

MOTOR CAR COST 29 PER CENT LESS THAN BEFORE WAR

Motor cars on the average cost 29 per cent less today than they did before the war, while commodities in general cost 67 per cent more, according to "Facts and Figures of the Automobile Industry," 1925 edition, which is now coming off the press. This 90-page booklet is published annually by the National Automobile Chamber of Commerce. It summarizes, from government sources and its own researches, the main facts, historical and current, dealing with motor transportation.

Production, registration, exports, services, commercial vehicles, highways, and taxation are among the topics covered. While the re-checking of production and registration figures shows little change from the advance data published earlier in the year, the booklet contains many new studies along taxation, highway, and other lines not previously printed.

Cars Cost Less in Terms of Farm Products

With the average retail price of a car now listing at \$825, automobiles cost 29 per cent less today than before the war. Stated in agricultural terms, the farmer today needs only one-third as much wheat, less than one-third as much corn, one-half the amount of cotton, or one-half the number of hogs to buy an automobile today, compared with the relative cost of cars and farm products in 1913.

Railroads Gain from Motor Transport

The profit of the railroads from the automobile business is brought out. The total freight receipts of the steam roads from motor products for one year were \$400,982,000 while the taxes which they paid toward highways during that period were \$34,163,092.

This money paid by the railroads in highway taxation is 3.4 per cent of the total highway bill. Motor vehicles pay more than 40 per cent of this bill in special fees and levies; and the remainder is raised by general taxation.

Exports of motor vehicles in 1924 totaled 386,589 including cars and trucks assembled abroad. This is 17.4 per cent larger than the 1923 figure and is the largest export business ever done by the industry in one year. The total foreign consumption of American motor vehicles, including machines of United States design both produced and consumed in Canada, was 464,211.

Federal motor vehicle excise taxes 1917-1925 totaled \$799,385,399, or more than twice as much as the amount of federal money paid out toward highways in that period, which was \$390,628,813.

Among other points brought out are the following:

2,000,000 carloads of motor transportation products are shipped over the railroads annually.

470,000 school children are transported to school daily by 20,000 motor buses.

There are 60,000 motor buses operating in the U. S., 3,250 being owned by electric railways.

33 railroads in the U. S. and Canada are now using motor trucks as part of their shipping service.

48 per cent of the motor cars in the U. S. are owned in communities having under 5,000 population. 65 per cent are in communities under 25,000 population.

Motor vehicles paid \$161,400,000 in special motor vehicle taxes last year and a grand total, including personal property taxes of \$551,400,000.

The automobile industry ranks first among the country's manufacturers, according to the bureau of the census, the rating being on the basis of wholesale value of products. The steel

Comfort is Spelled in Equipment of Tent Designed for Tourist



Comfort is spelled in the equipment of this touring tent. It acts as a cover for all camping essentials packed into the body of a trailer, and as a comfortable tent while the party is resting. The only disadvantage of this equipment is its cumbersome. A trailer is a hindrance in touring, especially on upgrades.

Three Assets of Economy are put Into new Maxwell

A statement of the Maxwell-Chrysler engineers that a 15 per cent increase in horse power has been accomplished in the new Maxwell without increasing bore or stroke, apparently has considerable to do with the new engineering achievements of combining into the new Maxwell models, for the first time in low priced motor cars the three assets of economy, speed and flexibility.

These sweeping improvements are said to have been made possible through redesigning the cylinder block, changing valves and valve seats, improving the cooling system and lengthening the pistons. Automotive engineers are authority for the statement that with a proper basic design a combination of two of these assets of economy, speed and flexibility is relatively easy to obtain.

The trick seems to be group the third with the other two.

"These same engineers," says G. C. Mott, of the G. C. Mott Motor company, local Maxwell-Chrysler dealers, declare that obtaining the third is a most difficult engineering problem, even with the proper design. An engineer can get speed and acceleration, but that almost invariably means less economy. He can have economy and also speed, but that means low acceleration because of the very high gear ratio. He may secure economy and acceleration through the use of a small engine and low gear ratio, but he will lose in speed. Maxwell, for the first time in all motor car history, is giving speed, acceleration and economy in a four cylinder car to a degree far higher than practically any one, except actual owners of the new cars, really suspects.

