

ROAD FACILITIES BOOST TOURISTS. DECLARES EXPERT

By ISRAEL KLEIN
(NEA Service Writer)

National parks, city camps and tourist resorts are expecting a larger flow of motor travelers this year than ever before.

The reason is not only more motorists, but more improved highways, better motoring facilities and improved sources of touring information.

Distances have been shortened, desert wastes have been conquered. There is hardly a spot in the entire country that has not been laid out for sightseeing by visiting tourists.

California is making preparations for a million motor tourists this season, with half a billion dollars in returns as its goal. The northwest, with Colorado as the gateway of the region, will run a close second.

More than 125,000 cars registered in Colorado last year, according to the Denver Tourist Bureau, and at the rate of yearly increase the mark for this season is expected to be 175,000 to 200,000.

As compared with 315,916 cars which registered in the national parks last year, the park service is now looking forward to a banner year with 400,000 cars as the objective.

Less Equipment

Trailers will be less in evidence this year, because of the greater camping facilities provided by larger cities of the country. In fact, trailers retard progress, especially in mountainous districts.

The improved highways will cause a desire to see more of the country in the summer, or even less time than motorists have been taking.

Instead of adding equipment for their tours, tourists will be able to dispense with much that used to be necessary especially for outdoor camping. Well-equipped camps are so numerous today, that such accessories as stoves, tents, refrigerators are hardly needed.

More Service

The general run of good roads also leaves the driver free to dispense with emergency tools except those that are carried regularly in his tool kit. More gasoline and service stations will enable tourists to go without the extra allotment of gasoline and oil that used to take up space and weight in his car. Only on the long stretches of the middle west, the desert regions of the west will these be needed this year.

All of which will mean less bother with extras, less weight and more comfort in touring. Cost of traveling will be less, because of the lessened use of equipment and good roads. Time will not be wasted.

In addition there's the radio set to add to the pleasure of touring. There are portable receivers of all kinds to be made and to be bought. An aerial strung around the top, a compact receiving kit and small dry batteries take up little more room in his car.

MILTON ADVISES CARE IN SIGNALS

"Always be careful, watch your signals, know your signals and instead of assuming that the other fellow will do the right thing, assume that he will do the wrong one," this is the advice of Tommy Milton, one of the foremost automobile racing pilots in the world and who has traveled faster in a motor car than any other man, an achievement which he placed to his credit, when he broke the world's mile record, traveling at the rate of 158 miles per hour.

"In driving in congested traffic," continues Tommy Milton, writing in the May issue of "Your Car," the new automobile owners' magazine, which is now on the stands, "I always keep my foot ready for the brake pedal and my eyes are ever watchful for the extended arm of the driver of the car ahead."

"I never could understand why road speeds of fifty or sixty miles per hour are necessary. Perhaps it is that in many cases drivers just want to see how fast they can drive, imagining that it's something of a feat. Nothing of the sort. If a car can travel sixty miles an hour, anyone can make the car do that simply by stepping on the accelerator pedal. It's the car that produces the speed. And any driver who thinks he has perfect control at sixty miles an hour on an ordinary road, had better think again. Hold down your speed and save your life and your car. Yes, your car, because speed is just as damaging to mechanism as it is to the human body."

Effect of Balloon Tires is Slight on Speed and Pick-up

That balloon tires have very little effect on the "pick-up" and speed of a car was shown by an auto-motoring tour in a recent test.

He speeded up a high-powered car with high-pressure tires, and then with balloons, from two to 63 miles an hour in practically the same time. The only difference was that at a mile at the highest speed, the amount the balloons actually retarded the car.

STICKERS TO TELL STORY OF PROSPERITY YEAR

Western Auto Supply Company Inaugurates Campaign of Optimism; Slogan is Displayed in Window and Automobile Stickers, Distributed Here



With the thought in mind that the year 1925 will be a big prosperity year, the Western Auto Supply company is distributing to auto owners, a sticker bearing the slogan 1925 PROSPERITY Year. The young Miss above is shown placing one of the placards on the rear window of her coach. Inset shows close-up of sticker.

THAT 1925 is a prosperity year is the big thought which the Western Auto Supply company has undertaken to put over in the minds of citizens of Eugene, as well as other cities of the west, in which the company has established a store.

