

## PROSPERITY YEAR GIVEN BACKING OF SUPPLY COMPANY

"General indications point towards a healthy prosperous year. This wave of prosperity has already started in the east and is gradually moving westward," writes H. Press, advertising manager of the Western Auto Supply company, in a cheery letter he sends out. Hoping for a "national prosperity year," he tells of the new automobile stickers on that subject. He says:

"Because of the few minor setbacks which we in the west have had in 1924, the buying public of this section of the country have permitted themselves to lapse into a pessimistic state of mind. Adverse conditions loom up like mountains. While in this frame of mind, the buying public is blind to the favorable indications which appear upon the business horizon."

"It is our contention that while in this mental state, the general public will lose sight of the opportunities which will present themselves in the very near future. The buying public will not appreciate the coming of good times, because they will not be prepared for them and will not be ready to make the most of the favorable conditions which are on our threshold."

"Working on this theory, the Western Auto Supply company has had printed a quantity of windshield stickers. You will note that the thought we desire to get over is that 1925 is a prosperous year. The National colors are used—red, white and blue. We believe that if we can get a sufficient number of these stickers on the windshields of automobiles and on store windows it would have a certain psychological effect upon the minds of the buying public and it would make them think prosperity and place them in a more receptive frame of mind."

"We realize this is a tremendous undertaking and that in order for it to be successful, in order for it to have the desired psychological effect, we need the support of all newspapers. Understand us, please. We do not ask for publicity in connection with this campaign. What we do need and appeal for is that this subject of prosperity be given publicity."

"This is not a one man or a one organization undertaking. In order to have the desired effect in the community, the campaign if properly met will receive the concerted effort and attention of every civic body, every merchant and every individual. These stickers are on hand at the Western Auto Supply company in your city. We will be glad to furnish free as many as you need."

## Gasoline Service Shows Improvement

"Until very recently when a motorist drove up to a gasoline pump, he would have to run into a garage or ring a bell in order to get the attention of the man in charge," says E. D. Gurney of the Acro Oil company. "Even then, he received gasoline, and that was all. None of the little touches of attention which he is shown by the dealers of today. He now finds that a smiling attendant greets him, and every mark of courtesy and attention is shown him."

"The General Petroleum corporation is very much pleased with the remarkable evolution made by the independent dealers displaying the green-and-white sign," Mr. Gurney states. "The corporation has always been very particular in the choice of its dealers, and only selected those who were capable and willing to give the best of service. As a result of our care, we have a corps of distributors who are willing to back to the limit, and they in turn are always ready to back our products."

"A great improvement in the neatness and general appearance of the gasoline stations may also be noticed by the motorist of today."

**Fishing Birds**  
TOKIO, April 4.—The Japanese have taught cormorants to fish for them. Rings around the necks of the birds prevent them from swallowing the fish they catch in the sea glades. The fishermen control the birds with long cords.



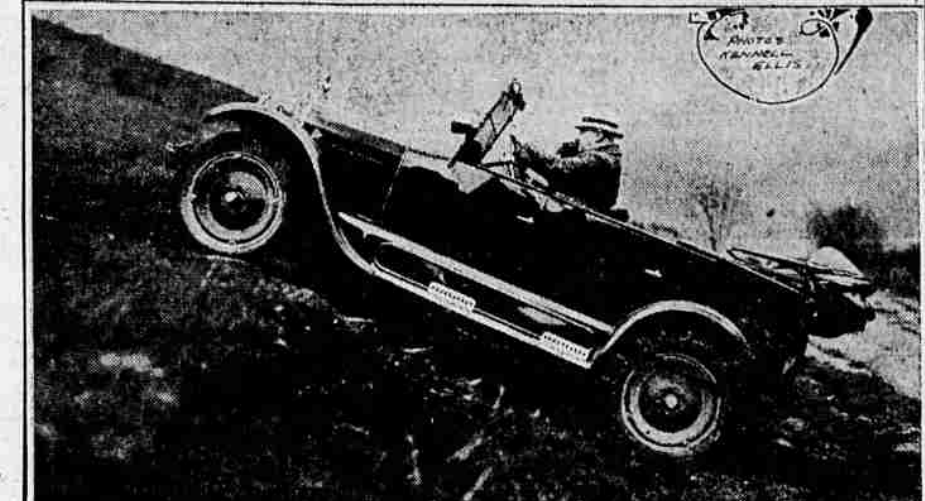
Banking Cooperation  
Essential  
To Farming Success

