

WAWONA ROAD SOON TO HAVE OPENING AS A MODERN HIGHWAY

For western motorists who remember with affection the beautiful Wawona Road, once best and most attractive of all the Sierra roads into Yosemite, will learn with interest that the picturesque road is now being rebuilt into a modern mountain highway.

Thousands who deserted the Wawona road in favor of the new Yosemite All-Year Route into Yosemite Valley will, within a year, return to the Wawona road, new and improved with easier grades, wider roads and modern road surface that will be built to replace the narrow tortuous Wawona route going to the summit of Chinquapin mountain.

The same Wawona conjures up memories of rutted roadways, countless sharp turns, and billowy dust that was anything but pleasurable in the past. Now, a wide, surfaced road is to replace the old road, and it will be a "year" trip for most of the tourists in cars that are in the condition, because shifting will be necessary in few instances. The course of the new road is in accordance with the newly issued road maps compiled by the General Petroleum Corporation and being distributed by Violet Ray gasoline dealers. It is identical with the old road route, according to a report sent by survey party to the construction offices, and follows particularly the same mountain contours as does the old route. Tourists can see the work progress from the present road in many places, and the sections of the present road that will be used for the new road are being torn up and huge blocks taken from the mountainside to make the road wider.

The New, the Bigger and the Better

Eugene Foundry & Machine Co. Good machinery and good men—Good Work

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NEW SIERRA BEAUTY REVEALED



The beautiful Wawona Road in Yosemite, which has been more or less eclipsed by the Briceburg All-Year route, is to come into its own again as one of the most modern of the Sierra highways. With out destroying any of its grandeur, highway engineers are changing the old sharp turns and steep grades into a wide, easy-grade mountain road. The pictures show construction work on the new road.

ter Wawona Road—will be a boon to the Wawona section, and will offer an alternative to the Briceburg all-year road. Great care is being taken to preserve all of the beauty and grandeur that Mother Nature has bestowed on the route. The new road will equal if not exceed the present route in charm, it is promised.

NEW YORK LIFE INSURANCE CO. ONE OF AMERICA'S OLDEST MUTUAL CO.'S represented by FRANK A. PAGE

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Not responsible for any debts contracted by other than myself. GEO. W. ASHBAUGH.

Phone S. E. Stevens for piano tuning.

BETSY ROSS BREAD

INVALID CHOOSES PONTIAC BIG SIX

An invalid woman, bedridden for six years by a spinal ailment which renders the nervous system sensitive to the slightest shock, now is seeking relaxation and health through daily rides in a Pontiac Big Six.

She is Mrs. Elmer W. Loos of 501 North Twenty-Second street, Murphysboro, Ill., whose physician declared that her health might be improved by the mental stimulus of automobile riding. His recommendation was qualified, however, with the provision that his patient must ride in complete comfort. He warned that serious results would follow if Mrs. Loos were subjected to the jar of road irregularities or even the vibration of an unbalanced engine.

Mrs. Loos and her husband then let it be known that they were in the market for a low-priced automobile embodying the physician's specifications. They proved probably the most difficult "prospects" in the automotive history of Murphysboro. Many salesmen representing many automobiles called at the Loos home. But among all of the demonstrators the Pontiac Big Six, with its long springs and Lovejoy hydraulic shock absorbers, its big tires, its deep-cushioned seats and its harmonically-balanced engine, proved best suited to Mrs. Loos' unusual needs.

"In choosing an automobile," said Mrs. Loos, "we had to consider factors which perhaps are not so necessary to well people, such as smooth clutch and brake action, absence of vibration, easy riding qualities, wide doors to reduce the effort of entering and leaving the car and low windows to enable me to see out while reclining on the rear seat. We found them all in the Pontiac Big Six. Now I ride for hours in perfect ease and without fatigue. Our Pontiac has brought welcome relief from the monotony of four walls."

Hot Shots

(CONTINUED FROM PAGE 5)

Hiehens says that the fish were biting fine and that the place was very popular. There was hardly a night that tourists were not turned away from lack of cabins, he said. Mr. Hiehens noticed that very few Eugene people patronized the place and that most of the cars were from Washington or California. He also noted that a very large percentage of the cars were Buicks from all parts of the country.

LLOYD ALLEN BACK ON JOB AFTER spending two weeks vacation in California, Lloyd Allen, manager of the Used Car Dept. at

Eugene Motor is back on the following stronger than ever. Lloyd reports an exceptionally fine trip with his family in their Pontiac Big-Six Special Sedan but is more convinced than ever after investigating California Used Car markets that the Pedigreed Used Cars that he has to offer from time to time are the best values obtainable throughout the entire West Coast.

EUGENE'S FIRST WILLYS KNIGHT THE first Willys-Knight seen in Eugene was delivered to Homer Pike in 1915, and is now owned by H. F. Kuck of Medlyn, Ore. It still makes daily trips. This car has been across the continent four times and has 250,000 miles to its credit. It was traded in for a new Willys Knight to the West Coast Motor company in 1922 for a new machine.

