

TO INHERENTLY SAFER, ENGINEER SAYS IN REVIEW

The aspects of the prophecy that will mark the greatest advance in street and highway safety that are generally recognized in their full importance are those relating to the improvement in both automobiles and highways. In the opinion of Frank B. Rowley, director of Public Safety of Oregon State Motor association, this year, now new, already has seen remarkable advance recorded in the automobile inherently and the end of the winter period will mark the start of equally great progress in street and highway construction. Mr. Rowley believes that there is no question that the intensive concentration of the Nation's intelligent thought on the subject of safety, reflected in what will be a year-wide, year-round campaign to the end of reducing traffic fatalities, will bear desirable fruit. "Bulwarking this greater interest and broader educational campaign are the changes to be wrought in the two main physical causes of accidents—the automobile and the street or highway. In the auto's realm, we have witnessed the passing of the two-wheel passenger cars. Now, almost every make from the cheapest to the most expensive, has four-wheel drive and, equally important, the four-wheel brakes ever produced. Greater flexibility, marvelous ease of operation, generally easier operation throughout its whole range of action—these are features of the 1928 car that will contribute immeasurably to the cause of safety.

FILM STARS HAVE THEIR FAVORITES—IN AUTOMOBILES



EVEN THO' IT'S A CADILLAC, CLARA BOW OUTSHINES IT—SO WHY SHOW THE CAR?

THE BEERY'S—WALLACE AND THE MRS.—DASH AROUND HOLLYWOOD IN THEIR LINCOLN.

EMIL JANNINGS DISMISSES HIS CHAUFFEUR TO SHOW HE CAN DRIVE HIS OWN MERCEDES—AND HOW!

Representative of the motoring movie stars in Hollywood are these—Clara Bow, Wallace Beery and Emil Jannings.

DODGE TO PRESENT BIG RADIO PROGRAM

Dodge Brothers, Inc., in association with Joseph M. Schenk, president of the United Artists corporation, will again transform the nation into one vast radio broadcasting studio on Thursday evening, March 29, between six and seven o'clock Pacific standard time, when one of the largest radio audiences ever reached will hear the voices of the world's most famous motion picture stars.

In a radio hour program that fairly captures imagination, listeners in running into the score of millions, will hear alternately from New York and Hollywood, where Charles Chaplin will deliver a series of humorous anecdotes in various dialects. D. W. Griffith will talk on "Love and Marriage," John Barrymore will do his famous "Hamlet" soliloquy, with special musical accompaniment. Norma Talmadge will discuss "Modern Fashions and how Hollywood is bringing Paris to California." Dolores Del Rio will make her debut in this country as a singer, rendering a Spanish song with violin, cello and piano accompaniment; and Douglas Fairbanks, who will act as master of ceremonies, in addition to introducing the above stars, will give a talk on "Sports and Athletics."

From New York, E. G. Wilmer, president of Dodge Brothers, Inc., comes before the microphone in an answering message of appreciation to the nation for their tremendous interest in the "Victory" hour broadcast last January. Paul Whiteman and his band, also broadcasting from New York, will repeat his success on the "Victory" hour. The famous United Artists stars will gather at the studio bungalow of Douglas Fairbanks, renowned as

BUICK FREIGHT TRAFFIC HEAVY

Figures for the calendar year 1927 have just been compiled by the Buick Motor company and show what an important part that company plays in the freight traffic of the railroads serving Flint, according to F. W. Pettyjohn, local Buick dealer. For the year 1927 the Buick received \$5,540 carloads of freight and also 83,000,000 pounds of less carload business. They forwarded in the same year 77,805 carloads and more than 32,000,000 pounds of less carload traffic. This makes a total of carloads in and out of 112,606, one of the heaviest years ever had by Buick.

FOUNDERS STORY

(CONTINUED FROM PAGE 1) his wife, Mrs. L. R. Pepperdine, who since the very start of the business has been actively associated with it in an executive capacity. Mrs. Pepperdine is vice-president and treasurer of the concern and has the reputation of being one of the most able financiers in the west.

O. M. Urey, local Western Auto manager, in commenting on the sale which inaugurates the anniversary celebration, stated that one of the reasons for his company's success was that they were able to sell, and consistently did sell, standard automotive equipment at a price that resulted in a considerable saving in money to the customer. Western Auto purchases equipment in exceedingly large amounts, states Mr. Urey, and in some instances it is necessary to purchase the entire output of a factory in order to secure a large enough supply of a certain type of accessory to meet the demands of the Western Auto customers.

STOPS COUGH QUICKLY—HEALING, DEMULCENT
"I was bothered with a hard persistent cough, but found no other remedy so good and so quickly relieving as Foley's Honey and Tar Compound," says E. Bogness Pomona, Calif. Coughs and throat irritations, hard bronchial coughs, lingering "flu" coughs, almost instantly stopped. It combines the curative influence of pure pine tar and the mollifying demulcent action of fresh clear honey with other healing ingredients. A boon to those who suffer from troublesome night coughs. Ask for Foley's Honey and Tar Compound.

