

WALTER CAMP OF FOOTBALL FAME DIES AT HOTEL

NEW YORK, March 14.—(AP)—Walter Camp, noted football coach and critic, died today. He died of heart failure in the Hotel Belmont.

Mr. Camp attended a meeting of the football rules committee last night being about midnight and retiring to his room at the Hotel Belmont. He apparently was in good health when he retired, hotel attaches said.

When the rules committee assembled this morning in the Hotel Pennsylvania the members delayed opening their meeting pending Camp's arrival. When some time had elapsed and he had not appeared, Bill Roper, Princeton coach was delegated by the committee to look for Camp at the Belmont. Roper went to the famous coach's room and getting no response had the door opened. Camp was lying dead on his bed.

Arrangements for the funeral probably will be made later today after the arrival of Mrs. Camp, who was in Atlantic City this morning.

CONFERENCE IN FINAL SESSIONS

(Continued from page one)

"Circulation Contests—Some Recent Experiences." School Page Defended. The value of a school page was defended by Art Steel of the Clatskanie. Chief, Elbert F. Bede of the Cottage Grove Sentinel opposed it on the grounds that the expense was insufficient for the return. Other editors approved of the page if it was determinedly edited.

Foreign advertising is any advertising the source of which is outside our community," declared Ralph E. Morrison of the Western Farmer, in an address on the "Foreign Advertising Situation." He stated further that the local merchant was the guide and addition of the small papers to "stick to the local merchant."

Walter Burn, Pacific coast manager of the American Newspaper Publishers' association, stressed the fact that one must sell the idea of newspaper advertising to national advertisers, in a talk on "Building Your Newspaper's National Advertising."

Circulators Meet.

A conference of the Pacific Northwest Circulation Managers followed the joint conference at 3:15.

Ellis B. Hall of the Centralia, Wn. Chronicle, discussed the problem of married vs. independent carriers and E. E. Howard of the Portland Oregonian, explained and illustrated the use of circular letters, declaring them to be an effective method of securing circulation.

The importance of carrying agricultural news was emphasized by H. F. Lyons of the Tacoma Ledger. W. D. Lyons of the Tacoma Tribune told of the importance of keeping the publishers interested in the circulation manager's association.

Cash in Advance. W. A. Scott, of the Salem Capital-Journal reviewed the success of his paper in adhering to a cash in advance circulation.

The influence of a paper's editorials and policy was declared to be a factor in circulation, declared J. M. Dunning of the Pendleton East Oregonian.

Thoroughness and systematized care were found to be the essentials of a successful house to house soliciting. F. P. Howard of the Albany Democrat-Herald.

To Fight Gas Tax

All producers and distributors of California have decided to organize against increase of the gasoline tax in that state.

BOXING

Don't fail to see the fight Monday night at the Winter Garden. . . .

Stop Coughs COLDS

FOLEY'S HONEY AND TAR

ESTABLISHED 1875

LARGEST SELLING COUGH MEDICINE IN THE WORLD

REFUSE SUBSTITUTES

SOLD EVERYWHERE

CHICHESTER'S PILLS

THE DIAMOND BRAND

THE ONLY PILL THAT CURES COLIC, CHOLERA, DIARRHOEA, DYSENTERY, AND ALL THE OTHERS THAT COME FROM THE STOMACH AND BOWELS.

