

OLDSMOBILE MEN TO ASSIST SHOW OF LATE MODELS

A brand new chassis, stripped down to the bare bones, will be the feature of the Oldsmobile display at the Automobile show, says E. F. Calkins, Eugene representative. This "fundamental display" will be flanked by the new coach and the DeLuxe Sedan. In addition to the regular staff of salesmen and service men, A. M. Mullen, of Portland, Northwest representative, and Paul Wright, chief of the Oregon state service department, will be on hand to tell all about the new models. Mr. Wright has written that they are hearing a great time here. "Showing our stuff is our greatest pleasure," writes Mr. Wright, "and we expect to have a highly enjoyable time here."

Four on Staff
Included in the Oldsmobile personnel here are Larry Roskamp, sales manager, Fred Edwards, head of the service department, and Percy Calkins, service man. The display at the automobile show will include a complete array of parts. Every gear, nut, bolt or washer on an Oldsmobile is carried in stock right here, says Mr. Calkins. The local agency has been in charge of the Oldsmobile since it was a subsidiary organization of four men. Service includes everything from the tire of the car to the expert care of the engine. "Every member of the force is an experienced automobile man, and every member is thoroughly imbued with the idea that we are one of the best car men in the city," says Mr. Calkins. "We mean that we all believe that this is one of the best cars made, and that we intend to tell everyone who knows about it. It means too that our owners will get the best service and attention that it is possible to give."

GOODPASTURE FIRM SHOWS STEADY RISE

Back in 1911 when Buick cars were young, and the whole automobile industry was in its infancy, E. F. Goodpasture, with a single automobile, started up a garage. With the aid of his partner, he built up a business that today is one of the largest in the city. The Goodpasture garage was located on Main street, near Olive, and after two years had expanded, it moved to more commodious quarters at what is now the bank building. Then in the fall of 1924 it was enlarged and moved to its present location on Main street, near Olive. When the company moved into the new building, the necessary department was enlarged and it now is an important part of the business. A new and larger showroom was thrown open to the public, and a large number of Buick and Chevrolet cars are displayed at the same time, and the service and repair department was given ample quarters.

The selling end of the business is now left to three crack automobile salesmen, Wayne Hurd, Cliff Harold, and J. D. McFall. These men have been with the firm for some time, and are Buick and Chevrolet enthusiasts as well as salesmen. The mechanical end of the plant is taken care of by R. W. Brown, who is also a veteran in the Buick and Chevrolet service. He has a skilled force of men under him, including "Snaps" Ward, Delbert Farnsworth and H. Peterson.

The accessory department is managed by W. K. Stricker, who is regarded as an authority on automotive equipment. Every thing for Buicks and Chevrolets is included on his shelves.

The various members of the firm are formed into one big automotive family," says Mr. Goodpasture, "and we all enjoy our work and our association here. The automobile game is the greatest on earth, and we believe that the automobile is one of the most important factors in the United States. We are here to further the industry, and particularly do we like to do it by pushing our own cars, Buick and Chevrolet, which we believe are among the best made."

Chevrolet Motor Co. Breaks All Records for January Sales

The Chevrolet Motor company broke all its previous January records for retail sales and orders during the first month, says R. F. Goodpasture, local dealer. In fact the record was made in the last 28 days of the month or since January 3 when the new Chevrolet was announced. The Chevrolet dealers throughout the country delivered and took orders for approximately 40 per cent more cars during January than during the same month of 1924, or January, 1923—the first months in the two years having the highest production and sales records in the history of the industry. During the recent Chicago automobile show 1197 Chevrolets were sold—a record which has never before been equaled by any car exhibited at this show during the same period of time. In New York during the automobile show, where the new Chevrolet was shown for the first time, five times as many orders were taken as during any previous New York show. At the Detroit, Cleveland, Philadelphia and other shows in the larger centers of population, held previous to the Chicago show, similar high records of sales were made. Each sales record made, not only at the automobile shows, but by

dealers throughout the country, are indicative of the public acceptance of the new Chevrolet," points out H. H. Grant, general sales manager. "In many cases, before the dealers received some of the models, these cars were purchased from specifications and photographs only," he comments. "The reason for this national acceptance lies in the fact that the new Chevrolet combines greater quality at low cost than ever before."

Sweet-Drain Lays Claim as Oldest Auto Agents Here

The Sweet-Drain Auto company, local agents for the Studebaker line of motor cars, claims to be the oldest automobile agency in town on the grounds that the first motor cars sold in this city were sold from the present plant. Back in 1909 Fred Mullen conducted a sales agency there, and in 1913 Mr. Sweet and Mr. Drain took over the interests. From the humble start of just one man, Mr. Mullen, the business of the firm has steadily increased, until today it is eight men, mechanics and salesmen, are kept busy the year around. "The people of Eugene have faithfully kept to Studebaker automobiles all this time," says Mr. Sweet. "They realize the value in the standard car, and come back again and again. We intend to maintain this spirit as long as the firm exists."

