Automobiles and Building

The Eugene Guard

Radio News and Farming

VOL. 67 SECTION FOUR EUGENE, OREGON, SATURDAY EVENING, APRIL 11, 1925 EIGHT PAGES NO. 82

Tribute is Voiced to Trinidad, Where Most Of Asphalt is Found

"The pavements of city streets cry to the cloop of horses' hoofs and the whir of automobile tires, 'Trinidad,' a tribute to the island's asphalt deposits. Radio and telephone wires reverberate the refrain. Even the walls of houses shut out these sounds, as well as the cold, with the world-famous product of this emerald island of the southern Caribbean," says a bulletin from the Washington, D. C., headquarters of the National Geographic Society.

"The most southerly island of the West Indies and the largest of the British Islands in the Caribbean with the exception of Jamaica, lying just a few hundred feet from the Venezuela coast, Trinidad ships yearly to the United States more asphalt and bitumen than all the other countries of the world combined. Our 80,000-ton importation from Trinidad, however, is only about one-fourth of the quantity used in the United States. Much of our road material is a by-product of the petroleum and coal tar industries.

Supply Inexhaustible

"When Sir Walter Raleigh stopped on the shores of Trinidad to 'pay' his vessels with pitch from the famous 'lake,' he declared that there was enough of the substance for all the vessels of the world for centuries to come, and even the demand which modern civilization has put upon the supply has scarcely changed the truth of his statement.

"About a mile from the shore, near La Brea, the peculiar phenomenon which has been variously termed an 'inferno,' a 'Stygian pool,' and 'the fountain of the Styx,' is located. Had Dante known of its existence, it probably would have served to stimulate his imagination to still more fantastic flights. However, the lake about which so many interesting stories have been told does not deserve its reputation. A man who contemplated suicide in its black depths would die of starvation before the ooze dragged him in above his knees.

Queer Sensation

"The sensation produced by walking over its surface is much like that of treading upon some great beast whose flesh gives beneath the feet—it is soft, blood-warm, and the wrinkles over its surface in the blinding light of the sun seem to rise and fall with his breathing and the water which gathers in the furrows suggests that the animal is perspiring.

"It is said that the area of the pitch-bearing lake is 110 acres and no one knows how deep it is. There is an almost uncanny feature connected with the removal of the asphalt from the area. Rails and sleepers have been built out into the lake and each day the laborers dig up chunks of the pitch, which break off with dry, blue-flashe fractures, and throw them into a car which runs on rails. Each day they make a trough along the sides of the track with their picks and when they return the next morning the trough is filled again level and solid for them to dig up—a furrow that is never finished.

Scars "Heal" by Night

"Like the Burning Bush, the lake seems never to be consumed, and like the daughters of Danaus, who had to catch water in a sieve, the men never see the results of their labors. At night a great gully runs across the horizon, and at dawn the surface is level again.

"About every three days, however, the pitch swallows up the rails and the sleepers and they must be raised and readjusted on the surface. Although about 100,000 tons of asphalt are being taken from the lake each year, the little track need never be moved; the pitch comes to the railway.

Pool Seems "Spooky"

"The subtle movements of this inner pool have produced some 'spooky' effects—islands wander like lonely ghosts from shore to shore; sometimes a tree trunk sticks up out of the surface like the arm clothed in white samite which bore 'Excalibur,' points its warning finger, and again is drawn back into the Cimmerian depths.

"One writer has estimated that at least 100,000,000 tons of the mixture have been churned into asphalt by gas during the ages in Pitch Lake, which is known as Devil's Cauldron among the natives. About 4,000,000 tons have already been removed, and by 1920 the surface of the lake had fallen 15 feet below its former level.

Once during its history the viscuous fluid overflowed its banks and made its way to the sea near La Brea. Now the world's supply is shipped from Brighton, which fairly reeks of its stock in trade. Asphalt boulders stick up out of the sand along the shore like mysterious black sea worms, the piles of the piers are caked with pitch, the pavements are of the same material, and the black children of the island play with dolls whose little black faces and bodies are made of pitch.

