

SUCCESSFUL AUTO DEALERS USE NEW SELLING METHODS

Automobile dealers today have learned the advantages of advertising and the use of progressive merchandising methods, and for that reason there are more good, successful dealers than ever before in the history of the industry.

That is the belief of prominent dealers in Eugene, when asked what if anything, was the matter with the automobile dealer. They contended that there is nothing basically wrong with dealers as a class but that they were, and always would be, men in the business that were not suited to it. They are also of the opinion that 1925 was going to afford dealers exceptional opportunities for success, and they predicted that those who have installed modern merchandising methods in their business are due for one of the most profitable years they have ever experienced.

Opportunities Plentiful

"What the industry needs is not more dealers but more dealers of the type that now is coming to the fore," they say. "There always are plenty of opportunities for men who know their business and how to successfully operate it."

"One of the prime requisites of a dealer is an ability to make himself an outstanding figure in his own community—to create for himself a personality that will impress those with whom he comes in contact."

"Dealers who are doing this are those who realize the value of advertising and who supplement locally the nationwide advertising of the factory they represent. These dealers know that no matter how well a product is known it will not sell itself if the public is not informed as to where it can be purchased in their town or city. It is highly important for a dealer to represent an automobile company that is well and favorably known, and also it is just as important for him to let his public know that he represents that particular automobile company."

Civic Interest Needed

"In addition to direct advertising successful dealers are those who take an active interest in civic affairs, particularly those which have to do with safety and traffic regulation. Every community has its traffic and parking problems, and being active in these, dealers not only become well known in their community but also are in position to prevent faddist movements that would injure the industry without adding to safety. In other words such a dealer takes his rightful place among the successful business men of his community."

Factories Land Aid

"Large automobile factories are aiding and co-operating with dealers in every way possible realizing that best results can only be obtained through this co-operative spirit. However there are limits beyond which no factory organization can go. It is an old and true saying that it is impossible to permanently help those who will not help themselves. It always requires two to co-operate. The importance of good dealers cannot be too strongly stressed. They truly represent the factory in their particular communities. They realize that the public attitude towards the automobile is greatly dependent upon the public opinion of the local automobile dealer. For this reason dealers must succeed at the factory is to continue as a force in the industry."

AMERICAN ALPS MAY BE OPENED TO CARS

A new and vast playground, more beautiful than the loveliest sections of the Swiss Alps, may be opened to American motorists as a result of a recent trip made by August B. Bement of the Lincoln Highway association, according to George R. Hurr, vice president of Earle C. Anthony, Inc., distributors of Packards in California.

Bement's trip, the first ever made across Canada in an automobile, was widely heralded in September. For 63 miles of the distance he drove his Packard six model, official car of the Lincoln Highway association, over the line of the Canadian National railroad. This was through the Fraser river canyon between Lytton and Hope, B. C., a section of the proposed transcontinental route which no automobile ever before had been able to negotiate. Seventeen tunnels and 100 trestles, some of them hundreds of feet above the roaring Fraser river, had to be passed.

Bement proved that a way could be won by a motor car through the passes of the Sierras which previously had been considered impassable to motorists. Following his trip, the Canadian Northwest has awakened to the possibilities for development of the country through roads that will invite American tourists.

Almost with the arrival of the Lincoln Highway association's Packard in Vancouver, Bement's objective, clamor for a coast-to-coast highway in Canada, rivaling the Lincoln Highway in the United States, started.

"The Northwest is a score of Switzerland in one," said Bement. "When roads are built opening the district to automobile tourists from the United States, it will become one of the greatest playgrounds in the world."

Bob Burman, Noted Buick Racer, Won Great Fame in 1911

Away back in August, 1909, Bob Burman reeled off 250 miles on the Indianapolis speedway and finished with the world's record. In March, 1911, at the wheel of the Buick Bug, he set up records for 50 miles and 20 miles at Jacksonville.

