

MOTOR CAR OF FUTURE IS OUTLINED BY W. ULLMAN

Thinks Auto of Much Greater Speed Is Answer

FAST DRIVING MADE SAFE

Trend of Industry as Forecast by Walter P. Chrysler Corporation in Recent Article

Further corroboration of the trend of the motor car industry, as forecast recently by Walter P. Chrysler, president of the Chrysler corporation, that cars capable of much greater speeds, even to 90 miles an hour, would be built within two years, is contained in a recent article by William Ullman in the Detroit Automobile club's publication, the Detroit Motor News.

"Thinking ahead in car buying has become a prime consideration for motorists who are not addicted to the yearly buying habit," the article reads.

"The question in the mind of the motorist who thinks ahead should be whether the car he buys now will be able to transport his car, with comfort, at the speed that will be customary for road travel within the next few years.

"The predictions are that speed, more than pulling power, will be the prime demand upon the motorist within a short time.

"Here the motorist turns to road building for an answer to his query. He finds that concrete roads are not merely making higher speeds relatively safe, but that they are also eliminating steep grades and treacherous turns. If the motorist is looking ahead he cannot afford to buy a car just because it walks up a hill in high gear or blows off his hat when the demonstrator steps on the gas for a brief interval.

"The buyer wants a motor that will sustain speed, and sustain it without vibration.

"Another factor the thoughtful motorist takes into consideration is that within the next few years there is likely to be an era of soaring gasoline prices. An engine today that will not deliver more than 12 miles to a gallon, as an average for its year-round operation, may be a white elephant in 1927."

Still more corroborative evidence of Mr. Chrysler's forecast of the car of the future would be a smaller car is contained in the same article.

It is contended by students of the changing conditions in motor-dom that wheelbase need no longer be an important consideration.

There was a time when comfort was determined by the length of the car, but nowadays some of the extremely short cars have excellent riding qualities, and the tendency is to shorten the wheelbase still further. The man who is buying a car for the future naturally looks forward to an era of smooth roads and smaller parking spaces."

ROAD LOITERER MENACE THIS BEST GENERALLY TAKES CENTER OF HIGHWAY

One of the greatest menaces to traffic on the streets, the boulevards and even on the country highways, is the slow driver cruising down the center of the thoroughfare. That this is the case is attested by hundreds of letters to the American Automobile association.

"The Rules of the Road" require all slow moving traffic—whether passenger automobile, truck or bus, to keep to the right near the curb. This rule is violated every day, and all the time. Everywhere may be found the slow traveler, creeping down the middle of the driveway, blocking traffic and actually endangering the lives of others.

"Can't you do anything about the man who has the 'middle of the road complex'?" is the plaint of so many letters reaching us that it looks as if the road hog will never learn.

BRAKES DRAGGING? TRY A SIMPLE ROLLING TEST

Exert a Constant Pull On Engine If Too Tight

COSTS DRIVER MONEY

The Trouble is that Few Realize This Condition Exists, Says Chief Mather

By G. C. MATHER, Chief Engineer, Paige-Detroit Motor Car Co. After you have had your brakes adjusted or relined is the time for another brake test; the danger is that in correcting one fault you have created another and your brakes may be dragging.

Fortunately, brakes don't go bad all at once, and as they become less and less effective the driver just naturally applies them earlier and more energetically; however, in emergency, he cannot stop so quickly as he should, so that he is risking accident as long as the brakes are not at their maximum stopping efficiency.

The opposite fault with brakes, on the other hand, may exist without the driver's realizing it, though if he did he would be just as eager to correct it as to repair brakes that fail to stop the car efficiently.

This second fault is dragging brakes—brakes that are too tight, and therefore exert a constant drag on the engine, with a corresponding increase in fuel consumption. On an up-grade climb, the least drag seriously affects the performance of the car.

The fact that dragging brakes are costing the driver money for wasted gasoline is enough to make most owners correct this fault. The trouble is that few of them realize when this condition exists.

Fortunately, however, anyone may quickly determine whether he is laboring under this unnecessary load on his motor and his purse.

Brake Test is Easy

Here is a test that anyone can make for himself: On a well-paved level highway, attain a speed of 30 miles an hour. Then shift into neutral and coast. Begin timing your acceleration when the speedometer shows 25 miles an hour; at the end of 20 seconds, your car should still be rolling five miles an hour or faster.

If it isn't look for dragging brakes. A more certain test can be made, and is well worth while. Jack up both rear wheels, and with the shift lever in neutral, turn each wheel forward by hand, first one and then the other. If the brakes are free, the opposite wheels should turn backward, easily and evenly.

Any "sticking" sound or resistance indicates that the brake drums are making contact with the bands.

If the bands are too tight, readjust them. In many cases, however, the dragging is due to out-of-rounds bands, which must then be "true" up at a service station.