Columbus Saw Peaks

"The island is really a beautiful resort, its roads are excellent, and it is easy to reach from the Venezuela shore, its green trees towering on the sky line from far out at sea. On his third voyage Columbus saw its three mountain peaks, which gave it its name, rise out of the sea on July 31, 1498. At the foot of these hills clusters the group of buildings which forms the capital city, Port of Spain, a rather nondescript modern town which has grown up on the charred ruins of the old Spanish city.

"Though the island has been British since 1797, it is as polyglot as Zanzibar; negroes, mulattoes, from high yellow to ginger, French Spaniards, Venezuelans, Chinamen, East Indians, Tamils, Americans and English loiter in its streets or hang over its balconies."

New Jewett six Scores Big Hit

The new Jewett Six was announced to the public at the various automobile shows throughout the United States as the best performing automobile in its class. The Paige-Detroit Motor Car company, its builders, to back up this assertion, asked its dealer organization to demonstrate the car in competition with its rivals wherever possible.

The result, Harry M. Jewett, president of the company has informed H. J. Bringle, manager of the H. J. Bringle Motor Car company, local distributors, has been a country-wide demonstration of the performing qualities of the Jewett Six, in many instances before large audiences.

The Thompson Motor Car company of Tulsa, Okla., was among the first to start the demonstrations. It challenged every dealer in town to a competitive high speed and low speed in high gear hill-climb. Six dealers accepted the challenge and the new Jewett won easily in the presence of over 3,000 spectators, according to a report received at the factory.

Slump Over Ruts

When you travel over rough roads travel in second and slump way down in your seat. This relieves the spine from shock, says an osteopathic physician.

FORD, FIRESTONE AND EDISON MAKE ORGANIZATION

Three Great Americans Form Group to Break the Present Rubber Monopoly, Held Now by Great Britain; Plans for the Deal Are Laid

ABOVE, THOMAS A. EDISON AND H. S. FIRESTONE INSPECTING A FLORIDA RUBBER TREE. UPPER RIGHT, HARVEY S. FIRESTONE AS HE LOOKS WITH A MUSTACHE. LOWER RIGHT, EDISON AND FIRESTONE IN CONFERENCE UNDER PALM TREES. CENTER, HENRY FORD.

AKRON, O., April 11.—Three great American minds are about to engage Great Britain in a trade war in an effort to save millions of dollars yearly to those affected by the high prices of rubber.

They are Henry Ford, Harvey S. Firestone and Thomas A. Edison.

Two years ago Firestone, prominent tire manufacturer suggested that America should produce its own in retaliation for the British crude rubber restriction act, which curtailed production and exportation of raw product.

This suggestion now has become a warning, because of the furthering of the restriction by Great Britain.

And to this end Ford, Firestone and Edison are bending their efforts to produce rubber in this country on large land holdings in Florida.

"Rubber restrictions this year will cost American car owners at least $100,000,000 and is very likely will be nearer $300,000,000," Firestone says. "Every 10-cent advance in the cost of crude rubber means an additional burden of about $75,000,000 loaded upon the American people.

80 Per Cent in Tires

"About 80 per cent of the world's supply of rubber is grown in the British possessions of the Far East. America consumes 75 per cent of the world's supply. Eighty per cent of the rubber consumed in America goes into automobile and truck tires.

"Rubber was around 14 cents a pound when the restriction act became operative. Today it is 200 per cent higher and indications point to further advances."

Ford, Firestone and Edison have been carrying on extensive investigations in Florida. On the Ford and Edison estates in Fort Myers, Fla., some very promising rubber trees are growing. On the Ford farm near Labelle and on the government experimental farm near Cocoanut Grove some varieties of rubber trees, plants and shrubs are growing in a very encouraging manner.

During a recent conference of the three men in Florida, Edison made several important suggestions regarding new processes of extraction—something different from the methods now in vogue in the Far East.

Plantation in Liberia

It is believed by Edison that a greatly improved method of extraction is possible and that it may be advantageous in hastening yields of latex and greatly reduce cost of production.