"Those acquainted with the car's performance capabilities assert that it will outrun and outperform any other four cylinder car yet built."

Camel Takes Rest

The camel has finally given way to the automobile in the Syrian Desert. Now the trip from London to Bagdad takes seven days. Formerly it took 22 to 25 days.

Olive trees more than 1000 years old are found on the island of Mal-Jora.

WINTER'S ROADS ARE PLANNED NOW

With the snow-blocked roads of last winter still a fresh memory, county, state and federal highway departments are planning to increase their facilities during the summer for keeping more roads open next winter in states where snow storms cause costly tie-ups and inconvenience to communities dependent upon open roads for transportation and business.

Approximately 62 per cent of the motor vehicles in the United States are registered in the so-called snow area of over 20 inches average snowfall while 53 per cent of the improved roads of the country lie within sections where snowfall is frequently deep enough to interfere with motor traffic, according to the federal bureau of public roads.

Keeping highways free from obstruction by snow is relatively a new problem. Highway engineers are solving the problem in two ways: (1) Removing obstructions along the highway which cause drifts and blockades, and (2) Removal of the snow itself when the fall is sufficient to interfere with traffic.

Preventive measures against snow-drifts include the removing of trees, bushes and brush on and near the right-of-way and the use of snow barriers where board fences along the highway is recommended by James B. McCord of the U. S. bureau of public roads. Reports on the Page-Hi-Way Guard, used now on highways in place of wooden guard rails, indicate that the wire links allow the snow to drift through causing the snow to pile up in the road. Such has not been true of wooden guard rails.

Removal of the snow itself is a costly operation. On the 16,000 miles of highway in which snow was removed in states east of the Mississippi in 1923, the cost ranged from \$5 to \$320 per mile, depending upon the amount of snow. Snow removal is

accomplished by snow plow and hand shoveling.

Many states are now adopting organized plans for snow removal along these lines: (1) A definite snow removal program; (2) An efficient organization to keep roads open; (3) Adequate snow removal equipment—trucks, tractors, plows, etc.—and spare parts available at strategic points for emergency use; and (4) Fighting the snowstorm by commencing the removal work as soon as the storm begins and continuing it until the storm is over and the roads open.

Connected in one year kept the entire maintenance force of 1000 men busy at snow removal in 11 different districts at a total cost of \$53,000 for the season. Removal work started when the snow reached a depth of three inches.

Star Coupe First To go Over Pass

To a 1924 Star Coupe, driven by a private owner, goes the honor of having been the first car to cross the Yuba Pass, from Loyalton to Sierra City and Downieville, in 1925.

The owner, J. M. Schraedler, representative of an Eastern company, whose home is in San Francisco, performed the unusual feat in the course of covering the western territory, according to word received by Lane Auto company, local Star Car dealers.

Snow three feet deep on the summit, which is nearly 8000 feet in elevation, was bucked successfully, although Schraedler admitted that he had to shovel occasionally to get over "high centers" that had been formed by sleighs which carry mail over the mountains during the winter time.

Tunnel for Traffic

San Francisco plans to have a motor tunnel from the Sunset district of the city to the main arteries leading to the business center. The tunnel will cost about \$1,600,000.

Belt for Earth

Twenty-four thousand miles of highway, enough to belt the earth, are scheduled for construction during 1925 by the various states. This is expected to cost about \$405,000,000.

SAFETY TESTS ARE NOT YET COMPLETE

That drivers license laws will not be successful in preventing automobile accidents until applicants for licenses are required to know as much about the equipment of their cars as they do about driving them, is the statement of Arnold A. Mowbray, commissioner of Asbestos Brake Lining association, who says further:

"Recent hearings on proposed license laws now before many state legislatures indicate that proponents of these measures are relying primarily upon revocation of licenses to prevent accidents and not upon the examination intended to eliminate the unqualified operator before he causes an accident."