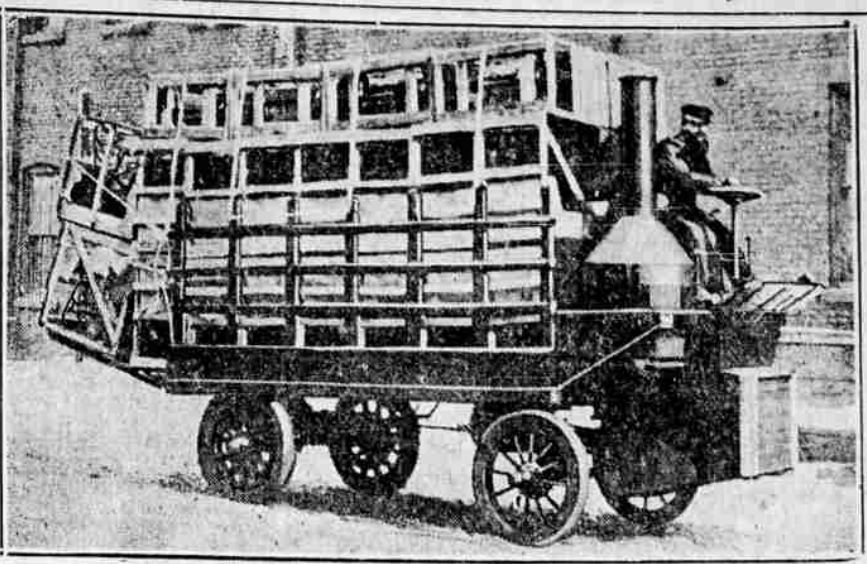
SOLD BY DRUGGISTS EVERYWHERE

For **Railroad information** call **44 or 57**

SOUTHERN PACIFIC

FOURTH AND WILLAMETTE AND 20 HAMPTON BUILDING

First Motor Trucks, 25 Years Ago, Are Now Merely Relics



Twenty-five years ago this was a novelty. Today it's a museum relic. It is one of the first motor trucks that appeared. It was run by steam power and was considered powerful enough to pull a five-ton load. Today a truck manufactured by the same firm is made to pull loads up to 25 tons.

HUNTER SEES FALL IN BOBCAT PROFITS

Although the bounty hunters are having quite a success bringing in bobcats there will soon be a falling off in this outdoor sport, according to George Moody, of the McKenzie bridge district, who was here today.

Mr. Moody who does considerable trapping both for furs and also in the war against predatory animals reports that the "kitties" are getting cautious owing to the recent heavy inroads on their ranks. "A cat now is worth five dollars, including both the county and state bounty, and everybody on the upper McKenzie are after the animals," Mr. Moody said. The heaviest season which closed March 1 was not a success in the McKenzie area, the trapper said. Too many of the rodents were trapped the first season and the catch this year was very low, he said.

Mr. Moody collected the bounty on one bobcat at the office of the county clerk today. James Yale, also of the McKenzie bridge district, received the bounty on one coyote.

Demonstrations of Power Are Staged By Star Automobile

OAKLAND, Cal., March 14.—(Special)—Never before has automobile history recorded such a sensational series of power demonstrations as those written in blazing print by Star automobiles during the past few weeks.

One by one, the most famous of western hills, some long, some short, some "straight up" and some with many winding tortuous curves, have fallen victim to the 1925 Star car's "million dollar motor." This new power plant is being looked up to today as one of the most powerful in small motors that has ever been brought forth by automotive engineers.

It has accomplished the "impossible" many times. A recapitulation of some of its achievements show many points well known to motorists—well known to anyone who has traveled extensively in the west.

Included among the hills, as "those conquered" at the Durant Motor company factory here, are these: Waterman canyon, from San Bernardino to Lake Arrowhead, in high gear, a record never before beaten; Motorcycle hill, in Phoenix, climbed

Type of Metal That Refuses to Rust Is Used by Chevrolet

In the spring an automobile owner's fancy turns to cleaning up the old bus. During the remainder of the year the color of the car may be unrecognizable but somehow the bright sunshine and the clean breezes form a kind of tonic that gets into an automobile owner's blood and urges him to clean up the car, if for no other reason than to be in harmony with the spirit of the season.

The results of such manual labor are often real gratifying; in fact, inspire a kind of pride of ownership which may have passed during the year. But if the car chafes to be a couple of years old, there are some tell-tale marks that reveal age.

It was because of the fact that rain and sunshine will form rust on most metals that the engineers of the Chevrolet Motor company set to work to find a type of metal that would not rust.

The results of their experiments along this line are embodied in the new Chevrolet—in an airplane metal radiator shell, which is non-rusting because of the composition of the metal used and has all the beauty of nickel. Like the Duco finish on this car, this radiator shell actually improves in lustre with rubbing and age.

There is no possibility of rubbing through the coating because the whole shell is made of the same material.

Maxwell-Chrysler Sales Set Record

With the largest retail sales for a single week in this season of the year ever recorded in Maxwell-Chrysler history, officials of the company are convinced that their two products are well started on the way to a banner year.