Firestone is determined that Americans shall produce their own rubber. He was instrumental in having Congress vote an appropriation two years ago, giving $400,000 to the Department of Commerce for investigation of new sources of rubber supply, and $100,000 to the Department of Agriculture for experimental purposes.

He now has a complete organization in Liberia, on the west coast of Africa, operating a rubber plantation and preparing to plant rubber on an extensive scale.

"The British restriction act limits production and exportation to just one-half the normal crop," Firestone says.

"Americans must awaken to the necessity of doing something to relieve the grip now held by foreign interests on a commodity so important to our welfare and prosperity."

African Motoring Provides Variety

I left Archer's Post at nine o'clock and for two hours was in a heavy rain, which made going bad and worried me, as I thought the rains had started in earnest. By eleven o'clock I came into country as dry as a board, and then started to see things. In front of me ten hyaenas stood dazed by my light until I was within a hundred feet. At least fifty jackals trotted ahead of me during the night; they would stand still until I was within twenty feet of them and then run off ahead. One ran with me at least two miles, so dazed that he could not leave the light ahead. The poor devil was all in when he hid get off the road.—From Martin Johnson's "African Adventures" in the World's Work for April.

ANOMALY IS SEEN IN MANUFACTURE OF AUTOMOBILES

By ISRAEL KLEIN
(NEA Service Writer)

The automobile industry presents an anomaly in its development.

Alongside the increased production of small cars, and the development of the small car feature in the United States and Europe, is a race among manufacturers of more costly cars for production of better "eights."

With his inauguration of a straight line eight to lead his list of products, a prominent manufacturer proclaims the day when the small car will be in the ascendency, when all of our touring will be done behind tiny engines in tiny bodies.

Now almost half a dozen automobile manufacturers produce eights, some V-type, others straight-line. They argue greater flexibility, more power, greater dependability.

High-Class Sixes

But side by side with these eights are sixes that compare favorably with them. The Rolls-Royce, for instance, is a six.

The progress of events, however, seems to be working against the development of the eight. Although only 10 per cent of the highways today are improved, the motorists of the country are looking forward to the day when practically all roads will be easy to travel, when very little reserve power will be necessary to carry them up steep hills or through rough roads.

Then the small engine will be just as efficient as the larger, and it will be much more economical.

Again, gasoline production is reaching the breaking point, prices are expected to go higher as production decreases and the demand increases. And the effect will be a new demand for engines that will require a minimum amount of fuel for the most that can be gotten out of it.

This is why Europe leans more toward the small car. High fuel prices and high taxes. This, it is expected, will hasten the coming of the small engine and small car in America.

SAY ED!

WE MUST LET MORE FOLKS KNOW WE'RE IN THE AUTOMOBILE EQUIPMENT BUSINESS. HOW TO DO IT?

ED SAID, WHY DON'T YOU GIVE THEM SOMETHING FOR NOTHING!

ALRIGHT, WE WILL!

WITH EVER CAR WE EQUIP WE WILL GIVE FREE AND INSTALL AN AUTOMATIC WINDSHIELD CLEANER, OUR FINEST GUARANTEED MAKE, ABSOLUTELY FREE.

(Costs many places as much as $6.50).

NO INCREASE IN OUR PRICES—ONLY FINEST GUARANTEED QUALITY.

We don't think you can really equip a car for less than $20.00, so we set this amount on our FREE DEAL as a minimum. This offer holds good for three months.

ED SAYS GREAT!

WHAT DO YOU SAY?