As a part of the campaign, the company has had printed a quantity of the slogans in the form of window stickers which read 1925-PROSPERITY Year. These placards are furnished free to all persons who wish to convey the idea that the ensuing year will be one of prosperity, and so that all who observe the poster may be guided psychologically to see the opportunities for better business.

In speaking of this campaign C. M. Urey, local manager of the Western Auto Supply company, says:

"General indications point towards a healthy, prosperous year. This

state of mind, the general public will lose sight of the opportunities which will present themselves in the very near future. The buying public had not yet appreciated the coming of good times, because they will not be prepared for it and will not be ready to make the most of the favorable conditions which are on our very threshold.

"It is not a one man, or a one organization undertaking. In order to have the desired effect in the community, the campaign of prosperity must receive the support and concentrated efforts of every civic body, of every company and every individual."

The prosperity stickers may be obtained at the local branch of the Western Auto Supply company, and a quantity will be mailed to any company or individual requesting them.

Playgrounds Housed In; Accidents few

Grand Rapids, Mich., appears to be one city which is successfully preventing traffic accidents to children by the playground method. Year around playgrounds provide recreational facilities for thousands of city youngsters removed from the hazards of the street. According to Henry W. Lightner, city recreation director, a one cent admission charged to each person who used the playgrounds last year would have meant a sum twice as large as the total budget allowed for playground purposes in 1924. Facilities are provided for swimming, tennis, baseball, volleyball, skating, skiing, as well as work-shops, etc., for the mechanically minded. Safe within the wire link fenced playgrounds, some 4,000 boys took up the month again as a pastime to help while away vacation days. The playground attendance for the year approximated 407,000.

Don't Burn Up Our Greatest Asset

Half of the supply of timber is in Oregon and Washington. If kept growing, it will bring added prosperity to this great section of ours.

To do so, it is necessary to have the co-operation of every motorist and camper. Be sure your camp fire is dead and then BURY IT!

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WESTERN TIRES HISTORY IS GIVEN

How a Western-made tire has won a large market during the period of greatest competition in the history of the tire industry is related in the current issue of "Oregon Business," official organ of the chamber of commerce of the state of Oregon. It is written by Alfred A. Aya, vice-president and general sales manager of the Columbia Tire corporation, makers of C-T-C tires.

"The West is the Mecca of men of vision," Aya declares in the article. "Two years ago the setting was ideal for a quality Western tire. Production of raw materials for fine tire making had practically shifted from the Atlantic to the Pacific. Statistics showed that more than thirty per cent of the nation's tires were consumed west of the Mississippi, but only about three per cent were manufactured in that area. The West had vast resources, possibilities of growth in population, advantage of climate, power, water and raw materials also workmen high above the average in Eastern factories both in intellect and initiative."

"Competition was keen in the tire industry," but Robert Vanzburg and a group of C-T-C engineers realized this and established the C-T-C cord on a purely quality basis.

While manufacturing operations did not get under way until late spring of 1923, the end of the year, nevertheless, found the Columbia Tire Corporation with more dealers in its large trade territory than any nationally known tire factory. By the end of 1924 C-T-C dealers had more than doubled in nine western states.

"Then came the substantial connections in the Chicago and St. Louis territories but long before that C-T-C received calls for its product from eastern states where it had never solicited business. Tourists would report seeing C-T-C's on the streets of Chicago, Detroit and even in New York. Throughout the territory trial orders by dealers invariably resulted in a growing volume of repeat orders."

"Quality," then, was the foundation of C-T-C success. But since tires look so much alike, how was the public to tell what is and what is not quality?

"Watch your repair man! Every modern tire shop has a contrivance for 'tearing down' old tires. The parts of piles salvaged by this 'tearing down' process are used for making some of the best inside tire boots."

"In the course of time almost every known make of tire finds its way through a busy repair shop. It is a common thing to hear these tire repair men say C-T-C's are the hardest tires to tear down we have ever seen. Or, 'They sure put the stuff in these C-T-C's.' Or, 'Look at the legs on this C-T-C friction stock.' The legs meaning the stretched friction gum between the piles as it tenaciously resists the tearing down process."

"These inside facts rarely come under the observation of the tire user but they are one of the reasons why C-T-C's have won the confidence of the tire-using public. They are made right through and through."

