

STOCK BONUS FOR EMPLOYEES GIVEN BY AUTO SUPPLY

During the first week of January, the Western Auto Supply company distributed to its employees a bonus in the form of stock. Each employee who had been in the service of the company for one calendar year, ending January 1, received this bonus, amounting to one-twelfth of his annual earnings.

This system of distribution has been in effect at the Western Auto Supply company during the past few years. The total amount distributed this year amounted to nearly \$50,000, according to Mr. Peppardine, president of the company.

Since its inception the officials of the company have encouraged employees to become stockholders, until today a goodly portion of the outstanding stock is in the hands of those who are actively employed in the service of the company and who are responsible for the rapid growth of the concern.

This company advocates the theory that the interest of the employer and employee are mutual and that in order to expect the proper cooperation from its employees, any concern must have the interest of the employees at heart. For this reason the company finds it profitable not only to pay its co-workers salaries as high, and in many cases higher, than the average wage, but also to give liberal bonuses in stock. The company urges its men to keep the stock as well as dividends from year to year and accumulate a worth while interest in the business. The Western Auto Supply company employees and officials call themselves the "Western Auto family." The spirit of friendliness and good fellowship can be seen throughout the organization and this factor is largely responsible for the success of the company among all its people in putting forth every possible effort toward the rapid advancement of the business.

AUTO PRODUCTION FOR YEAR MARKS NEW HIGH RECORD

Automobile production for December as estimated from shipping reports to the National Automobile chamber of commerce today totalled 211,665 cars and trucks. This brings the total U. S. production for the year to 3,560,813. The Canadian figures of certain companies, however, are not included so that the grand total is estimated to be over 3,650,000.

Reports from dealers throughout the country indicate that the business is in a very strong position. Stocks on hand of both new and used vehicles are light and the winter outlook is improved over last year.

The totals for the twelve months exclusive of certain Canadian figures are as follows:

1923	1924
January	245,354 316,282
February	276,365 367,532
March	355,073 382,404
April	382,716 373,214
May	394,190 312,875
June	378,615 245,829
July	328,105 292,920
August	345,303 279,075
September	327,542 290,981
October	365,187 289,370
November	313,012 298,575
December	363,234 211,665
Year	4,013,509 3,560,813

*Total partly estimated.

Auto Market Held By United States

BUENOS AIRES, Jan. 13.—(AP)—The United States practically absorbed the importation of automobiles and motor trucks to Argentina in 1923, according to a report just issued by the Motorcar Importers association. The report, which is based on official records, shows that out of a total of 30,024 motorcars that entered Argentina during the last year, 29,294 were of North American manufacture. The value of the cars imported to 13,291,114 gold pesos, and to this sum must be added a further 3,759,779 gold pesos which is the value of motorcar accessories imported during the same period.

The report dwells on the considerable development of the automobile trade in Argentina during the last year, saying that the increase of the importation was 53.2 per cent over 1922, when the trade reached its highest level. In the city of Buenos Aires there are at present 19,222 motorcars, compared with 5,824 in 1915.

WOMEN BUS DRIVERS WEAR DESIGNED CLOTHES

TOKIO, Jan. 16.—(AP)—Women bus conductors have proved so satisfactory that the Tokio street railway has decided to employ them. Five hundred will be installed June 1 and will gradually replace men conductors. Their uniforms will be of foreign style, designed by a Paris tailor.

Lane Auto Company's Star Demonstrates Strength



"The accompanying photo presents a startling situation as compared to any other car not blessed with the tubular backbone Star frame construction," stated Kenneth Ables, head of the Lane Auto company, distributors for Star, Flint and Durant cars for Lane county, today. "But the fact remains that although loaded down with five passengers in the car and the two passengers on the fender, directly over the axle where the wheel was removed, the sturdy little car went over the hill on Twentieth street, between Willamette and Olive, just as easily as any car

ever has succeeded in negotiating the grade on all four wheels. "The city engineer's office is authority for the fact that the average grade of this hill is 12 per cent, and considering the load we are pleased to state the little car pulled over on its three wheels in intermediate gear from bottom to top. "The fact that the tubular backbone is an integral part of the Star, Flint and Durant frame construction insures near perfect frame alignment, resulting in an almost complete absence of badly racking and twisting, and the Hayes-Hunt body pro-

duct of the big factory of the same name, has been an entire success in that not only of appearance, but also in the solidity of its joints and general ruggedness. "We have put the three-wheeled Star, which is merely a stock car with the wheel removed, over Lane county district roads, with a load at 30 miles an hour with just as much safety and ease as its four-wheeled friends enjoy, and examination of frame and wheel bearings after this gruelling test has shown no bad effects whatever. "It is our plan to stage still further

demonstrations of Star car individuality," continued Mr. Ables, "following generally the first big test series, which brought out gas mileage in owner's cars of from 50.4 miles to the gallon of gas at Los Angeles to 41.44 at the Portland test. "Our next move will be the proof of the forceful oil system of the Star Red Seal Continental motor, which has made it unnecessary to ever replace a main crankshaft bearing in our service department since the inception of our business in Eugene and Lane county."

Automobile Production Is Field In Which United States Is First

By ARTHUR BRISBANE One thing the people of the United States have done thoroughly and well, better than any other country, better than all the countries put together, and that thing is AUTOMOBILE PRODUCTION.