GEO. E. STEWART

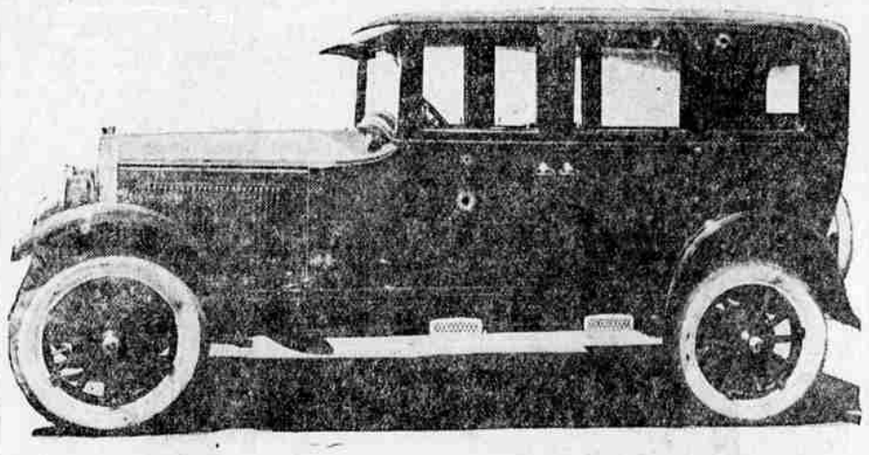
STEWART'S

AUTOMOBILE EQUIPMENT SPECIALISTS

948—OAK STREET—948

Service with a Smile

WHY THERE ARE MORE THAN A MILLION



Buicks are

As Good As They Look

By the distinctive appearance of Buick motor cars, you may judge their inner quality. The same engineering thought that developed the Valve-in-Head engine, Sealed Chassis, automatic lubrication, Buick mechanical 4-wheel brakes, and like factors of superior performance, is also responsible for the grace and the symmetry of Buick body lines.

B. F. Goodpasture

7th and Olive

When better automobiles are built—Buick will build them

Seltz

Good Shoes

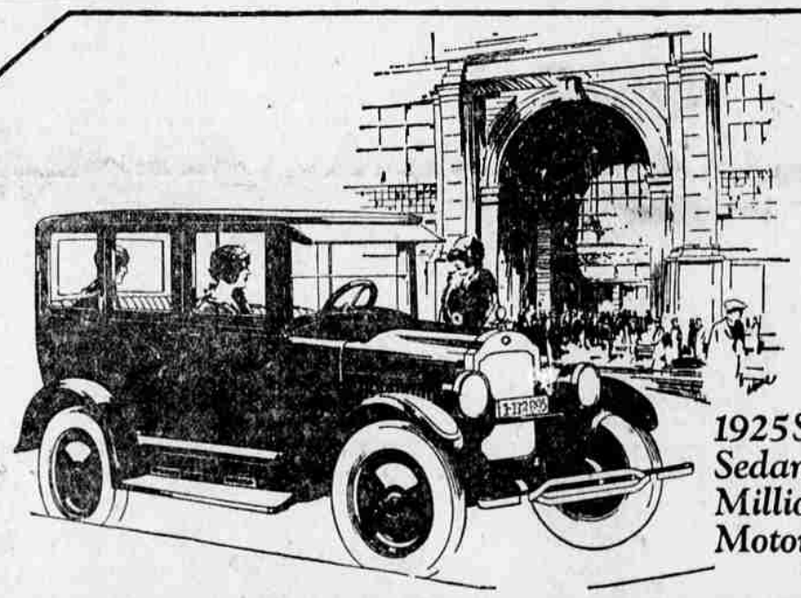
More Real Value.

Come in and we will gladly show you why SELTZ SHOES contain more real value—Why they hold their shape—Why so comfortable. They contain nothing but fine leathers, the most modern ideas of design and skilled craftsmanship. We will show you a last particularly suited to you.

Handled exclusively by

THE BOOTERY

663 Willamette St.



1925 Star Sport Sedan with the Million Dollar Motor

Quick Pick-up *means* POWER

The Car for the Millions with the MILLION DOLLAR MOTOR

When a car can accelerate from 5 to 25 miles an hour in 4½ seconds, it means power. That's what the Million Dollar Motor in the 1925 Star Car guarantees. Power—abundant power—power for speed, power for hills, power for the tough going, sand, mud.

It cost a million to build, but you'll say its worth it, every cent of it. For the first time, real power has been built into a low cost car.

Drive this new motor. Get the thrill of real power—that's all we ask.

Today—at your Star dealer's—test out this new motor.

Lane Auto Co.

834 Pearl St.—Eugene

[*See It at Your Dealer's. Drive It. Compare It*]

The Star Car — "TODAY" — "TOMORROW'S CAR"