EUGENE COLLECTION AGENCY, 825-29-30 MINER BLDG. PHONE 600. W. H. BLOWERS, MGR.

OREGON MOTOR CO. Phone 949 1530 Olive

'YOU DRIVE NICELY' INSISTS COP

Seattle Officers Hand Out "Glad Slips" Indicative of Good Driving in Dense City Traffic, as new Plan.



By C. A. CLAY
(NEA Service Writer)

SEATTLE, Wash., May 2.—"Glad Slips" as rewards for careful driving to counteract "Sad Slips" for traffic violations.

Keeping an official record of the good deeds of motorists to lessen the penalty for bad deeds on judgment day.

Such is the feature of a unique traffic regulation plan being developed in Seattle in the hope of solving the knotty problem of increased accidents on downtown streets and suburban highways.

For one week the "Glad Slips" were issued at a test by traffic officers who made official note and report on outstanding examples of careful driving and obedience of the law. The results were so graphic that police are now developing the plan as a permanent phase of traffic routine.

A play on the better side of human nature. A pat on the back instead of an officious snarl and an arrest. A striking and pioneer experiment in public psychology. It has never been tried before. And it works, say the surprised and pleased policemen. Say also the astounded motorists.

Here's how it works: A smiling traffic cop halted a woman driver, who whirled on him indignantly: "What now, Officer," she demanded. "I certainly was doing nothing—"

"That's just it," broke in the

Players in Duet 40 Miles Apart

JOHANNESBURG, South Africa, May 2.—A radio duet of violin and piano was broadcast here recently with the players 40 miles apart. Both used loud speakers attached to crystal sets and were able to hear one another play, so their performance synchronized perfectly. The scene in the studio of the broadcasting station, while the sounds of the piano were carried 40 miles by land line.

IMPROVED TIRES IN BALLOON LINE ARE BEING MADE

By ISRAEL KLEIN
(NEA Service Writer)

Tire engineers are trying to lay down the premature introduction of balloon tires two years ago with the reintroduction today in an improved form.

In the time that has elapsed they have tried to correct the faults which caused many motorists to form prejudicial opinion of the innovation. Tests with various sizes and features of balloon tires have finally resulted in a more definite knowledge of subject and in production of a certain product.

E. A. De Waters, Buick chief engineer, describes one series of tests made by his staff, in which balloon tire faults were discovered and changes were made to correct them. These faults, De Waters found, included increased resistance to steering, especially at the early tendency to shimmy at higher speeds; excessive increased liability to blowout from pinching of inner tubes when going over deep hard ruts; lack of proper clearance for external brakes because of the small 20-inch wheels; excessive rapid wear of the treads.

Galloping, De Waters soon discovered, could be practically eliminated by reducing the tire's cross-section and raising the air pressure. This would be a compromise with the high pressure tire.

Since blowouts occurred mostly on rear wheels, De Waters decided that four-ply tires would not be needed, but that more than four plies of the greater wheel wheel casing and the absorption of driving strains.

As a result of this, De Waters had two new sizes of balloons made for his tests, both were being compromises between the original balloons and the old high-pressure casing. With these on his wheels, De Waters found he had less pinching in proportion to the mileage covered, and that tube pinching was practically eliminated.

A cause for the elimination of tube pinching was the fact that De Waters' compromise tires had no plies, and in some cases six plies, instead of the original four.

In one case De Waters notes that a compromise four-ply tire traveled 16,821 miles per puncture, as the front wheels, but only 6,241 miles per puncture in back. When the tires were increased to five for the rear wheels, the tires traveled 12,217 miles per puncture, practically doubling the former record.

"More than four plies are needed for the low-pressure casings used on the rear wheels," concludes De Waters. "Otherwise the greater wheel loads encountered and the absorption of driving strains will break down the side-wall until it chafes the inner tube or becomes weakened to a point at which it will blow out."

The decline of the formerly popular and the increasing production of five and six-ply casings verify to the conclusion.

DODGE BROTHERS SET NEW RECORD

Dodge Brothers have been establishing new high records continuously for several months, as compared with similar periods for previous years, but the record of the week ending April 11 is the best in the company's history.

With retail deliveries aggregating more than 7,000, an average of more than 1,300 each production day, the best previous week was surpassed by several hundred cars. New retail orders exceeded the corresponding week of 1924 by 1,000, or approximately 10.7 per cent.