In addition to selling the famous Studebaker line, the firm also maintains an up-to-date and highly efficient shop and mechanic service, under the charge of Sam Bond, veteran mechanic. All makes of cars, and all kinds of motor troubles are treated by the force of skilled experts.

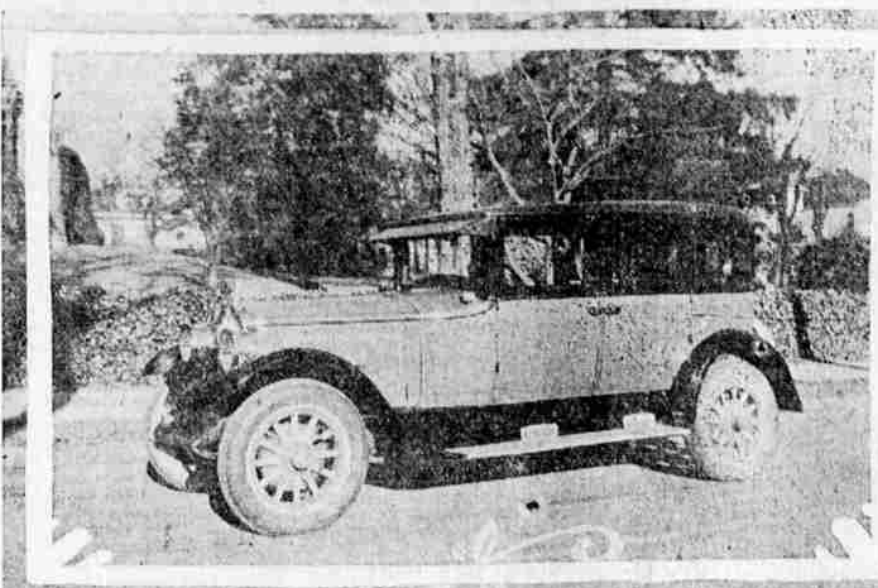
Motorists Dodge Number 13 Tags

The motor vehicle register in Massachusetts has trouble each year in satisfying those who are superstitious about the number 13. As a rule, motorists balk at any license plate on which the number has the figure 13 in it. Some people count up the numbers on the plate and if the total should be 13 there is a complaint heard. On the other hand, however, there are a few who insist on having a plate on which the figure 13 appears, the more the better.

Burden of Washing Your Car Lessened

By attaching a sponge to the end of a pipe, the burden of washing the car will be greatly lessened. In this manner the force of the water is broken, which prevents marring the finish of the car, and avoids splashing. In addition to this, only the hand is required, and inaccessible places are easily reached.—Automobile Digest.

Buick Brougham Sedan is Handsome Creation



This enclosed model of the new Buick line is proving to be a great favorite wherever it is placed on display. It will be featured by the B. F. Goodpasture Auto company this season.

BUICK EXPERT FROM PORTLAND TO SHOW NEW AUTO MODELS

The Buick and Chevrolet models will be prominently displayed at the Automobile show this week, and in addition to the entire sales force of the B. F. Goodpasture company, local representatives, Ed Knox, of the Howard Auto company of Portland, will be on hand to tell all the Buick vantage points. Mr. Knox is a factory expert and one of the foremost Buick men on the Pacific coast. He thoroughly understands the car and can cite its endurance records and remarkable performance by the hour. "We feel extremely fortunate in having Mr. Knox down for this show," says Mr. Goodpasture, "and we are sure that the people of Eugene will find him very interesting. He has expressed pleasure at being able to come here, and he expects to enjoy the show here as much as the recent Portland display."

Assisting Mr. Knox will be Mr. Goodpasture himself, and his three star salesmen, Wayne Hurd, Cliff Harold, and J. D. McFall. The new Buick coach, which is expected to

be here for the show, is one of the outstanding cars of the year, and is being strongly featured by the local agency.

New Standard Set
"The new Buick coach models set a new standard for appearance, completeness, comfort and quality," says Mr. Goodpasture. Exterior finish is in Duco with nickel radiator and fittings. The lines are graceful and pleasing without sharp corners or awkward moldings. The equipment is unusual, including a Fisher V. V. windshield, foot rest, dome light, rear window curtain, tool pocket under the shroud, automatic windshield wiper, rear vision mirror, and high-grade hardware.

"All the upholstery is finely tailored. The comfortable, upholstered front seats hinge at the floor in front so they may be folded out of the way when necessary. To the comfort of the Fisher built body is added the convenience of the back seat being accessible, without disturbing passengers on the front seats.

Roominess is Marked
"Their genuine roominess and comfort are marked. To these advantages, combined only in the Buick coaches, must be added the famous Buick chassis with every moving part sealed to insure proper lubrication and to eliminate dirt and grit, thus contributing to long life.

"A full consideration of all these features and a demonstration will prove to you that there is no other coach value to equal that offered by Buick."