A farmer should make a good profit on his investment plus good wages for his work. Yes, that's easy to say and hard to do, yet in spite of all difficulties, quite a few farmers do it. Besides his own funds nearly every enterprising farmer needs the use of extra working capital. This he gets through his account and acquaintance with a bank such as ours. We understand the problems of a farmer as a producer and as a merchant, and we help to solve them with a sensible kind of banking cooperation.

**BANK  
OF  
COMMERCE  
EUGENE, OREGON**

## STAR CAR MAKES SPECTACULAR CLIMB OF BUTTE

Machine Driven by Hugh Winder Makes Every Grade With Ease, and Also Demonstrates Power of New Brakes; Stock Model Is Used in Test



The upper photo shows the Star stock car turning a curve on the face of Skinner's butte, on a 23 per cent grade. The middle picture shows the same car mounting the concrete steps at the hairpin, at a 28 per cent grade. After the car climbed the butte without a strain, it went up the right side of the Oregon "O" and down the left side. The lower picture shows the four-wheel brakes holding the car at the "O," where the grade

All the thrills of riding on a magic carpet were furnished by the trial trip of the Star car owned by Reg Beirsto straight up the south side of Skinner's butte early last Saturday afternoon. The car was driven by Hugh Winder of the Lane auto company. Accompanying him were Margaret Skavlan, reporter for The Guard, and L. J. ("Shorty") Harris and W. A. Mast, both of the service department of the auto company. They were accompanied part of the way by E. W. Ellis, making five in the car at one time. The trip was made in spite of the rain on the previous night, and Saturday's showers, up concrete steps at a 28 per cent incline, and on up the face of the butte.

**Stock Model Used**  
The car used for this feat is a Star standard stock model with a gear ratio of 4 and seven-eighths to one, the motor is 3 and three-eighths by 4 1/2 displacing 152.6 cubic inches and

is 38 horsepower. The Lane auto company offers \$1000 to anyone who can prove that a single part in the car is not standard, and the same offer was made to an incredulous bystander on the hill Saturday. The car has the same oiling system that makes the Liberty motor possible. This force feed oiling system makes it possible to get sufficient power to climb without burning out the bearings. Chains were used on the two back wheels.

A stop was made beside the University of Oregon "O" on a 40 per cent grade, and under an oak tree near the footpath on a 23 per cent grade, both stops giving the opportunity to try out the 4-wheel brakes. Stops were made both going up and coming down. Mr. Winder alone did a figure-eight on the side of the butte on a 23 per cent grade.

**Climbs Up Steps**  
Mr. Winder and The Guard reporter made the trip up the first half of the butte, cutting across the tacks at the Southern Pacific depot, up the concrete steps, and on up the steep foot-path and embankment felling a small tree in the path of the car. At the road they were met by the two mechanics and Mr. Ellis, and apologies were made to a Southern Pacific official for crossing railroad property. The trip from the road to the top

was then made successively with one, two, three, four and five persons in the car, to see the variations as the load was increased. The car took the steepest part of the grade with the entire party, the trip being made in one minute and 30 seconds.

