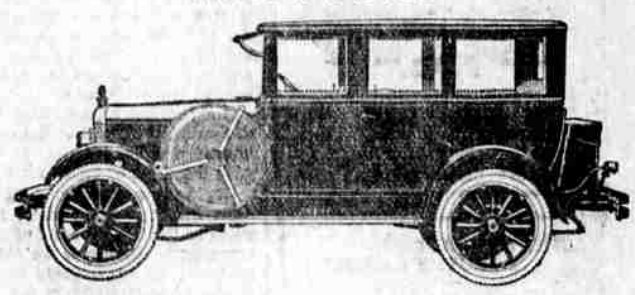
Nor is a tour of great distance any longer prohibitive, either from the standpoint of time or expense. Statistics prove that nearly twice the number of people travelled last year by motor to the great national parks of the west as travelled by other means. Every state in the union was represented among the thousands who visited Yellowstone, Crater lake, the Glaciers, the Yosemite.

More touring than ever.

There will be more touring this season than ever before, more long vacations spent in motor cars, more motoring week-ends, more camping. That the motor car affords the most satisfactory, as well as the most inexpensive, means of "getting there," is a fact well advertised through the experience of thousands.

JEWETT SIX

PAIGE BUILT



Luxury's limit at modest cost

WHERE in the world can you find a sedan that gives you as much style, as much comfort and such downright luxury at $1695, Detroit? Jewett Six Special Sedan is the season's prize value in its class—and no car, at any price, was ever more complete. Special upholstery over finest cushioned springs; silvered fittings; heater; rear view mirror; automatic windshield wiper; fine cord tires and all the other equipment you see in the picture. Let us show you.

Bringle & Calkins

73—9th Ave., West. Telephone 343

C-T-C Tires Conserve The Car

Save Road Shocks

HEAVY tire inflation passes the road shocks back on the car—causing too much upkeep expense and rapid depreciation.

C-T-C Cords are more powerfully *hand-built* of better materials to *safety* carry 30% less inflation than so long insisted upon for *ordinary* cord tires.

That is why the beautiful custom-built appearing C-T-C Cords will give you *extra* long-distance mileage at far *lower* cost.

Columbia Tire Corporation Factory Branch, Chas. H. Devine, Branch Mgr. 45 West Ninth St., Eugene, Oregon. Dealers throughout the country

Columbia Tire Corporation

Portland, Oregon.

Eugene Dealers

Eugene Vulcanizing Works, 957 Oak Street.
Blair Boulevard Service Station, Blair Blvd.
Eugene Garage, 59 5th Ave. West.

? ? ? ? ? ? ? ? ? ? ?

WHY Experiment

?

BRAKEL AUTOMOBILE ELECTRICIANS **WHITE**

USL

BATTERY SERVICE

89 West 9th Phone 1619

? ? ? ? ? ? ? ? ? ? ?

Coupe $865
Delivered in Eugene

Ask your automobile mechanic to inspect the Gray for you. The man who has made it his business to know automobiles, is always quickest to recognize the wonderful quality of this light car.

Bring him in today. We welcome his investigation.

BRINGLE & CALKINS

73 Ninth Ave., West Telephone 343

Touring, $648 Roadster $618
Four-Door Sedan $1020 Coupe $9.75

WK

$1595
f. o. b. Toledo

Coupe-Sedan

WILLYS

No Trick Seats

The new Willys-Knight Coupe-Sedan has no folding seats to climb over or squeeze between. Instead, it has *doors both front and rear*, offering easy entrance and exit to all five passengers. This superb creation combines engineering excellence with complete, luxurious closed car appointments at a modest price. We know of no Willys-Knight engine that has worn out.

West & Sons Motor Co.

9th and Pearl Phone 592

KNIGHT