

BUSINESS COUPE TO BE FEATURE OF STAR FOR AUTO DISPLAYS

The newest Star creation, the Business Coupe, all upholstered in gray Spanish leather throughout, will be the main feature of the Lane Auto company display at the automobile show. This will be flanked with three other late Star models, each equipped with all of the famous Star features.

Kenneth Ables, who has just returned from a visit to the factory at Oakland, California, brings back glowing accounts of Star activity, and is especially enthusiastic over the new coupe. Describing it he says:

"It is equipped with four wheel locomotive type brakes, full ball joint tires, 29x4.95, which operate with only 24 pounds pressure, thereby insuring the soft cushioning so essential to easy riding and long car life. Bumpers, nickel plated radiator, latest type lock-on motorometer, one piece windshield, and ventilators both above the windshield and in the cowl.

Luggage Space Ample

"Approximately 16 cubic feet of luggage space is provided in the rear compartment, and the lid is sufficiently large to permit the lifting out of packages from the corners without the necessity of unlatching the car to get at that particular package. The doors are very wide, thus permitting easiest access to the car, even though the owner be a bit portly. Plenty of leg room is provided.

"The crowning glory of the car, however, is the wonderful, powerful 'Million dollar motor.' The Star car today, with its noted motor, can outpull any other four-cylinder motor built—that is an established, crystallized fact. It has been found to be true whenever the test has been made.

Ables Visits Factory

"I was at the Oakland factory last week, and they were almost too busy to make a record of The Lane Auto company's carload orders which I handed over to the sales department. These are to insure us of a stock of cars for Lane county. Every indication points to a record year in sales, and with the notable features the Star boasts today, the record for satisfied customers will also be broken."

"Business seems good all along the line for Star cars, from here to Oakland," said Mr. Ables. "The Star is everywhere in evidence, and is getting more and more popular every day."

MULTIPLEX SERVICE AT EUGENE STATION

A service station in every sense of the word is that maintained by the Eugene Service Station at the corner of Ninth avenue east and Pearl street. "Our" service includes everything for automobiles, from air and water to complete new sets of tires, a tank full of gas, or a new crank case full of oil," says T. L. Ohlsen, manager. "Our facilities are adequate, and are instantly available for the smallest or largest job."

The Eugene service station is regarded all up and down the coast as one of the most attractive seen along the route. It occupies the vintage point of being on the Pacific highway, and now across the street, matching it in architectural beauty, is being constructed the new Eugene hotel.

The service of the station is divided up into competent departments, each in charge of an expert. The selling of gasoline and other supplies is under the direction of Ted Jewell, an experienced automotive supply man, and J. W. Calloway, an expert tire man, is in charge of the shop. Complete equipment for repairing all makes of tires and tubes is carried and is readily available. The station also carries one of the largest stocks of pneumatic and hard rubber tires in Lane county. United States, Kelly Springfield and Firestone tires are carried in full lines. A complete stock of tubes is also offered.

At the giant pumps easily available for the passing motorist three standard brands of gas, General, Union and Associated are dispensed into empty tanks. Glen Ohlsen is in charge of this work a large part of the time. "The term 'service station' can be truthfully applied to our organization," says Mr. Ohlsen, "for we offer real service at all times. This is a definite part of the automotive business, and is highly specialized. We have studied this part of the trade, and are prepared to offer the best in the line."

Tire Building a Real Art in C. T. C. Plant

(Continued from page five)

crew of men, harring six whom it was necessary to let go, with which it opened up two years ago, and that with this same crew it has built up its volume from fifty tires per day to four hundred tires and five hundred tubes per day is a striking example of efficiency.