A similar trial trip was made by Mr. Winder and Jerry Valentine, salesman for the Lane auto company, earlier in the week at Oakridge. The grades on the Oakridge hill back of the schoolhouse are 20, 24, 28, 33 and 44 degrees, and were made by the Star car with comparative ease. A large crowd watched the demonstration trip, made up a steep embankment to the Johnson reservoir at the top of the hill at a good speed. The hill is so steep that water from the reservoir has a fire-fighting pressure of 176 pounds. The same performance was repeated several times with no danger of overturning, even when a figure-eight was done on the 33 per cent grade. Photographic views for the United Press and the Oakridge Review were taken while the car was performing several stunts.

Stopping and starting the Star on a 44 per cent grade caused much comment, according to the Oakridge Review.

## RAILWAYS LOSING TO BUS INVASION

(By NEA Service)  
WASHINGTON, April 4.—Buses used by electric railways in the United States increased by 229 per cent in the last 19 months.

With this declaration, executives of the electric railway field in this country subscribed here to the feasibility of bus operation in connection with, or in addition to, interurban rail traffic.

According to the executive committee of the American Electric Railway association:

"There is a place for the bus in transportation as an auxiliary or supplement to and, in some instances, substitute for electric lines."

As an example of the rapid strides in the bus passenger field, two developments in this form of transportation have just been reported. New York is planning to grant franchises for 57 bus routes in the city, which would make it the first city in the world in motor bus passenger transportation.

The second development is that of Leavenworth, Kas., which has joined the ranks of trolley-less cities. All of the city's trolley service has been suspended, and five 25-passenger busses are providing the local transportation facilities.

## Pedestrian Shown Right way to Walk

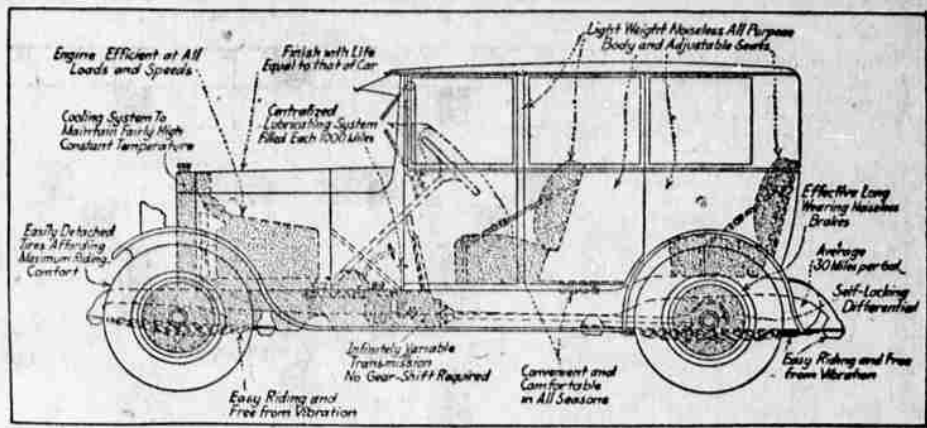
(By NEA Service)  
WASHINGTON, April 4.—Now the pedestrian is shown how to walk! For his own safety, the American Automobile association has had a plan drawn up telling him just how to cross the street, on what sidewalk to walk and how to avoid the danger point in traffic.

According to studies conducted by the A. A. A., the safe side of the street for pedestrians is the left side, or the one on which he faces the traffic coming toward him on the same side. This is true also on country highways.

By walking on the left side, the pedestrian has a clear view of vehicles approaching him. The safe way to cross to a diagonal corner is by going to the left, instead of the right. This line gives the biggest range of approaching vehicles, especially those making a right-hand turn.

## FORTUNE FOR A GLASS SUBSTITUTE, IS OUTLOOK

It's One of Many Needed Improvements for Production of the Ideal Car, Declares Engineer, in Discussing Future Possibilities



The ideal car, as suggested by Herbert Chase, New York automobile engineer. The improvements needed for this are indicated by the notes and arrows.

By ISRAEL KLEIN  
NEA Service Writer

**WANTED**—A substitute for plate glass, lighter, less brittle, not easily scratched, equally as transparent and cheaper!