"More tests of an applicant's ability to handle the steering wheel and to shift gears, plus simple questions on rules of the road, are not sufficient to accomplish the purpose of this legislation."

"Included in the written examination should be fundamental questions which will show the state vehicle department that the applicant recognizes the importance of good brakes, that he knows when to use non-skid tire chains to secure traction under certain weather and driving conditions, that he knows something about safe head-lights and their adjustment, and appreciates the necessity of keeping a car in good working order for safety's sake."

"The familiar example of the railway locomotive engineer who must pass a stringent examination of his knowledge of the locomotive should be sufficient proof of the need of similar tests of the motor vehicle operator. The locomotive travels on rails. The engineer is free to concentrate on the operation of his engine and upon the signals which control the train movement. The motorist's responsibility is greater. He must steer, watch the road, watch signals and other motorists, watch the performance of his car and keep out of accidents in crowded traffic without any of the preliminary systematic training received by the engineer."

"Driving licenses for motorists are intended to keep the unfit driver off the highway but such legislation falls of its purpose of the examination does not give a complete picture of the applicant's qualifications."

No Doubt is Left When Quality Test Is put on Gasoline

"Very few gasoline users realize the time and energy used by the large oil companies in placing 'quality' first in their products," states R. G. Bowman, manager of General Petroleum Corporation in Oregon. "In the case of General gasoline, which is becoming so popular in this territory, we worked for years to place the quality in our product, and now nothing is left undone to insure that this same quality is maintained."

"We know for a certainty," he states, "that the quality of General received in the last shipment to the Portland distributing station was the same as that received in the first, several months ago. Nor do we use any guess work in proving the quality of our gasoline, but keep a complete record by means of a series of distillation tests. These tests are made not only during the refining process

but before shipment and also during storage.

"As an example, every shipment of General gasoline is tested before it is pumped aboard the tanker, and again after reaching our Portland storage station. Still another test is made of each lot before it goes to the principal distributing stations. The refining process of General gasoline is accurate and dependable, so much so, that the tests have shown there is not the slightest variation between our first shipment to Portland and the last. It is because of this unusual refining process that our product is sufficiently dependable to allow us to tell the motorist confidently to 'fill up and let the engine decide.'"

Chain Machine Shops are Tried

Through the east we hear of chain store groceries, chain store five and tens, chain drug stores and chain hardware shops but from the west come reports of another kind—chain machine shops.

Purchase of a new Jewett Six touring car this month, followed by purchase of another new Jewett touring car by Andy Lucas, "owner of chain machine shops" according to the sales report sent to the distribution department of the Paige-Detroit Motor Car company, aroused interest of factory officials.

Request for further information yielded the fact that Andy Lucas is well-known throughout southern California as the owner of machine shops in Taft, San Pedro and Los Angeles where small motors and other machinery is made for experimenters. The two sales were made a few days apart, Lucas having bought one car to travel between his various shops, and liking it so much, purchased another for his family.

Lubrication System Inaugurated Here

Throughout the eastern and middle western states "Greasing Stations" are nearly as numerous as filling stations.

This up to date service is now available in Eugene at the Car Care Co., 670 Olive St. A new concern operating for the sole purpose of giving Eugene people real greasing and oil changing service. Along with this new greasing system comes the latest thing in chassis lubricants, a new grease for your chassis that lasts longer, lubricates better and does not wash away in a rain or a road puddle. In connection with their station the proprietors, N. H. Pearce and H. L. Christman are operating a first class washing and polishing service.

The early Romans made ink from liquid found in cuttlefish.

Car Care Co.

670 Olive St.

Washing, Polishing

Oils

A new greasing service for your convenience at attractive prices.

Phone 2107-J

OIL STUDY MADE TO INCREASE LIFE

By NEA Service
NEW YORK, May 16.—Engineers are determined to increase the useful life of automobiles to their owners.