Whatever the cause, correct the fault at once. Save your brakes; don't wear them out by the expense of gasoline economy and performance ability. Remember that a free running car, with quick accelerating powers, may often avoid a mishap that could not be prevented by perfect stopping ability.

Brakes are for stopping the car, not for overloading the engine.

CHEVROLET TAKES LEAD

COMPARATIVELY NEW AUTO HANGS UP RECORD

Plant Now Largest Manufacturer of Motor Cars With Three-Speed Transmission

Little more than a decade ago the Chevrolet Motor company was organized and a total of 2,929 automobiles were produced the first year that was in 1913. Today Chevrolet is the largest manufacturer of motor cars with three-speed transmission in the world.

The Pacific coast alone has purchased more than 40,000 cars since the first of this year. Chevrolet's experience with the motoring public was immediate and spectacular. The line's popularity has spread to the farthest corners of the world and the demand has occasioned the erection and operation of thirteen plants.

Economical transportation has become the watchword of the West. This statement is substantiated by the fact that Chevrolet cars are being produced at the rate of one thousand per week on the Pacific coast.

Chevrolet's growth has been constant. By 1924 production had mounted to 150,519 cars for the year; in 1923 the factories turned out 484,980.

The main Chevrolet plant is located in Flint, Mich. Gear, axle and forge plants are situated at Detroit. The seven other plants in the United States are at Oakland; Flint, Mich.; North Tarrytown, N. Y.; Buffalo, N. Y.; Cincinnati, O.; St. Louis, Mo.; Janesville, Wis. Foreign factories are located in London, Antwerp, Buenos Aires, Copenhagen and Sao Paulo, Brazil.

FLORIDA TOURIST MECCA SOUTHBOUND MOTORCADE IS HEAVIEST ON RECORD

The motorcade of tourists to Florida is the heaviest on record. The motorcade is growing in increasing numbers each day along the various highways. In the opinion of the A. A. A. national touring bureau, this motorcade movement will continue for a number of months, or until approximately January 31st, when the return movement will start.

While many migratory tourists will remain in Florida and in the resort sections of Georgia, Alabama, Mississippi, Tennessee and the Carolinas, the bulk of the movement will begin turning northward about February 1, and continue well into April.

FORD SCHOOL APPROVED ENGINEERS FROM CZECHOSLOVAKIA ATTEND

The first group of foreign students to enter the Ford school of technology following its approval by the department of labor as an immigrant school are twelve engineers from Czechoslovakia.

These students, were sent by their government to spend two years studying the Ford industries.

Passports carried by the newcomers entitle them to remain for a period of one year with the option of renewal. Most of the party, of which are university graduates, will exercise their option in this country to complete their course.

In a communication to officials of the Ford school of technology stressed the importance of instructing the visiting engineers in the operation and maintenance of tractors as well as automobiles. An intensive program intended to raise the efficiency of farming has been launched by that government in which tractors will play an important part. In some cases, tractors will be called upon to do the work formerly carried on by oxen, thereby advancing a full century of progress in a single bound, the newcomers say.



Motorists who drive with bright headlights on crowded roads make even an aggressive driver in a place of future punishment.

A scientist says Titan-haired girls are not of the proper temperament to drive cars, and really should not be permitted to do so. Which is fortunate, as we get very few invitations to ride with Titan-haired girls driving cars.

Speaking of miracles—in Denmark bicycles outnumbered Ford's by 50 to 1.

Auto Owners Auto Know Motor starts quicker when the ignition switch is turned on.

Don't race for the crossing it may result in a tie.

It's best to open the garage door before backing out.

Parking space is where you leave car to have fenders banged up.

A good finish for an old car—stall it on the railroad crossing.

Overhauls mean overalls. Flywheels do more than keep the flies off the engine.

In buying a used car it's not so important who will stand back of it as who will be under it.

When a traffic cop arrests you for speeding pinch him playfully on the cheek.

Motorists who give dirty looks, could save their face by having a face painted on a board, fasten a handle to it, and hold it out at the other motorist.

Tourists (in village notion store) "Whaddya' got in the shape of automobile tires?"

Saleslady—"Funeral wreaths, life preservers and doughnuts."

A Fly Dame "Will you step into my Ford?"

Said a gook to a chick, "If I promise not to harm you Or do a stalling trick."

The flapper winked her eye, and said, "I've worn out too many shoes To believe in that old stuff."

Nobody with a hundred dollars is safe from the dangers of a surgical operation or owning a flivver.

With a rear-sight mirror, Let's wife wouldn't have gotten into all that trouble.

The easy-going citizen doesn't get anywhere so speedily as the easy-going car.

Auto Salesman—"And what kind of a hooker you like, sir? Do you care for a good, loud blast?"

Haughty customer—"No, I want something that just sneezes."

Far too many motorists are driving with one foot on the accelerator and the other in the grave.

Epitaph Here lies the body Of Sasafraz Wrought. The train traveled faster Than Sasafraz thought.