Many other records were also made by Buick cars in 1909, 1910 and 1911, driven by such pilots as Chevrolet, Strang, Nelson and Nikrent, and in many cases, Buick cars finished first and second in the same race, or swept the entire card in the different events. For example, in April, 1910, Nikrent entered the races at Los Angeles and set up records for 5, 10,

15 and 20 miles in the 161 and 230 inches piston displacement class, and for the 5 and 10 miles events in the 301 to 450 inches class. Greater consistency in performance could not be asked for. Several records made by Buick, back in those early days have never been beaten.

Since 1911 Buick cars have not been raced officially, says B. F. Goodpasture, local dealer, though some racing has been done by private owners. But the consistent showing made by Buick cars in these grueling tests has had a lasting effect on racing generally, and today practically all racing records are held by cars equipped with the valve-in-head engine.

Cranking is Cause of Most Accidents in Past Ten Years

(By NEA Service)

WASHINGTON, Feb. 28.—A new electric starter has been with us for a score of years, but figures show that cranking has caused more accidents in the last ten years than any other cause connected with motoring.

The figures are presented by one of the largest insurance companies in the country. This firm reports that it adjusted 3712 claims for accidents due to cranking out of a total of 13,830—more than one-fourth.

Four of the 214 death claims the company had in connection with motoring, also were due to cranking.

Most deaths, however, occurred when occupants of the cars were thrown from their cars, or the cars were overturned. Out of 214 fatalities, 101 were the result of such accidents.

Collisions took 86 of the 214 fatalities in the last ten years, while all other causes averaged much lower.

GAS ATTACKS

Flubb—I think all this talk about blaming the driver after every automobile accident is unfair!

Dub—When did you get a car?

First Mechanic—I hear the new foman is old-fashioned.

Second Ditto—'Tis my de! He's so old-fashioned he wants to take the belts off the drive wheels and replace 'em with suspenders!—Detroit News.

Reckless drivers offre mindus
We mightap tureone perchance
Ande parting leavebe bindus
Boot spintown hissus dypanus.

A zebra is a sport model of a Jackass.—Science and Invention.

Little Miss—Mister, will you fix up Kitty? There's a miss in her purr.—Judge.

Wear a large hat instead of a cap. A hat protects your ears as you go through the windshield.—Tom Sims' News-papers.

He tried to cross the railroad track before a rushing train; They put the pieces in a sack, But couldn't find a brain.

Walton (Ind.) "Enterprise."
"Jack's got a new strain for his car."
"Really! What became of the blond one?"—London Mail.

Tips for Using of Engine in Braking

In using the automobile engine for braking, it should be clear that the faster the engine is driven in relation to the speed of the car, the greater will be the resistance offered. On gradual declines the resistance in high gear or direct drive, may be sufficient. On steeper grades it is best to shift into intermediate gear before beginning the descent. On very steep mountain grades, on which one should proceed slowly, it is advisable to shift even into low gear.

Tests Explained

When the switch is open, yet sparks are seen upon disconnecting and touching lead wires, there is a "short" somewhere along the line. By repeating this test in different locations, it is possible to locate the position of the short.

British Design Cycles

Noiseless motorcycles have been designed in England. The engine is completely enclosed, also the chain transmission. The frame is triangular and of a new design, giving great strength and rigidity at low weight.

Speeding False Saving

By driving at a high rate of speed to save a possible five minutes over a ten-mile trip, the small amount of time saved will not compensate the average driver for the extra gasoline used, the increased wear on brake linings, the risk of arrest with fine or jail sentence and the increased liability of collision.

OLD DOBBIN PASSES: CARS NOW

Union Oil Company Does Away With Horse Power With Death of Aged Horse at One of the Rural Branches of the Company



The death of an aged horse at one of the rural branches of the Union Oil company last week marked the final and complete downfall of old Dobbin as a medium of transportation in this country.