The record week, ending February 21, showed a gain in Maxwell sales over the same week last year of 72.5 per cent, while the increase over the preceding week was 44.2 per cent. Chrysler sales gained

CAR MAKERS SEE BETTER OUTLOOK IN SPRING TRADE

Active spring trade markets were indicated both in the factory shipment reports and the statement of business conditions by dealers which were presented at the directors' meeting of the national automobile chamber of commerce in New York recently.

Two hundred seventy-seven thousand and six hundred cars and trucks were manufactured in February, as estimated from shipping reports compiled to date. This is 15 per cent ahead of January.

Industry regards the situation as favorable since there is less tendency to stock in anticipation of spring demand this year and accordingly output figures reflect actual sales.

Reports from dealers of most sections of the country bear out this fact stating that new car stocks are light, that used vehicle inventories are cleaning up and that demand in the truck field continues active. Winter sales have also been better than last year in the middle west, though lighter on both coasts.

Americans in Canada

Nearly \$25,000,000 is invested in the auto industry in Canada. Of this, 68.2 per cent is credited to American capital.

CALIFORNIA FACES FORCED INSURANCE

(By NEA Service)

SACRAMENTO, Cal., March 14.—Five bills introduced before the California legislature seek the adoption of compulsory insurance of motorists. The amount of insurance ranges up to \$10,000.

One bill would make the owner of a vehicle liable for death or injury of a person through negligence of operation.

Another bill calls for suspension of an operator's license for six months on third conviction for violation of the motor vehicle act.

A third calls for a mechanical governor on all trucks to control their speed. Several other bills aim specifically at commercial vehicles one of which would impose a tax of 4 per cent on the gross receipts of their owners.

Several other bills have been introduced, most of them calling for some financial return to the state for the use of a motor vehicle.

'Outdoor Franklin' Takes Road Again For Western Auto

"Outdoor Franklin" is about ready to take to the road again.

With a new sport car fitted with every needed accessory and camping convenience Franklin will set out from Los Angeles within a few days to begin to gather first hand information regarding roads, camping places, hunting and fishing; every sort of outdoor information imaginable for the benefit of the information bureaus of the scores of stores of the Western Auto Supply company.

In the course of his travels this year the road scout expects to visit every one of the nine western states in which the Western Auto Supply company is represented, and his journeys will take him as far east as Denver and over the country from the Mexican border to Canada. He will visit all the national parks in this vast territory and collect all valuable information concerning the best roads into them, camping facilities, etc.

According to C. M. Urey, local manager of the Western Auto Supply company, the photographs and information that Franklin's researches will collect will be a very valuable addition to the service of the Western Auto Supply company.

Total Auto Costs So far are Placed At \$40,000,000,000

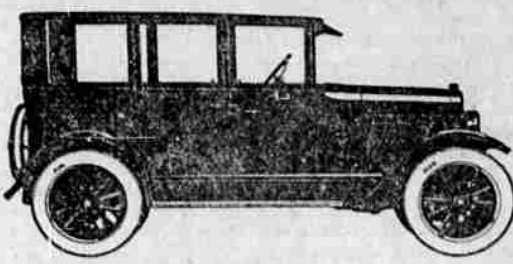
"We have produced in this country some 24,000,000 automobiles, of which more than 1,000,000 have been exported, nearly 6,000,000 have worn out and about 17,000,000 are now in use.

"To buy and run these automobiles, we have spent more than \$40,000,000,000, a sum almost twice as great as our military expenditures during the world war.

"It is almost twice as much as the entire expenditures of our national government from the first administration of George Washington through the first administration of Woodrow Wilson. It is far greater than all the present indebtedness of our national government, our states and all our municipalities.

"With that much money our Revolutionary war could have been kept running for 2000 years at the rate of expenditure which it actually involved. That sum would have restored all the devastated regions of France six times over."—Leonard P. Ayres, noted Cleveland statistician.