To the person who can invent a formula for such a product a fortune is promised, in the automobile industry alone.

The plate glass substitute specified is one of the many improvements required before we can say we have brought out the perfect automobile, says Herbert Chase, New York automobile engineer, in a talk before the Society of Automotive Engineers.

The perfect automobile which Chase has in mind he describes as a relatively light car, capable of averaging 30 miles on a gallon of gas with reasonably high maximum speed and such other characteristics that would insure easy handling in traffic

and easy parking. Besides, such a car would be attractive, reasonable in price, and of assured durability and dependability.

**Requirements**

To produce such a car, Chase suggests these improvements:

1. Engines capable of high torque at relatively low speed and with high fuel economy.

2. Gearless, or continuous-torque, transmission infinitely and automatically variable.

3. Much lighter axles or their replacement by flexible members that form part of the suspension system.

4. Considerably lighter frame.

**Body Needs**

5. Effective and long-wearing brakes, perhaps for all wheels.

6. Easily detachable tires, giving maximum riding comfort.

7. Lightweight, noiseless, enclosed body, with comfortable adjustable re-

movable seats having back rests that move with the passenger; well ventilated yet weather-tight and fitted with a heater; finished inside and out with durable material that can easily be kept clean.

**Easier Driving**

8. Springs to give maximum riding comfort with freedom from squeaks, rattles and vibration.

9. Safe and easy steering system free from wheel wobble and shimmying.

10. Cooling system that can get warm quickly and yet maintain a uniform temperature for the engine.

11. Central lubricating system serving all wearing parts and requiring to be filled not often than once every 1000 miles.

Practically all of Chase's suggestions are based on the need of a light car and comfort in riding.

## IF YOU BUMP, DO IT NICELY, IS PLEA

World peace, safety, profanity, high blood pressure and property depend on the etiquette with which motorists bump and get bumped.

"If you must bump be courteous," says the American Chain company in a new booklet on the "Etiquette of Bumping."

"Etiquette requires bumpers on all cars—bumpers which will ward off without damage the head on collision, the side hook, the under cut, the over reach and the fender crumpling body blow."

The naked car is barred. Not for it the companionship of the bumpered. The bumpered car must take its fender fenders, its dented gas tank, its battered radiator to the side streets where two-fisted drivers seeking damages are unrestrained by the rules of bumper etiquette.

Choose your bumper carefully. Insist on bumpers correct in every detail—height, length, curve and fittings. A deep-chested front bumper with at least five inches between its front and rear bars is recommended

for protection from the joy-riding gas house gang in a Sunday jam.

A spring bar will absorb more shock than a rigid bar. Freaky designs attract attention but they don't protect. A curved end on the bumper bar to deflect blows is also approved. That the bumper should be just long enough to protect fenders and not so long as to hinder close work at the curbstone and in traffic, is another important rule of bumping etiquette.

To avoid embarrassment in traffic bumps, select a bumper of right height—the standard approved by the Society of Automotive Engineers. Then bumpers on other cars met in traffic cannot slip over yours and cause damage.

We must bump—statistics prove it—but more attention to bumper equipment will mean less trouble and decidedly more pleasure in the use of the motor vehicle.

**Wise Freshman**

STATE COLLEGE, Pa., April 4.—To determine the general knowledge of students, a psychological test is given every year to the freshman class at Pennsylvania State College. They are required to answer 230 questions in 40 minutes. Men students made an average score of 83.9 and women students 77.7.