Figures on motor transportation of the Union are an interesting commentary both on the relative value of the petroleum industry to the automotive business and the astounding development of motor vehicles in recent years.

From the peak of the horse-drawn era in 1915, when the company's deliveries were made by four hundred horses and three hundred wagons, assisted by two hundred and fifty trucks and autos, the beginning of 1925 saw more than 1800 trucks and automobiles and 100 trailers in the Union Oil service.

Fourteen hundred of the company's motor vehicles are in the sales department, the field, refineries, pipe line and engineering divisions having the balance.

Displacement of the horse-drawn vehicles started in 1908 when the Union put its first shaky automobile in service. In 1910 the first truck was introduced. The transition during the next seven years, however, was gradual, and it was not until 1917 that motor vehicles really jumped into the lead with five hundred in the service to some three hundred horses and wagons. Two years later the number of horses was reduced to seventy, and the following year practically all of these, too, were disposed of. During the past four years, a few stray holdovers have been retained, but now the last of these has passed on to horse heaven, and the sales department is an all-motor organization. In a few of the mountain field districts where wells are being drilled, horses are still an occasional and invaluable aid to oil operations, but as regular employees they have passed out of the petroleum picture.

CHEVROLET IS HIT AT NEW YORK SHOW

Reports from the big auto show in New York agree that the new Chevrolet models are among the most interesting and most sensational from a standpoint of value offered this year, says B. F. Goodpasture, local dealer.

The San Francisco motoring public is an ardent ally to these values, officials of the Anderson Smith Motor company here, find after a careful check kept on visitors to their various show rooms, where some 20,000 viewed the new models during the week.

"The new Chevrolet models are not only more beautiful as to line, contour as to body, with notably improved riding qualities, but they also feature many refinements and improvements from a mechanical standpoint which are even more important to the automobile buying public," declared R. A. Smith, vice-president and general manager of the company.

"One of the most notable features of the new Chevrolet is the new dry plate disc clutch. The clutch has been changed from a cone type to a perfected single plate, dry disc clutch, which requires no lubrication. Mechanical experts declare that it is good for 30,000 miles without adjustment of any kind and it makes for easier operation, smoother engagement, more positive drive and longer life.

"It is so constructed that it will transmit twice the power that the motor will develop. It can be disengaged with one finger of the hand, so easily does it work.

"This radical improvement is due to the efforts of the Chevrolet officials constantly to improve their car and to make it more desirable of the owners. For more than a year mechanical experts have been experimenting with the clutch alone."

Air Chisels on Ice

NEW YORK, Feb. 28.—Compressed air driven chisels are the latest innovation to clear ice from city sidewalks. One of these chisels with a special blade was used to cut a path from ice several inches thick on the steps of the city hall. The tools also are used to clear ice from sidewalks after the fire department has used a large amount of water in fighting a winter fire.

visited its showrooms the opening day. "If we had had the automobiles we could have delivered many to new owners, the message read. "Please send us several carloads immediately to fill rush orders."

Many at Des Moines

Nine hundred eighty-two persons saw the new Paige and new Jewett in Des Moines, Iowa, the opening day, according to a message from that city. Salt Lake City's salesrooms were overflowed all day long, the report stated.

Buffalo reported that 300 prospects were enrolled on its books on the opening day and that many enthusiastic dealers who saw the new models were clamoring for cars.

The Wheeling, W. Va., dealers reported "good attendance despite very bad weather." The dealers there said that their business would show a large increase this year with the new models.

In New York City where the National Automobile Show was going on the day of the Paige and Jewett first showing, the distributor and community dealers reported visits of thousands who had given the new Paige and Jewett a cursory inspection at the show and then went to the salesrooms for a more complete examination.

Europe's Culture Broken; Auto is Given the Blame

(By NEA Service)

MADISON, Wis., Feb. 28.—"The cultured life of Europe is being sacrificed to the goddess 'Motoring'."

