

PHOTOS OF TODAY ARE REGARDED ON ECONOMIC VALUE

By J. E. FIELDS
President in charge of sales
Marwell-Chrysler
The automobile buyer of today is different sort of a person from the buyer of yesterday.

Looking on the motor car as a necessity instead of a luxury, he enters the market with the same attitude as has in buying other economic necessities. His idea is to select a car that gives him the most satisfactory service for every dollar expended. In other words he seeks the best value.

NEW YORK OPENS CITY AUTO CAMP

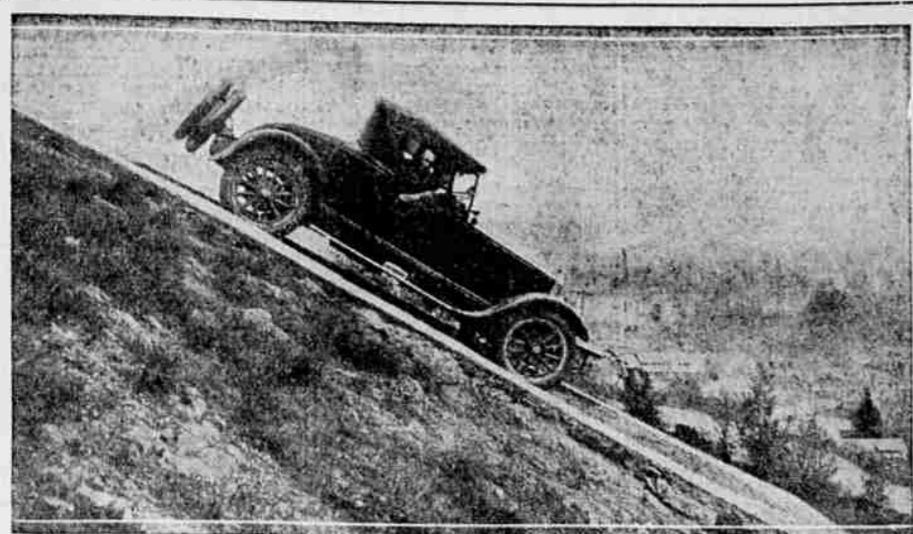
Automobile tourists of this section will be gratified to know that at last New York city has a motorists camp. Known as Camp New York, it is established well within the city limits and is but thirty minutes from Times square by rapid transit with a station directly at the camp entrance.

Prominent Dealers Are Signed up by Willys Overland

Unusual interest in the Willys-Overland motor car franchise is being manifested by prominent automobile dealers throughout the country as the result of the announcement of the new models earlier in the year.

BUICK'S BRAKES ARE GIVEN TEST ON SKINNER'S BUTTE

Steepest Place on Butte, North of Eugene, Conquered by Four-Wheel Mechanical Brakes of Standard Buick; Roadster Makes Trip up and Down With Ease.



STRAIGHT down over the University of Oregon's "O" on Skinner's Butte, the steepest place on the whole butte, the Buick roadster driven by Ed Knox of Portland was driven, and at the worst place of all the four-wheel mechanical brakes were applied. The car stopped without a jar or jolt, and the brakes held while the driver was getting out.

M'KENZIE HIGHWAY BOOSTED ON MAP

Anglers, hunters and recreation seekers who sense the call of the north will find a veritable mine of condensed information in an outing map of the state of Oregon prepared by the outing and map service departments of the Automobile club of Southern California for its members and visiting motorists.

New Jewett Coach Announced; Price Listed as Feature

The Paige-Detroit Motor Car company in an effort to present the new, out and smartest coach in history announces through H. J. Bringle, manager of H. J. Bringle Motor company, local distributors, a new five-passenger Jewett six model at only \$55.00 more than open car prices.

GILL BROS. Special DAHLIA Bargain Offers

Advertisement for Gill Bros. Seed Co. featuring dahlias. Includes a photo of a dahlia and text: 'Three Special Cut-Flower Dahlias \$1.25' and 'Eight Named Dahlias \$1.00'.

BLISTER RUST IN WHITE PINES OF OREGON FEARED

"Don't wrap your cloak about you in a smug security and conclude that our counties bordering the Willamette have nothing to fear as there is nothing at stake in the fight against blister rust," says a forest specialist, W. V. Fuller, of Dallas who has cruised much timber land in the region of Black Rock in Polk county and has estimated that there are between 10 and 12 million feet of choice western white pine in that region.

MENTAL STRAIN IS ACCIDENT CAUSE

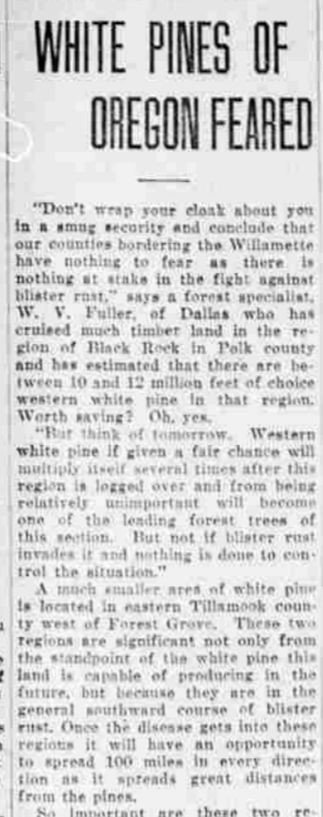
CHICAGO, April 25.—Remove the mental strain of the driver and you'll remove an important cause for traffic accidents, says Sidney J. Williams, chief of the public safety division of the National Safety Council here.

More Traffic Seen Over Lincoln Road

DETROIT, April 25.—Dozens of long newly paved roads will greet the tourist along the Lincoln Highway on his way from coast to coast this summer.

Advertisement for The Langwood Exclusive Wood Range. Features a large illustration of the wood range and text: 'LANG'S EXCLUSIVE WOOD RANGE' and 'CHARLET'S BARGAIN STORE'.

Body Depth of Hen is Easily Ascertained



SEED EXCHANGE PLAN ADOPTED

MANHATTAN, Kan., April 25.—The plan of holding county seed exchanges for the sale and purchase of approved seed has spread rapidly from Kansas, where it began last year, to several other states.

Planes to Carry Spray Over Monroe

CORVALLIS, Ore., April 25.—"Dusting" experiments with airplanes on fruit orchards near Monroe will be carried on in May by D. C. Chamberlain, assistant professor of entomology and forest entomology of the Oregon Agricultural college.

Formaldehyde IS USED FOR TUBERS

The new method of potato seed treatment with hot formaldehyde is proving effective in Oregon. Because of its simplicity and cheapness, this treatment is fast gaining favor.

Farm Pointers

The poor potato crops in Oregon are due to four principal causes, says the experiment station specialists. There are too many varieties, too many unproductive hills, poor stands, and in many cases not enough plant food and moisture.

Damage Expected From Apple Scab

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Advertisement for STOP Children's Cough with FOLEY'S HONEY & TAR. Includes text: 'STOP Children's Cough with FOLEY'S HONEY & TAR' and 'SOLD EVERYWHERE'.

OREGON MOTOR CO. Phone 949. 930 Olive St. EUGENE COLLECTION AGENCY 828-29-30 MINER BLDG. PHONE 600. W. H. BLOWERS, MGR.