ALWAYS—
"Our Printing is delivered when promised"
Eugene Printing Co.
1047 Willamette Phone 148

Best of Optical Service By DR. HOFFMAN
790 Willamette St.

OLDSMOBILE HOUR GIVEN MARCH 26

Popular Spanish and Mexican music will feature the program of the Oldsmobile Hour of the 20th Party, Monday night, March 26, when General Motors will present Everett Marshall, youngest male singer of the Metropolitan Opera company.

The concert will cover the whole range of Castilian music and will be presented by Edwin Franko Goldman and his band, Joe Green's Marimba orchestra, and the concert orchestra under Rodolfo Graham. Steel guitars, gourd and other unusual instruments will be used to effect the characteristic beats and tempos.

This concert will be Marshall's farewell to America for a few months, as the young baritone sails for Europe the following week for his continental tour. He is well known in Paris, Berlin and Vienna, where he has sung in a score of operas. He made his debut at Palermo, Sicily, in "Il Traviatore." Marshall is a native of Lawrence, Mass., moving to Worcester as a boy, where his family still reside. After his student days he trained under Dan Bedos, in Cincinnati, leaving there to continue his study in Europe. His debut at the Metropolitan Opera occurred in November when as the King's Herald he had the difficult task of breaking the nervous silence at the first rise of Lohengrin's curtain.

The concert will be broadcast through the National Broadcasting company and thirty-two associated stations, beginning at 9:30 p. m., eastern time. The program follows: Orchestra and Band

- Spanish RhapsodyChabrier modulating into
- ValenciaPadilla
- Mr. Marshall
- Estrellita (Little Star)Ponce
- Marimba Orchestra
- Cigarette (Tango)Denamore
- Mexican KissesRoberts
- Orchestra
- SerenadeBiset
- Mr. Marshall
- Torador Song from "Carmen" Bizet
- MarchetaSchertzing
- Marimba Orchestra
- Bunch of RosesChapi
- Ay-ay-ay (Creole)Peres-Fraire
- Selections from "The Ramblers" ..De Sylva, Brown and Henderson
- Band
- Cadiz (Spanish March) ..Valverde

Mr. Marshall Shade of the Sheltering Palms Shade of the Sheltering Palms Stuart from "Floradora" La Partida BoleroMoszkowski Band and Orchestra La PalomaYradier modulating into and closing with Rio RitaTierney

NEW PONTIAC SIX PHAETON IS OUT

Complying with an insistent demand for a sport type body of larger seating capacity on the New Series Pontiac Six chassis, the Oakland Motor Car company is now building a smart five-passenger Sport Phaeton.

This latest Pontiac Six model embodies the same dashing swank of line and contrasting color which has brought the sport roadster into such high favor, particularly with the younger generation.

The low, graceful sweep of the new body reflects the artistry of the Fisher craftsmen. Extending back from the high narrow radiator, the hood line drops to a long panel of micanopy cream, contrasting effectively against the pagot blue of the body. The hood louvers are edged with the same cream tint, while the black moldings above and below the color panel also are relieved by cream striping. The same treatment is followed on the paquet blue wheel spokes. The beauty of the new model is enhanced further by brilliant nickel fittings and Spanish leather upholstery. Nickel plating also is used on the rim and side arm supports of the one-piece windshield.

A convenient pocket is placed behind the rear seat for storing the pyralin curtains and a boot cover contributes smooth lines to the folded top. With the top raised and the snug curtains in place, the sport phaeton affords secure comfort in any weather. The new model is priced at \$775 f. o. b. factory.

INSURE WITH HENRY TROMP.
Eugene Collection Agency, Inc. Collections anywhere. No charge unless we collect. Miner Bldg. Ph. 600. **BLAIR T. ALDERMAN—Designer—Builder, Miner Bldg. Phone 2976.**
INSURE WITH HENRY TROMP.

TAX MAKES ROADS
The low tax on automobiles in the United States—less than \$25 a car—is the means of making roads in the country the best in the world, says A. R. Erskine, head of the National Automobile chamber of commerce. Yet this tax raises more than \$900,000,000 yearly for road construction and maintenance.

PREDICT STEEL STREETS
Steel plates are predicted to replace present road material in the future. It is said the plates will prove economical in large cities where, instead of tearing up the road every few weeks, the plates can be removed for repairs and then replaced.

AUTOS BEAT RAILROADS
The twenty-nine billion dollars in motor transport investment, including hard surfaced roads, is five billion more than invested in railway development, according to the American Automobile association.

"KEEP TO THE LEFT"
Fourteen European countries are still driving "left-handed," despite

the increase in international motor touring, according to the American Automobile association.