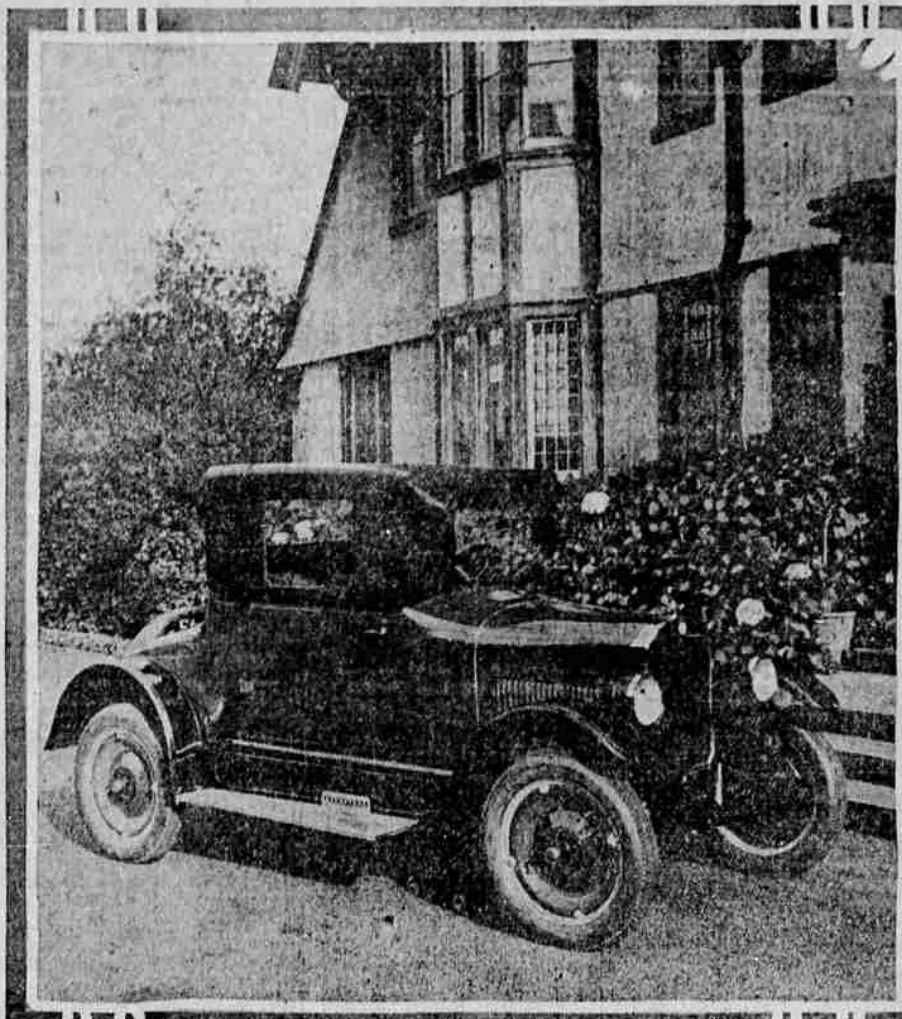
"It is such efficiency that carried this company through the tire price war that closed the doors of approximately 150 tire factories in the United States during the past twenty months.

"This same effort has established CTC tires in all of the nine western states, the Philippine Islands and in Japan, and when I saw a ten thousand dollar order of tires start for Chicago and another nearly half as large for St. Louis, it made me realize that our Oregon factory is fast becoming a national institution. It is gratifying to have such an industry in Oregon."

Means of Removing Rusted Screw Told

To remove a rusted screw from metal parts, put a little oil on the screw. Heat a long iron wire over an alcohol burner or other heater to red heat and hold the wire on the screw head for a minute or two. Let the screw cool, adding more oil if all has evaporated. When cold, the screw usually can be removed with ease. If it still refuses to loosen, heat again and apply more oil.

New Star Coupe in Lane Auto Company Display



The newest creation of the popular Star line has all refinements and vantage points of finest enclosed models. It is already causing a sensation wherever it is being shown, and it is expected to be one of the drawing cards of the Eugene show.

JAUNT TO FLORENCE IS ADVENTURE

Lane County City by Sea is Charming Summer Resort, Set in Rich Agricultural Country

Florence-by-the-Sea is becoming more and more important as a summer resort, and now that there is every prospect that the harbor may be worked on so that it will become an important shipping port, the trip to this little city is attracting a lot of interest. Undoubtedly it will be the voyage chosen by many auto travelers next summer, and since this is a link of the New York, Florence highway, many drivers from the east may also follow it out to the end.

The first part of the trip is via Noti, and follows a famous old stage route. This old stage route is one of the oldest roads in Oregon. When one observes that it winds along rocky cliffs, now down almost to the bed of the river, now dashing up steep pitches of hills, through heavy brush or into heavy timber, the expense of a good road through this section is apparent. The grade at present is narrow, and in many places can scarce be called a grade at all. To put down a good road would take money, lots of it, and when this road is built it will have to be built right or it will be a poor investment.