The civilization of a country is judged by the AVERAGE COMFORT. And on that basis THIS is the world's CIVILIZED COUNTRY. Years ago, when there were a few hundred automobiles only in all the United States, this writer predicted that a nation buying two million buggies a year, to be dragged over the muddy roads by slowly moving horses, would eventually buy millions upon millions of automobiles, and provide roads worthy of the automobiles. That prediction has come true already. The genius and good judgment of American manufacturers have produced cars by the millions, and most wisely and fortunately for the country the constant effort has been to lower the price and increase the quality.

Only such QUANTITY PRODUCTION as this nation has achieved would make possible the reasonable prices of automobiles today. This is a country of high wages and high prices. Yet, because the people buy on a big scale, and the manufacturers compete earnestly in low cost production, you can buy for your dollar in the United States twice as much real automobile VALUE as you can buy for that dollar in any other country in the world. The other countries admit it, do not attempt to compete with this country.

There have been financiers and others so shortsighted as to suggest that the United States spends TOO MUCH MONEY on automobiles. And some that do not understand conditions or true values speak of the

farmers by enabling them to accomplish twice as much in a given time.

When those that read this were boys a trip to town meant that the farmer must lose a whole day. He must plow along through the deep ruts, taking the horses from work on the farm.

Now a "trip to town," with time enough to do the necessary buying, means half an hour at a convenient time of day, and with the use, perhaps of ten cents worth of gasoline for the round trip.

Nobody can estimate the value of the time and money that automobiles have saved for the farmers.

And what is true of farmers is true of other classes. Ask the doctors, especially those that live in sparsely settled regions. Thanks to the automobile, their value has been multi-

plied by four and five, their possibility of doing good work, and also their own earning power.

Ask the mechanics, of whom hundreds of thousands go to their work by automobile.

Ask those that understand the labor problem. The shortage of labor, of building mechanics especially, has been largely overcome in rural regions by the fact that the carpenter or mason now thinks nothing of going ten miles to a job.

The automobile has saved every year, IN ACTUAL WORKING TIME, for this country, more than all

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the automobiles of the nation COST. That should be remembered by those that talk nonsense about "national automobile extravagance."

There was a time when men plowed, using human power to pull the "plow," a pointed piece of wood, hardened in the fire.

In very ancient days, as Reclus shows you in his history of "Man and the Earth," primitive man hitched his OLD, wornout wives to the front of the plow. The young wife, that still interested him, walked behind the plow, guiding it, while he watched for the enemy from a tree-top.

Now there are places in Europe even now where you may occasionally see a woman hitched to a plow, pulling beside a cow or a donkey.

Long ago in all regions of prosperity and civilization horses, oxen and mules replaced human beings in plowing. Nobody was foolish enough to talk about "horse extravagance." The horses EARNED all that they COST.

The automobile, tractor, truck, gas engine earn all that THEY cost today and ten times what they cost.

The REAL waste, the REAL extravagance, is seen from the window of the Pullman car on which this is written. Along a road a dozen pairs of heavy, slow horses are pulling small loads of gravel. Each pair of horses requires the time of a man driving. They move at the rate of about three miles an hour. The man and team deliver perhaps over a short distance thirty or forty tons of gravel in a day at most.

A big truck and trailer and one man on the same job, the loading and unloading done by mechanical operation, would haul and deliver easily FIVE HUNDRED TONS in the eight hours. Thus, ONE man driving the truck would do the work of FIFTEEN men driving teams and release fourteen men for other work in a country, which, thanks to immigration laws, lacks workers, and will lack them more and more acutely.

The REAL EXTRAVAGANCE is in using horses instead of trucks, or using workmen with picks and shovels instead of steam shovels, mechanical ditch diggers and other apparatus.

The automobile means economy. But, the important thing is not economy, it is HUMAN HAPPINESS. The thing desirable is not merely saving labor, or making time more valuable. It is TO MAKE LIFE LONGER and make human families happy TOGETHER.

The automobile increasing length of life, increases HAPPINESS, represents above all other achievements the progress and the civilization of our age.

No man is better entitled to public thanks than the manufacturer of a good automobile sold at a fair price. And the price may be fair, whether it be three hundred dollars for a car, or ten thousand dollars.

Every car turned out and kept running means happiness increased, time saved, usefulness multiplied, for somebody or some family.

The automobile problem is not yet half solved. In production this coun-

try has accomplished beyond what anybody would have dared predict. The next problem is the garage problem.

Millions of people living in great cities would have automobiles if there were any place to keep them. To pay five hundred or one thousand dollars for a car and then pay every year more than three hundred dollars for a roof over that car is, of course, preposterous.

Automobile men of genius, manufacturers and others should concentrate on the garage problem IN THE CITIES and on the problem of moving city population to the country where city rent will provide living quarters, PLUS GARAGE SPACE.

Meanwhile, if you haven't got your automobile GET IT. If you can't afford to keep a car in the city then move your family out of the city and keep a car there.

An automobile isn't like a horse, it doesn't eat when it isn't working.

You can take your family to the mountains, the lakes, the seashore. You can take them across the continent to California, or south to Florida, or southwest to Texas, the gigantic State of great opportunities, or northwest to the glorious Seattle country; or up to the Maine woods down to New Orleans.

When you HAVE an automobile you conquer distance and time a your slave.

The difference between a man WITH an automobile and the man WITHOUT an automobile is the difference between a bird with wings and a hoptoad.

DON'T BE A HOPTOAD.

Wings for a bird are NOT EXTRAVAGANT. An automobile for a man that can get it is not extravagant either. Go now and select your car. You can't afford NOT to do it.

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