"Enclosed please find check," as a joy-baker, must now give place to "Park here all day."

The trouble is, the least responsible people drive the highest-powered cars.

When turning a corner at high speed see that you are traveling on the wrong side of the road. The repair men have to live.

The automobile constantly is reducing the number of pedestrians. Copyright 1925, Moss Peaturo Syndicate

JEWETT MISSED CHANGE ONCE WAS OFFERED STOCK IN FORD COMPANY

Saw His Mistake When Too Late Then Founded the Paige-Detroit Motor Company

The automobile industry abounds with stories of huge sums made during the past several decades. One automobile magnate, Harry M. Jewett, president of the Paige-Detroit Motor Car company, once refused a block of stock in the Ford Motor Car company which Mr. Ford subsequently bought and paid a price said to be \$30,000,000.

Several years after refusing the chance to buy this stock for some ten or twelve thousand dollars, Jewett saw the mistake he had made.

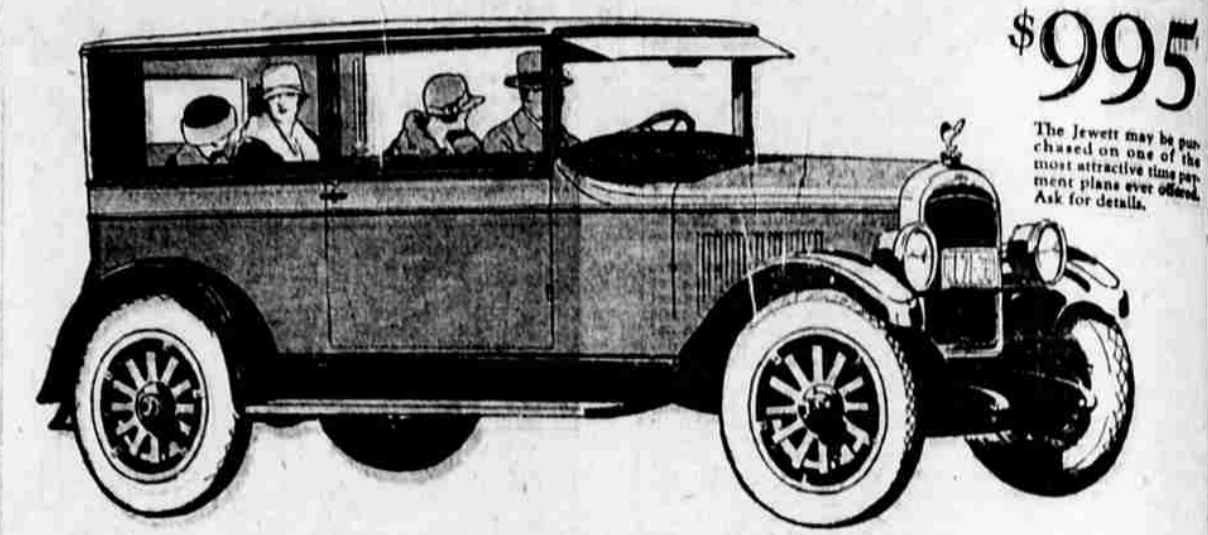
That was seventeen years ago. The result was the founding of the Paige-Detroit Motor Car company. Less than \$100,000 was invested in the enterprise. The factory was an old plant formerly used for the manufacture of drugs. Three hundred and two cars were built that first year.

Today, the assets of the company have grown to \$17,500,000. The stockholders have been paid a fair return on their money and many have made small fortunes through the saving of the many extra shares of stock gained through stock dividends.

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 - Standard Sedan, \$995; De Luxe Sedan, \$1095; De Luxe Touring Car, \$1095; f. o. b. Detroit, tax extra.
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Behind this steady growth has been the same organization of men from President Jewett on down. They gained steadily in experience until today the Paige executives stand out as leaders in manufacturing and merchandising.

"We have always had one idea in mind," states Mr. Jewett. "That is 'how we make them better.' And each year we have made them better. Work like ours always tells in the end. It has steadily built our business during the seventeen years until this year our sales will total about 50,000 Paige and Jewetts."

CAR OWNERS PESTERED PERSONAL INJURY SUITS AS REGULAR BUSINESS

The bringing of unmeritorious personal injury suits against motorists has developed into a regular business in various sections of the country, according to reports made by investigators for the American Automobile association.

In many cities where the accident prevention departments of A. A. A. clubs have made a survey, the dockets of the courts are cluttered up with fake injury suits which are causing motorists a great deal of anxiety and in many cases a financial loss. The lawyers in these suits have borrowed

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a war term and when they cannot designate injuries received, they simply call it "shock."

"Motorists," says the Chicago Motor club, "are frequently astonished to find suit brought against them, when they know that they have in no way contributed toward the accident. There is nothing in law, however, to prevent anyone from filing suit, however flimsy the ground."

"One remedy lies in the enactment of laws that will definitely establish the responsibility of pedestrians."

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