But the country deserves a good road, even though it will be expensive. Leaving the Willamette-Siuslaw junction at a speedometer reading of 35 miles, the road follows the Siuslaw mile after mile, seldom getting out of sight of it. At 40.2 a bridge is crossed, and from here on for quite a distance the route hangs along huge cliffs. The road along here is cut out of the solid rock in many places, and the car rolls along over a natural pavement—joggles along, would be a more apt term, for the "pavement" has never been smoothed down.

Scenery is Unrivaled

In picturesque and genuine natural beauty this stretch of the trip is without rival in the country. The river is often several hundred feet below, and the rocks go straight up for other hundreds of feet. On the other side of the stream, range after range of mountains stretch away—timbered heavily in places, the bare rock jutting out in spots, and at this time of year the maple leaves are just beginning to bud.

The famous Tilden rocks are encountered at 49.8. Here is two places the car goes through what might be termed natural tunnels. The rock juts out over the road and several feet beyond it. Ages and ages ago the pound of the surf day after day, wore into the rock, and now, in addition to forming a roadway, there is ample space to camp under the shelter of the roof many, many feet thick. One spot has been used for just this purpose, and some one has labeled on the rock, "Tilden Hotel."

The formation of these rocks would no doubt reveal much to a geologist, for layer after layer, each a page of the book of time, are presented to view. Shells and curious patterns are abundant all along the cliffs.

At 50, the road leaves the cliffs for a time, and rolls along the brushy bank of the Siuslaw. At 50.7, a new sawmill is erected and a sign erected on a stump invites the passing motorist to "Watch us grow."

A bridge is crossed at 52, and the road to Swishome turns to the right. A left turn is made for the shortest route to Florence.

The town of Mapleton, which is three miles past the junction where the hill road is encountered, is located on the Siuslaw, and is quite a lumber and fishing center. Part of its output is shipped out by barge, and part comes to Eugene over the railroad.

Following the hill road, the crest of the range is reached after the

three mile climb in low gear, and from the summit, ranges of mountains stretch away on either side for miles and miles. The country through here is heavily wooded, and the brush is very thick.

At 61.4, McLeod Creek bridge is crossed. The road along here is but dirt, in fair condition, however. At 63.4, an old resident waved to the passing "fiver" and, forgetting the modern machine rolling along the road, it would be easy to picture the old pioneers themselves, for the venerable gentleman, dressed in a picturesque outfit, wore his hair down to his shoulders.

Cordon creek is crossed at 67 and another little stream flows at 69.7. A little ways farther the Portage is reached. Here a deserted store, built on the banks of what might be termed an arm of the Siuslaw, proclaims that once upon a time barges and boats came up this canal-like stream to the store to trade.

Florence 78 Miles from Here

Florence itself is reached at a reading of 78 miles from Eugene. Here a sign greets the travelers—"City of Florence—Speed limit 15 miles per hour, penalty for violation \$200." But the sign is almost washed away, and it has been some time since the good hearted Florentines have arrested anyone for speeding.

That the city once had great dreams, ambitions and aspirations is at once evident. The town is plotted out far beyond the present residential district, and fire hydrant plugs are seen several hundred yards away from any dwellings. The streets are wide, and planked. The boast of Florence is its paved street, a short stretch of asphalt, with concrete curbing, which extends up from the wharf to the main street.

Across the river here the famous sand banks stretch away, flanking the river from Glenada to the ocean. These great banks of sand glisten and sparkle in the bright sun, and so smooth and white they do look that a longing to roam around amongst them is at once manifest. Curiously enough, the natives say that they change their shape every few days, and in a spot where a big hill was the day before, a hollow may be seen the next.

Florence lies back up the river about two miles from the ocean, but it is possible to drive within a short distance of the beach late in the afternoon when the tide is out. A life saving station that is interesting indeed to the landlocked motorist, is located on the point overlooking the broad Pacific.

To fully enjoy the trip, and to taste the real romance of the sea, the traveler should stop for a chat with old "Charlie," who nine years ago quit the coast to "settle down." Although past eighty the old "Salt" is still hale and hearty, and he makes a comfortable living drying salmon and selling it to his neighbors. Charlie's process has never been duplicated, and by his method the big fish are made to taste sweet and tender, with a pungent tasty flavor that calls for more. Old Charlie has many a tale to tell of his younger days, and one could spend a day or so, just listening to word pictures of foreign lands, feeling the thrill with him of a storm at sea battering at an old schooner, or shuddering at the description of the brutality of some old cranky skipper.