Although Dodge Brothers Motor Cars are now being built at the rate of 1,300 a day, both deliveries and new orders are some 200 a day in excess of production.

"Had dealers' stocks permitted, the number of deliveries for the record week would have been even greater," said John A. Nichols, Jr., Vice-President in Charge of Sales. "It is not sport, but a steady, healthful climb."

BETTER AND BETTER

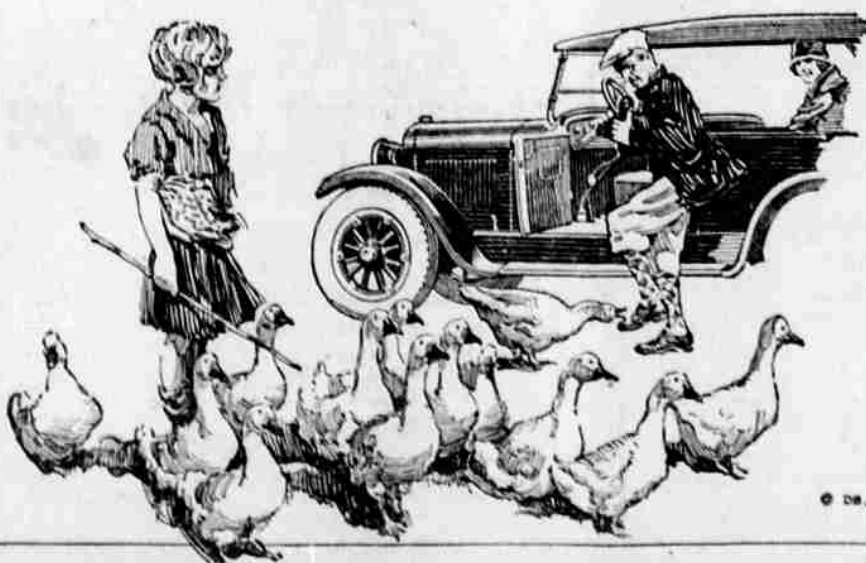
Dependable ten years ago, and five years ago, and more dependable than ever today, Dodge Brothers Motor Car simply represents the latest phase in a process of continual betterment.

The first cars Dodge Brothers built established a world-wide reputation. The cars they are building today incorporate the accumulated refinements of those ten intervening years.

That important improvements in the comfort and appearance of the car are made from time to time, implies no basic departure from Dodge Brothers traditional policy of progressive rather than seasonal development.

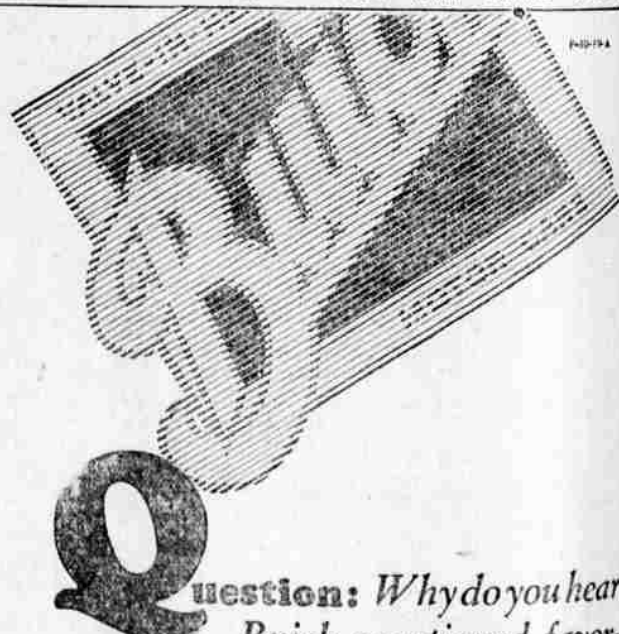
HATHAWAY MOTOR CO.

174 8th AVE. E. EUGENE, OREGON



When Better Automobiles Are Built, Buick Will Build Them

No. 5



Question: Why do you hear Buick mentioned favorably in every motor-car conversation?

Answer: Buick's twenty-one years of invariable quality and outstanding reliability are common knowledge. Buick beauty captures the eye on every highway in America. Buick owners are insistent in their praise of this famous motor car.

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