FINE DISPLAY AT EUGENE MOTOR ONE of the best displays of Oakland-Pontiac ever seen in this territory is being shown this week at the Lane County Fair. The new Oakland All-American Six Brougham, a new Special Four-Door Sedan, the Pontiac Big-Six sedan and Special coach, all of the latest models are on display and a number of salesmen will be right there eager to answer all questions from interested Fair visitors.

TOURISTS RETURN FOR SERVICE THE F. W. Pettyjohn Motor company officials have noticed that a great number of tourists from Oregon stations that even Buick cars and have been serviced by them on their out trip are passing up service departments in other cities to be serviced by their department on the return trip.

RALPH MACDUFF IN EUGENE RALPH MacDuff, vice-president and general manager of Earl C. Anthony, Inc., of San Francisco, Oakland and Los Angeles, is in Eugene for a few days visiting Ray O'Donnell, local Packard car dealer. Earl C. Anthony, Inc. is the distributor of the Packard car.

USED CAR DISPLAY IN addition to their part in the automobile display at the Lane County Fair, put on by the Eugene Auto Dealers' association, the Morris Chevrolet company will have a display of used cars "with an O K that counts."

USED CARS GOING FAST THE F. E. Calkins used car department sales are averaging one car a day. H. W. Tatro, salesman, depleted the stock recently by selling eight used cars in three days. W. W. Elgin is the manager of this used car lot.

ROUND TRIP MADE FRANK Williams, service manager of the Morris Chevrolet company, and family, drove to Portland, then to The Dalles following the Columbia River highway, and from there returned to Eugene by way of Bend. This trip was made last weekend.

DOZEN RECEIVE AIR RIDES APPROXIMATELY a dozen people have made use of the offer of the Morris Chevrolet company to give each purchaser of a used car a free airplane ride. This offer was supposed to have closed August 20, but the officials of the company were not sure but that they would hold the offer open longer since so much interest has been shown.

OLDSMOBILES DELIVERED F. E. Calkins motor company, distributors for Oldsmobiles and Vikings, have delivered the following cars this week: A special Oldsmobile sport coupe to C. A. Perkins of Eugene and a special Oldsmobile sedan to Lee Hill of Marcola, Oregon.

NEW BUICKS ARRIVE THE F. W. Pettyjohn Motor company, Buick-Marquette dealers, have received a new shipment of Buicks, but they are still unable to keep up with their orders.

SUNDAY AT NEWPORT EMERSON Teague of the Morris Chevrolet Co. and Mrs. Teague drove to Newport and back Sunday, spending the day on the beach.

WALDPORTRIP MADE MISS Helen Hyer, cashier for the F. E. Calkins Motor company, local Oldsmobile and Viking agents, made a trip to Waldport last Sunday with her family.

WEEK-END AT WALDPORTRIP H. W. Tatro, of the F. E. Calkins used car department, spent last week-end with his family at Waldport.

EDWARD TRAPP, MANAGER Credit Adjustment Bureau, Ph. 2670. We collect when others fail. Notes & accounts bought. 201 E. G. F. Bldg.

EUGENE COLLECTION AGENCY Collections anywhere; no charge unless we collect. Miner Bldg. Ph. 604.

DEPT. STORES C.J. Breier Co. IN THE WEST

A Real TIRE SALE We won't lie to you. We're not "clearing surplus stock." We're not "unloading." We're not holding and "seasonal cleanup."

It's just a sale and our prices prove it.

Ajax Gold Bond Tires 29x4.40 — \$ 9.80 31x5.25 — \$15.90 33x6.00 — \$18.10

These tires are warranted in writing for 18 months against all road hazards.

Lundstrom Tire Service "Not just service but personal service" 848 Olive St. Phone 297

TRAINS AND PLANES CHICAGO—The co-operation of railroads and airplanes is speeding up the schedule of the American traveler, according to the American Air Transport association. Trans-Atlantic service also is speeded up. Berlin to the United States has been cut from ten to six days. Schedules of trains and planes are so fixed that they waste no time in getting ocean travelers to sea ports.

Equitable Savings & Loan Ass'n. Office, 1st Natl. Bk. Bldg. Phone 121

New York Life Insurance Co. Represented by Frank A. Page. Quality Developing and Printing. Kuykendall Drug Co. 870 Willamette Phone 23

BRAKES unsurpassed in any car

Judging them by any standard that measures the merit of a braking system, owners have found the Dodge 4-wheel hydraulic brakes to be absolutely unsurpassed. Being hydraulic, they have no long succession of lubrication points to require attention, no complex mechanism to work out of adjustment. They are simple in construction, permanently quiet, positively equalized on all four wheels. Being internal-expanding, they are perfectly protected against mud, dust and water and operate just as efficiently in wet weather as in dry. And obviously, being built to Dodge Brothers standards, they are absolutely dependable.