WILLYS-OVERLAND FINE MOTOR CARS



World's lowest priced four door All Steel Sedan with Sliding Gear Transmission

It's a landslide for the new Overland All-Steel Sedan... nothing to compare with its value under \$1000...not an excess ounce in weight... greatly increased safety because of greatly increased driving vision...the thrill of big power...the satisfaction of a modern disc-type clutch...the riding ease of patented Triplex Springs... the pleasure of rich velour upholstery . . . and money saved in first cost, upkeep and every mile of running.

\$715 f.o.b. Toledo

OVERLAND ALL-STEEL SEDAN FOUR DOORS

WEST & SONS MOTOR CO.
9th and Pearl Eugene, Ore.

Ford Service

Our ne wimproved equipment means better service in less time, at lower cost to you.

Get our prices first

COOKS FORD SERVICE
23 7th Ave. East

DUCO

Is a New Discovery In Auto Painting

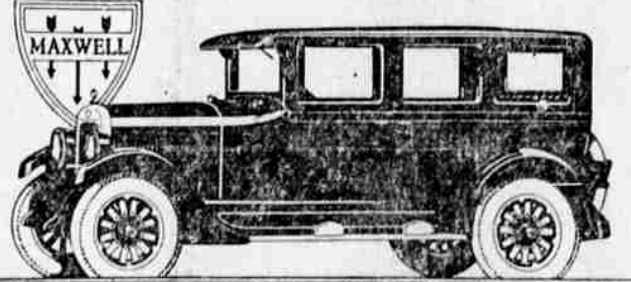
and like all new things, it has been prohibitive in price, for no other reason than some people are always ready to take advantage of the public. We have been fortunate enough to secure the service of an expert on Duco finishing for several weeks to train our regular force in the latest methods of applying this finish to automobiles with the modern machinery we have recently installed and we are now ready to Lacquer finish your car with Duco or any of the well-known brands of Lacquer finish, for the same price we have been selling you a good paint job for the past ten years.

Refinish Your Car Complete with Lacquer in 3 to 6 days—the Indestructible Finish

60% of the New Models Car Is Lacquer Finished, Why? Once Your Car Is Lacquer Finished Your Paint Troubles Are Over

O'DAY'S
Auto Top & Painting Shop
Auto Painting—Auto Trimming—Upholstering
AUTO PLATE GLASS
362-5th Ave. East Telephone 1287-J

Popularity Like this Means Appreciation of Greater Values



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

The new good Maxwell has won such hearty approval here and everywhere, its popularity is a matter of comment. There can be no question that the car offers advantages never before found in a four.

There are logical reasons for this advance over conventional results.

First, the determination of Maxwell-Chrysler engineers to develop the four-cylinder principle to its fullest extent.

Next, the marked and recognized advantage in experience and resources of one of the largest and strongest quality manufacturing organizations in the industry.

Furthermore, the new good Maxwell is truly a "manufactured" car. The entire car, almost to the smallest detail, is built in the great Maxwell plants.

Naturally, with all these advantages the new good Maxwell offers higher quality and finer motoring at a surprisingly low cost.

The car's popularity means that the public has discovered this fact. To put the matter briefly, you have only to observe the growing number of new good Maxwells on the road to understand the wide-spread appreciation of Maxwell's higher quality and greater values. We are eager to prove it 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. Maxwell dealers and superior Maxwell service everywhere.

G. C. MOIR & CO.

942 Olive

The New Good MAXWELL

Extra Special

A Real Cord tire—Oversize 30x3 1/2 selling at **\$9.95**

ALL DAY AND NIGHT SERVICE

Beginning April first we will keep our repair shop open day and night for the convenience of autoists.

ROAD CALLS ANSWERED

B. & M. Tire Co

845 Olive Phone 810

Announcement!

I have taken over the management of The Oregon Motor Co. at 930 Olive street and will personally look after your auto needs.

STORAGE—REPAIRING—WASHING

Welding and General Repairing

"EVERY NEED OF AN AUTOMOBILE"

V. R. Rayner

930 Olive St. Phone 949

NOW OPEN!

Handling complete line of Replacement Parts and Accessories for cars, trucks and tractors

Everything for that overhauling job. You are cordially invited to visit this new store and inspect our lines.

J. B. Knight Co.

"Always Dependable"

991 Oak St., Cooper Bldg. Phone 230