MINIATURE SHOP TO SHOW WORK OF CYLINDER EXPERT

A miniature machine shop, with an adequate display of work in all stages

of repair, will be found at the Auto Show at the booth of Pembroke's Cylinder Regrinding Works. Massive cylinders, neatly ground out, crank shafts turned and accurately torqued, will be chief features of the booth.

At Mr. Pembroke's systematically arranged shop at 674 Olive street will be found the apparatus for doing all of the work that he will have on display at the show. The first thing that greets a visitor as he enters the door is a huge regrounding machine. This can open its spacious jaws and hold a whole engine, while an emery wheel, whirling around at several thousand revolutions a minute cuts out the "high spots" of the walls of the cylinders. This it does with a rotary movement, and the solid machine is so constructed and operated that mistakes are impossible.

Machine is Massive
Just back of the cylinder machine is another, not quite so big, but equally substantial. This is used for grinding pistons and like work. Another step away the long work bench, with its sets of vices, and with a multitude of tools arranged above and below it, is placed handily. Back of this is the machine for working on crank shafts.

The crank shaft department is really one of the most important in the shop, believes Mr. Pembroke, and crank shafts, he says, are really the most of much motor evil. People often spend a great deal of time and money on cylinders, only to have all the work ruined because the crank shaft is at fault. The apparatus in the shop is, in spite of its massive look, one of great delicacy and precision. It "shaves" the shafts perfectly round, and it is accurate to a very minute fraction of an inch.

Equipment is Plentiful
Other equipment in the shop includes two turning lathes, a boring machine, and a welding apparatus. Plenty of tools to accompany everything are handy. Mr. Pembroke, and his partner are also sole agents for a brand of pistons for Lane and Douglas county,

and in this they take much pride. A scales to show the comparative weight of their pistons and the ordinary ones will be on display at the show—and they point out that it takes three of their brand to weigh as much as one ordinary one. Several

of superior features will also be pointed out, they say. The entire equipment of their shop is equal to that of an automobile engine factory, and they claim that their work equals that of the original maker of the engines.

DONT FAIL TO SEE PEMBROOKE AND SANDGATHE'S EXHIBIT

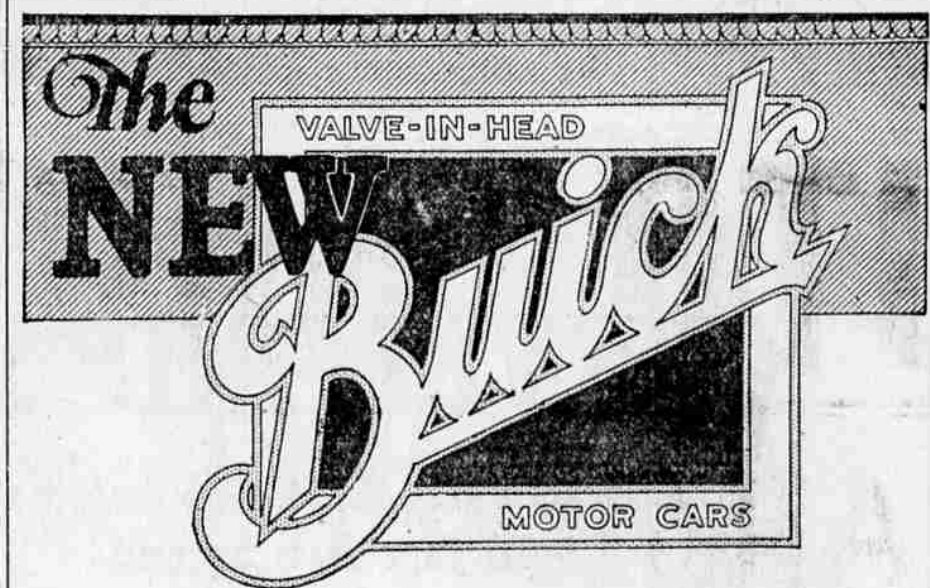
Of reground cylinders and crank-shafts and you will agree with us that re-conditioning motors by this method assures you of a motor

EQUAL IF NOT BETTER THAN THE ORIGINAL FACTORY JOB

Lane County Distributors for The Kant-Skore Piston—Greater speed—more power and economy.

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See Them At The Automobile Show

B. F. GOODPASTURE
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This Wonderful COACH —only \$1075 With Balloon Tires

For the average American family's family car—you'll find it extremely difficult to equal and impossible to surpass this remarkable Coach at only \$1075. (f. o. b. Lansing).

Consider these features—every one of the highest quality obtainable: Fisher body, with the new V. V. one-piece ventilating windshield—lustrous and long-wearing Duco finish—powerful and economical six-cylinder L-Head engine—Delco electrical equipment—deeper upholstery—Balloon tires—everything that adds to comfort, economy or long life.

See this wonder Coach (and all the other Oldsmobile body types—each an outstanding value) at the Auto Show—and inquire how easily they can be purchased on General Motors' liberal time payment plan.

OLDSMOBILE SIX PRODUCT OF GENERAL MOTORS

F. E. CALKINS MOTOR CO.
MONROE GARAGE
837 Pearl St. Eugene, Ore.