New Dodge Brothers Six EIGHT BODY STYLES. \$945 TO \$1065 F. O. B. DETROIT CHRYSLER MOTORS PRODUCT

HATHAWAY MOTOR CO., Eighth and Pearl Eugene, Oregon

NOT HOW MUCH but HOW MUCH SATISFACTION



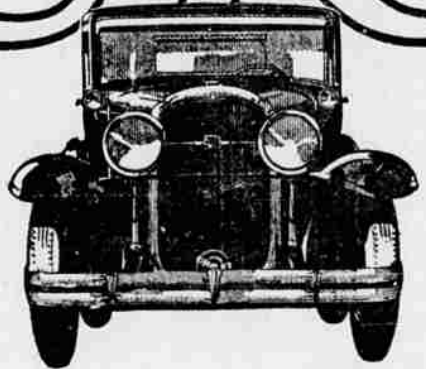
Two thoroughly practical considerations will surely draw you toward Oldsmobile—price and value. For high quality at low price is the fundamental reason for Oldsmobile's constantly growing success. But even price and value are overshadowed by the complete and lasting satisfaction that comes with Oldsmobile ownership. Consider the price—only \$875 for the two-door sedan. Compare what Oldsmobile offers you with what other cars offer. You will discover that it is doubtful economy to pay less than Oldsmobile's price... and unnecessary to pay more. For a car of lesser price will never bring you all that Oldsmobile offers... and you'll have to pay more than Oldsmobile's price to obtain the same fine qualities in another car. Oldsmobile's big 62-horsepower high-compression engine provides ample power for every emergency—acceleration to take you out front when the signal light changes—speed to keep you there. Exceptional provisions for durability and dependability are evident in every detail of chassis construction. A low center of gravity combined with balanced weight gives unchained roadability. Four Lovejoy hydraulic shock absorbers assure restful riding ease. Examine the features of Oldsmobile's Fisher bodies. Test the wide, deep-cushioned seats. Note the glove-like fit of the soft upholstery fabrics—the luxurious quality of the materials used. Try the new comfort of the Fisher adjustable front seat. Come and inspect this car. Drive it yourself. Compare its features with other cars. And when you have compared its price, and considered its value—keeping in mind that Oldsmobile stands high by a dollar-for-dollar measure... remember it stands even higher in the test of owner satisfaction.

The VIKING—the new 50-degree V-type Eight at medium price—built in the Oldsmobile plant, by Oldsmobile craftsmen, and sold through Oldsmobile dealers. At \$1297 for all models, F. O. B. factory, Lansing, Michigan, it is an outstanding value in its field as the popular Oldsmobile Six, the fine car of low price.

TWO DOOR SEDAN \$875 Consider the Business Price. Quality of design. Price as well as the fact that with complete equipment, it is a real Oldsmobile. The price includes only the essential charge for delivery and financing.

F. E. CALKINS MOTOR CO. 837 Pearl St., Eugene T. H. CARPENTER, Monroe, Oregon

THE New BUICK



The Greatest success in all Buick history

More people have purchased New Buicks during the past two weeks than in any similar period of any previous year

The New Buick with Body by Fisher has met with a veritable landslide of public demand. Many purchased before ever seeing the car—many thousands of others placed their orders the first few days it was on display—other thousands have been taking demonstrations and then making Buick their choice.

More Buick owners have entered orders—more men and women who owned other cars have turned to Buick—more people who formerly paid from \$1000 to \$2000 higher for their automobiles have purchased Buicks—than ever before during a similar period in Buick's twenty-six year history.

The total demand during these two weeks is from three to five times as great as that for any other automobile priced above \$1200. Popularity so overwhelming carries an unmistakable message to every prospective motor car buyer: See the new Buick—drive it—compare it—and you'll quickly discover that it's the greatest dollar-for-dollar value in the entire quality field.

BUICK MOTOR COMPANY, FLINT, MICHIGAN Division of General Motors Corporation. Canadian Factories: McLaughlin-Buick, Oshawa, Ont. Builders of Buick and Marquette Motor Cars

NEW LOW PRICES 127' Wheelbase Models \$1225 to \$1295 124' Wheelbase Models \$1465 to \$1495 132' Wheelbase Models \$1525 to \$1995 These prices are for delivery, including taxes, license, and optional equipment. Dealer delivered prices include only reasonable charges for delivery and financing. Convoyment fees can be arranged on the Buick GMAC Time Payment Plan. Consult the delivered price as well as the list price when comparing automobiles.

F. W. PETTYJOHN CO. 7th and Olive Phone 1207 WHEN BETTER AUTOMOBILES ARE BUILT...BUICK WILL BUILD THEM