Said Professor J. Ortega of the Spanish department at the University of Wisconsin, returns from a European visit with this impression.

The automobile, especially the cheap car, is taking the people of Europe away from their accustomed life of music, art, learning. It is taking them out into the country, it is getting them "on the go," it has instilled in them a feeling of restlessness. This is his complaint.

"No more are the French and Spanish people happy to spend their leisure moments in intellectual contemplation," Professor Ortega sighs. "They are 'crazy' for little trips, and the whole family starts out with no thought of good books or music. The means of travel is cheap and the lure of the open road is enticing.

"The truth of the matter is being seen more clearly from within by various pioneers of thought and by leading Frenchmen.

"Today, in Spain, France and also in England, we can observe a physical shifting—a change instilling into the people the American restlessness, the desire to be on the go very much."

"The cause? Cheap cars in great numbers, accessible to every family."

Bigger Trucks is Traffic Solution

(By NEA Service)

HARTFORD, Conn., Feb. 28.—Solution to the traffic congestion problem:

Makes trucks bigger, so there will be less of them. This is no freak idea. It's the brain child of no less an authority than A. W. Herrington, one of Uncle Sam's best engineers for the army service.

Herrington thinks in terms of six and even eight wheels for a truck, with heavier loads, and broader wheel bases, so that one truck may take the place of two today and less road space be taken up.

Novice Driver Sets New Half-Mile Mark

With a dirt farmer in the presidential chair, little surprise was ex-

DODGE BROTHERS COMMERCIAL CAR

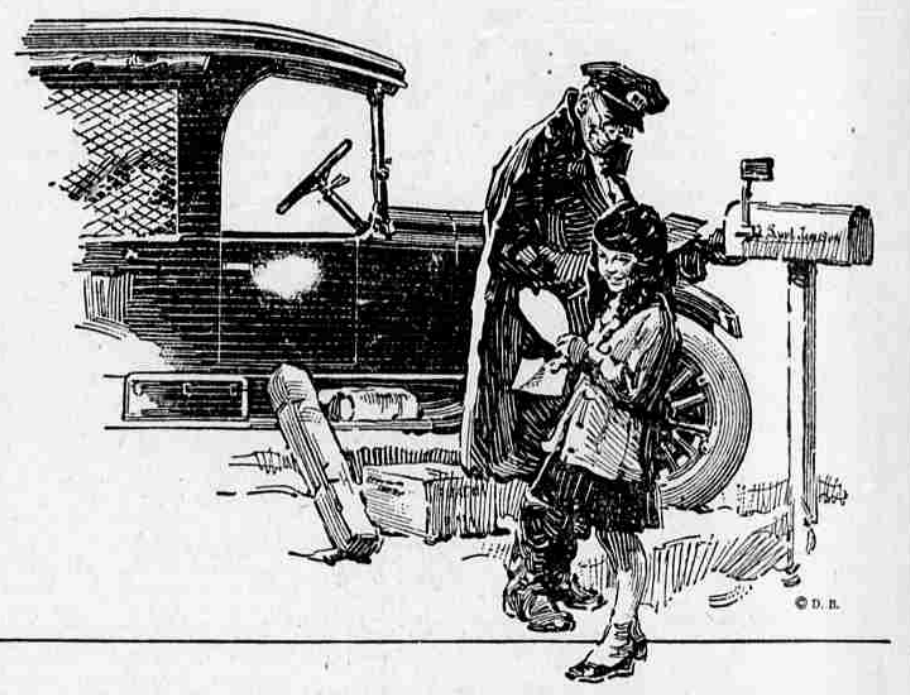
Thousands of these cars are used by government employees and by the government itself.

Their exceptional dependability—particularly where driving conditions are not the best—has long been a matter of official record.

Screen Commercial Car \$910, f. o. b. Detroit

HATHAWAY MOTOR CO.