A motorist making this trip next

summer should also plan to spend a day or two just roaming around the historic old town. Everywhere it shows signs of hopes for the future—kindled by the hope for agood road. Within the last few years the country around Florence has been exploited as excellent for farming, and now is fast becoming a berry center of the county. Great luscious strawberries are grown from May until the snow sets in, and huckleberries and blueberries grow abundantly in the nearby woods. Corn, grains and other produce also thrive, and the country is fast becoming famous for its cattle and dairy products.

Florence is very proud of its advantages as an outing resort. Its homes are located just enough inland to protect the dwellers from the brisk winds of the ocean, and the beach is but a short hike away. Then inland a short distance there are lakes, excellent in scenic grandeur, and a series of paradises for hunters. Silt-coos lake, one of the most noted outing spots in Oregon, is but 15 miles away, and the road to this spot is quite fair. The road on into Gardner, about 30 miles away, is passable, and this country also abounds in lakes, and rugged mountain scenery.

Sea Food Abundant

The start on the return trip was made at four o'clock in the afternoon, after the tonneau of the car was loaded with choice crabs from the salt water. Excellent salmon and clams are also obtainable here, if one is a lover of sea food. The dash up the mountains was made just before dusk, and the balance of the trip is wild enough in the day time, but at night the thrills of the road are intensified, and the beauty of the stream, when the moon and stars are shining, is inspiring indeed.

Value—\$4,567,407,000

The value of motor vehicles in the United States is placed officially at \$4,567,407,000 by the census bureau. This is based on an estimated average life of seven years.

NEW SIX CYLINDER OVERLAND, WILLYS, IS DUE HERE SOON

Delay in shipment of new Willys-Knight and Overland models may mean that West and Sons, local dealers, will not be able to show new models at the Auto Display, but as soon as the new cars come everyone will be given ample opportunity to look them over, says J. H. West, manager. The new models were released in January, and the factory has not yet had time to get them out to all dealers.

New six cylinder models, in both the Willys-Knight and Overland will prove one of the sensations in motor-dom, says Mr. West. Already the new cars are attracting a great deal of interest, and all the attractive features of the four cylinder cars, with the additional power, are included in the offering.

Mr. West Experienced

The West and Sons Motor company was established in April, 1921, and at this time the firm took over the sales agency of the Willys-Knight and Overland line. Mr. West is one of the most experienced automobile men in the country, for he drove the first motor stage up the McKenzie highway. Previous to this he was stage driver over this noted route. He is familiar with all the roads in this part of the country, and has a large stock of historic tales that are of great interest.

"People who travel around nowadays in smooth running motor cars, on well built roads cannot realize what the inhabitants of this country had to contend with 20 years ago," he

says. "In those days traveling a few miles was a great event, and a matter of hours and even days. In the winter it was often impossible to get in from the country, for the roads were seas of mud."

Old Days Picturesque

The old days were picturesque, adventurous, and for stage drivers, lots of fun, says Mr. West. There was a real tang of adventure in every trip, for a runaway, or a sudden halt on a side hill road would mean death to all passengers and driver. Nowadays the highway is wide, well graded, and fenced along the dangerous curves.

Mr. West has also watched the growth and development of motor cars with great interest. Many improvements, with cars getting lighter and more economical to run, are yet expected by the local dealer.

"In improvements the Willys-Knight and the Overland are keeping pace with other manufacturers," says Mr. West, "and we anticipate an interesting time when the new models arrive."

The West and Sons organization now includes besides the owners (J. H. West, J. D. Liston and C. V. St. John), and a force of four men in the shop under E. H. Angus, foreman. Complete service for Overland and Willys-Knight cars, as well as general repairing is carried on by the firm.

Big London Tunnel

One of the schemes to relieve traffic congestion in London is the construction of a \$15,000,000 tunnel under the Thames, stretching two and a half miles. It would deflect a large amount of traffic from the London area.

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9th and Pearl

T. L. Ohlsen, Mgr.

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1925
Sport Touring



1925 Star Sport Touring

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Eugene Auto Show, Feb. 17, 18, 19

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