Now they have begun a concerted effort to solve the problem of internal wear in automobile engines. For the study of this angle of lubrication, the research department of the Society of Automotive Engineers has joined hands with the engineers of the bureau of standards. Several auto manufacturers have also agreed to help solve the problem.

These companies send to the bureau of standards samples of used lubricants, from crankcases of cars operating in a variety of cities under a variety of conditions. Some 170 samples will be collected. These will be analyzed to ascertain the wear of

cylinder walls, piston rings and connecting rods. They will also find what causes abrasion in these parts and to what extent. These facts will be given to the manufacturers to help them in the future improvement of their engines.

Graham Brothers Reduce Truck Price

Notice was received today by E. M. Hathaway, local Dodge Brothers dealer, of a substantial reduction in the prices of Graham Brothers trucks.

The 1-ton Graham Brothers truck, which formerly sold at \$1400, is now reduced to \$1200. The 1 1/2-ton chassis, which was formerly cut to \$1200, is now cut to \$1000. Other chassis prices are reduced proportionately.

Horse-power what does it really mean to you?



Touring \$890

Couch \$1075

J. & B. Lansing

plus tax

Very much—if you only accept our invitation to drive this car and to test its surplus power for yourself. For your first ride will give you a complete understanding of the power and performance that can be built into a moderate-priced car when resources like General Motors' and Oldsmobile's are available.

F. E. Calkins Motor Co.

837 Pearl St.

OLDSMOBILE

PRODUCT OF GENERAL MOTORS

You Cannot Buy GREATER VALUE

The 1925 Star Car with the Million Dollar Motor is the car for you. The car with a hundred and one advanced features. Features which competition may have tomorrow.

High-class, economical features which set the 1925 Star Car in a class by itself. It is the car for you. Its sturdy perfection will save you money in every mile of its long life.

No car in any price class gives a greater return on your money.

See the 1925 Star Car which is revolutionizing low-cost transportation today. Drive it! You'll understand.



The 1925 Star Short Sedan. The car for the millions with the Million Dollar Motor.



LANE AUTO CO.

Eugene Phone 166

Cottage Grove Phone 266

THE GREATEST VALUE BUY IN THE WORLD

Lower Prices

The following substantial reductions are announced in the prices of Graham Brothers Trucks, effective May 15th:

1 Ton Chassis—
\$1175 to \$1095

1 1/2 Ton Chassis—
\$1375 to \$1280

f. o. b. Detroit

(other chassis prices reduced proportionately)

In the first quarter of 1925 Graham Brothers built and sold more 1 1/2 ton trucks than any other manufacturer in the world.

In the 1 ton and 1 1/2 ton fields combined they were second.

Large production and large sales permit low prices!

HATHAWAY MOTOR CO.
Eugene, Oregon

GRAHAM BROTHERS TRUCKS

SOLD BY DODGE BROTHERS DEALERS EVERYWHERE

CLEAN YOUR CAR WITH MUD

It Will Actually Improve The New DUCO Finish

Far from hurting Duco Finish, the fine silt contained in ordinary road mud actually improves its lustre. With a sponge and water, or even with a dry cloth, you can remove the mud and polish up the surface of Duco Finish at the same time!

Duco is made by the Du Pont Company. We have tested and confirmed every claim made for it. It is an epoch-making discovery, and the only motor car finish ever made in neither sun nor engine heat can blister, and it is so hard that it is difficult to scratch. Even bumps can hardly affect it.

With Duco on your car you can laugh at weather and wear. Its beautiful lustre and smooth surface will actually improve with use. Come to our shop and see jobs we have refinished with Duco. You'll want this new finish on your car, too. It can be put on in one-third to one-half the usual time.

GENERAL AUTO PAINTING

CLAUDE VAN WYCK
7th and Charnell Phone 248



S. B. FINNEGAN

Machine—Blacksmithing

Soil Truck Tires; Auto and Tractor Springs; Auto Wheels and Rims; Oxyacetylene Welding We carry carbide in cans; also blacksmith coal, and oxygen in tanks.