174—8th Ave West. Eugene, Ore.



pressed on the receipt of news that an ordinary workman has ploughed his way to speed kingship by "slipping" around the half-mile dirt track at Crown Point in 27.15 seconds.

According to J. E. Lathan, president of Lathan Company, Inc., coast distributors of Zenith carburetors, this record as made by Cliff Woodbury in a Zenith-equipped Frontenac of 300 cubic-inch displacement and represents the world's fastest half mile on a dirt track.

"Woodbury is not a professional racer," says Lathan. "He has a repair shop in Chicago, goes to work in his shop every day, and does not slip racing interfere with his business. Despite this fact, he has a window full of trophies which he has won in many races, including cups for the ten-mile and fifty-mile dirt track records for the middle west. He has won 24 out of 28 races against the fastest dirt track cars in the United States and attributes his consistent success in large measure to his extreme care in selecting motor equipment, particularly the carburetor, all of these races having been won with a Zenith."

Wear is Dangerous

Wear in the bearings of the shaft operating the breaker arm is apt to cause a loss of compression at this point.

Many Are Careless

Sixteen out of every hundred motorists cross railroad tracks without looking to right or left. This is the conclusion of the department of safety of the Baltimore & Ohio Railroad, which has just completed a nine-months' survey of grade crossings.

Care of Hub Important

Remove and clean hub caps of all grease at least once a year, after which the caps should be repacked with fresh grease. It is also well to clean out the hubs and bearings, washing them thoroughly with gasoline so that dirt and grit will be dislodged.

When this has been done the bearing parts should be again lubricated, and the hub caps put back in place.

Spark Plug Threads

The threads of spark plugs, valve port caps and exhaust pipe connections should be brushed occasionally with some powdered graphite. This prevents seizing or binding of the threads from the oxidizing action of hot gases.

Standard Four-Door Sedan, \$1095
f. o. b. Detroit, tax extra.

More for the Price Than You Ever Bought Before

The popularity of the new good Maxwell has simplified the buyer's task, for such marked public favor is sure indication of definite superiorities thoroughly demonstrated.

Some of these superiorities you will see at a glance the first time you look at a new good Maxwell. You'll note, of course, that in good looks, fine appointments and roomy comfort the new good Maxwell gives more than you were ever able to buy before at the price.

You'll learn, also, how the new good Maxwell is made and built, almost to the smallest detail—all in the great Maxwell plants. You'll appreciate how much that means in greater quality, reliability and economy.

But neither we nor any good Maxwell owner can give you an adequate idea of how much finer this car is in results than any four you have ever known. You must experience these results for yourself.

When you have driven the new good Maxwell 58 miles an hour, rushed from 5 to 25 miles in 8 seconds and enjoyed its remarkable ease of riding, you will begin to understand how superior in values this car really is. We are eager to prove these Maxwell superiorities in a demonstration.

Touring Car, \$895; Club Coupe, \$995; Club Sedan, \$1045; Standard Four-Door Sedan, \$1095; Special Four-Door Sedan, \$1245. All prices f. o. b. Detroit, tax extra.

We are pleased to extend the convenience of time-payments. Ask about Maxwell's attractive plan.

G. C. MOIR & CO.

942 Olive St.

The New Good **MAXWELL**

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30x34 Clincher Cord	\$8.30
30x34 Clincher Cord	\$10.50
30x34 Red Top Fabric	\$13.00
30x34 Red Top Cord	\$14.00
32x4 First Grade Cord	\$16.40

OTHER SIZES PRICED IN PROPORTION

West & Sons Motor Co.

9th and Pearl Sts. Phone 592

The Reason

you see Buick pull away in front when the traffic starts is the extra power in the Buick Valve-in-Head engine. Buick's get-away and Buick's mechanical 4-Wheel Brakes take care of any traffic emergency.

B. F. GOODPASTURE

Sales & Service 7th and Olive St.

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