CHASE CO.
Plumbing and Heating Engineers
Sheet Metal Work
PHONE 243

Phone 102
for
Electric Welding
Oxyacetylene Welding
Springs
Wheels
Rims
Bolts
Iron
Steel
Machining
Work and
Blacksmithing
Quick Service—Dependable
Workmanship—Low Prices
S. B. Finegan
873 Pearl

W. W. Stockwell, Mgr., FLETCHER TIRE CO., SAYS:
"Come in and let me give you a Book on the Care of Tires Free."

We carry a full line of Firestone Gum dipped Tires

Vulcanizing and every Tire Service

Stop in any time

Firestone
FLETCHER TIRE CO.
At McGinty's
9th & Pearl — Eugene

Opens the Bowels
Checks the Fever
Stops the Cough
Tones the System

COLDS Four things you must do to get a cold quickly. HILL'S Case-Bromide-Quinine does all four in one dose. Stops a cold in one day. 10c box, 30c. All druggists.

Acid Stomach
"Phillips Milk of Magnesia"
Better than Soda

Instead of soda take a "Phillips Milk of Magnesia" in any time for indigestion or acid, gassy stomach, and relief come instantly. For fifty years genuine "Phillips Milk of Magnesia" has been prescribed by physicians because it overcomes three times as much acid in the stomach as a saturated solution of bicarbonate of soda, leaving the stomach sweet and free from all acid. It neutralizes acid fermentation in the bowels and gently urges the waste from the system without purging. Besides, it is more pleasant to take than soda. Insist on "Phillips." Twenty-five cent fifty cent bottles. Any druggist. Registered Trade Mark of The United H. Phillips Chemical Co. and predecessor Charles H. Phillips in 1915.

It's Made Its Way By the Way It's Made
Betsy Ross Bread

Williams' Self-Service Stores
77 East Broadway (Formerly 9th Ave.)
Low Overhead and Lower Prices
Are possible by this modern way of merchandising. Serve yourself and save.
Serve Yourself and Save

TYPEWRITERS
We are headquarters for all makes of standard and portable typewriters.
—\$5.00 down and \$5.00 a month buys one.
—\$3.00 for a single month or \$7.50 for three months rents one.
Office Machinery & Supply Co., Inc.
1047 Willamette St. Phone 148

Canada Buys More Motor Cars During 1927 for Officers
MONTREAL, Feb. 29.—Four hundred and sixty-one motor cars have been purchased by the federal government for its various departments use during 1927, according to a return tabled in the house of commons today. Sixteen different departments are responsible for the purchase. The majority of the cars were light vehicles for field work by inspectors and others. The department of agriculture bought 17; the department of national revenue, 14; interior, 83; national defense, 24; mounted police, 14, and soldier settlement board, 178. The balance was purchased two or three to the department.

Sale of Franklin Cars in New York Increase Notably
NEW YORK, Feb. 29.—Sales of Franklin cars in metropolitan New York for the month of January are 88 per cent higher than those for the corresponding period of 1927, according to a statement just released by A. W. Miller, president, Franklin New York company. Virtually the entire line of Franklin cars, including the seven passenger and custom built series, are displayed at the recently enlarged showroom. To permit more effective showing of these cars the floor area of the local showroom at 1890 Broadway has been more than doubled since the announcement of the "Airman Series."

Phone S. E. Stevens for piano tuning. **INSURE WITH HENRY TROMP.**
Radios Serviced
And built to order. **EUGENE MUSIC SHOP, 1038 Willamette.**

a Successful Six now winning Even Greater Success

2-DOOR SEDAN \$745

Surpasses all other low-priced sixes in Style, Design and Endurance

The minute you see the New Series Pontiac Six... the minute you take the wheel—you know that here is an outstanding example of real automotive progress.

A more beautiful car than its sensation popular predecessor! Lower, smarter, more modish—vividly styled! The lowest priced six in the world offering bodies by Fisher with all their famous craftsmanship and long life construction!

And, in addition, equally important advancements in design! The G-M-R cylinder head for phenomenal smoothness—for added snap and power. The cross-flow radiator with thermostat control for high efficiency year 'round cooling. And numerous other modern features for convenience, safety and lasting satisfaction—such as gasoline gauge on instrument panel, foot control headlights, coincidental ignition and transmission lock and instant action four-wheel brakes!

Come in! See and drive this newest and finest Pontiac. Learn how vastly it differs from all other low-priced sixes in style, design and performance!

Coupe . . . \$745 Sport Cabriolet \$795 Sport Roadster \$745 4-Door Sedan . . . \$825 Sport Landau
Phaeton . . . \$775 Sedan . . . \$675
Oakland All-American Six \$1045 to \$1265. All prices at factory. Delivered prices include minimum handling charges. Easy to pay on the liberal General Motors 3 year Payment Plan.

EUGENE MOTOR CO.
101 W. 5th St., Eugene Telephone 145
Nelson Motor Co., Associate Dealer Rube Morris, Associate Dealer
Oakridge, Oregon Cottage Grove, Oregon
W. R. Dawson, Springfield, Ore.

PONTIAC SIX
NEW SERIES