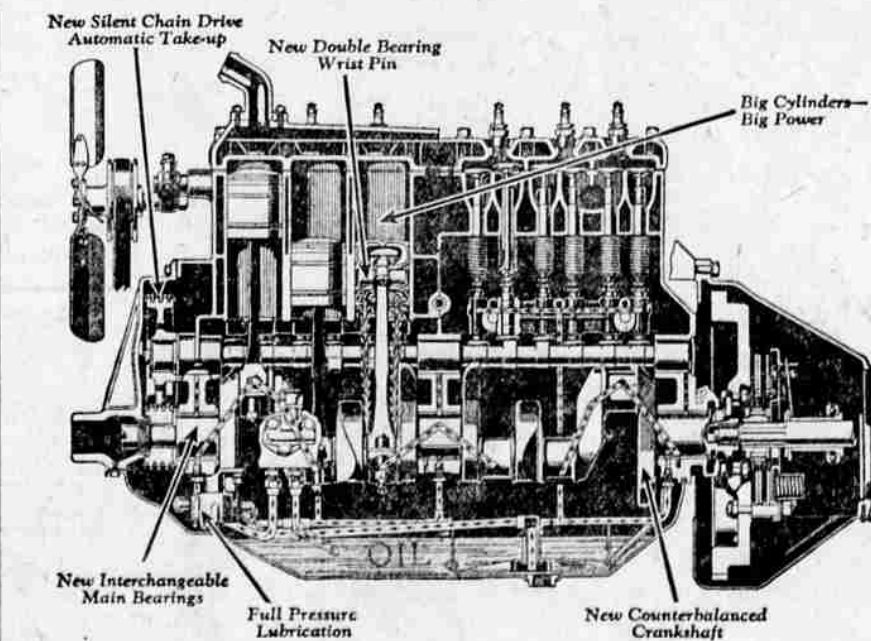
## New Motorcycle Has Hand Clutch

Contrary to the general mechanical systems of American motorcycles, the new Prince motorcycle, latest addition to the Indian line, has clutch operated by hand lever which is on the left handlebar, instead of at foot board on left side of machine. In this way with the gas control also on the left handlebar, manipulation of controls is much simplified making for easier riding, according to E. W. Armstrong, mechanical instructor at the Indian school at Springfield, Mass.

Mr. Armstrong asserts that another feature of this new machine is its phenomenal economy. He resides a little over three miles from his place of business and in riding his Prince back and forth to work averages about seven miles a day. In two and one-half weeks time, he claims, he has used only one gallon of gasoline; whereas prior to purchasing the motorcycle he was using a four wheeled vehicle for his daily trips and during the same period of time, five gallons of gasoline were consumed.

EUGENE COLLECTION AGENCY,  
828-20-30 MINER BLDG. PHONE  
600. W. H. BLOWERS, MGR. tf

## 25% More Power in New Jewett Motor



**THE Jewett Motor improved.** It seemed impossible. For few motors of any type or size have equalled Jewett' amazing past performance.

Records on hill and track, established 3 years ago by the first gr. Jewett Motor, still stand—unchallenged by any car.

But even this remarkable performance was not enough. Months of research and testing have now produced this new—greater

Jewett Motor. A motor so smooth—so quiet—so vibrationless at all speeds that you will scarcely hear it. Yet with power that seems limitless, 25% more than the old Jewett without increasing the size.

Study this motor! Ask the Paige-Jewett dealer to show you these remarkable improvements. Then take the wheel of a new Jewett and make your own test. Five minutes will prove all we say. (542-9)

**H. J. BRINGLE MOTOR CO.**  
Phone 343 71 9th Ave. W.

## DODGE BROTHERS COACH

A popular and attractive addition to Dodge Brothers line of motor cars.

Every coach convenience is provided: unfettered vision on all sides, an intimate yet roomy interior, easy handling in traffic, protection for children against open rear doors, modish hardware and finish, balloon tires and smart whipcord upholstery.

Built on Dodge Brothers sturdy chassis, the Coach will deliver years of dependable service at a very moderate annual cost.

It is available both in the Standard and completely equipped Special types.

\$1095 f. o. b. Detroit—\$1315 delivered

**HATHAWAY MOTOR CO.**  
8th and Pearl Streets, Eugene, Oregon

