

TAX CUT AIDS AUTO DRIVERS

Average Saving to Motorist Amounts to About \$11—Total Saved is \$44,000,000.

WASHINGTON, D. C., July 31.—Elimination of the two per cent excise tax on automobiles is saving every car buyer this year an average of \$11.00. The pertinent question—What is he going to do with this money?—is raised by officials of the American Automobile Association.

Will he put the \$11 back into the car in the form of some accessory or efficiency device? This course is regarded as unlikely in a vast majority of cases, because the 1926 automobile, almost regardless of price fully equipped with all the fittings that contribute to the convenience and safety of driving.

With the accessory field virtually closed for this season, what is there left in the field of motorism for which this saving can most advantageously be used?

Organization Is Urged
"Why not put it into organization, the most neglected feature in motorism in this period and one of its most important so far as the motorist is concerned," asks Thomas P. Henry, president of the A. A. A. "It is to organization, even on its present scale that the

car buyer owes this tax saving," says Mr. Henry. "The word 'owes' is used advisedly. It is literally true that the elimination of the excise tax was the result of organization. Car owner unity produced the volume in objection to this obnoxious levy that convinced congress of the wisdom of removing it."

"The average saving, in itself, looks like rather a small sum. It is estimated, however, that 4,000,000 automobiles will be sold this year. If this figure is correct, it is apparent that elimination of the excise tax will result in a saving to car buyers of \$44,000,000. By any appraisal, this is no negligible sum and it contains a significant and valuable lesson.

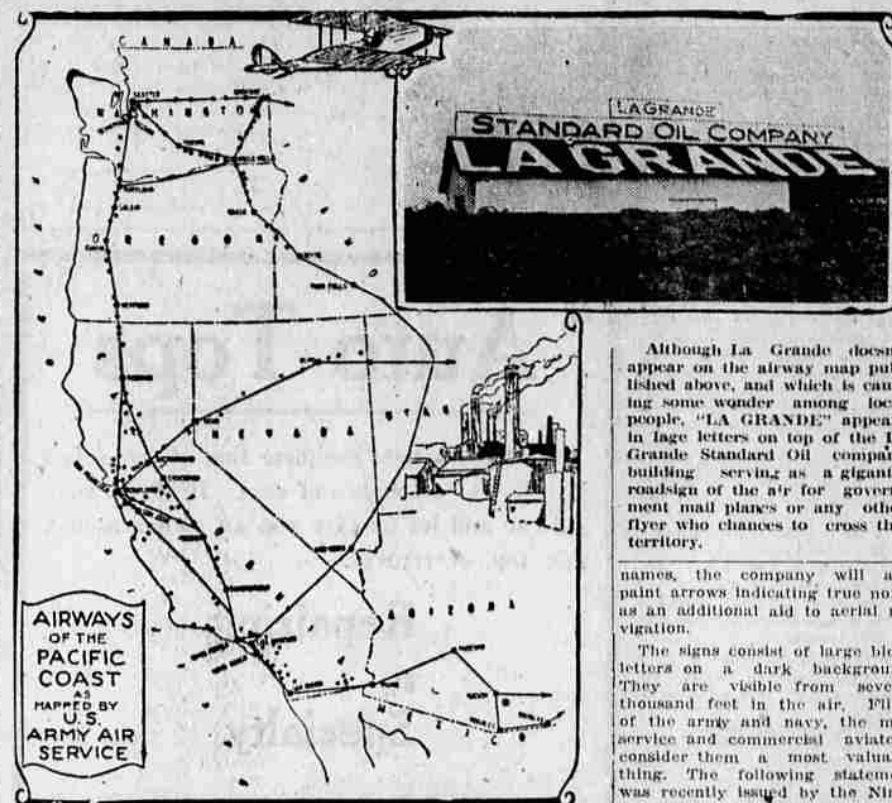
"That lesson, is simply, that organization pays motorists huge dividends. The excise tax saving is small in comparison with the tremendous achievements that the future holds when a greater proportion of America's 20,000,000 car owners become conscious of the advantage of mass action."

Pointing to the old adage that life is a conflict, Mr. Henry continued:

Industry Needs Team Work
"Everything about the automobile industry, the greatest in the world, thoroughly organized, except the motor car owners. The individual concerns represent the acme in efficiency because the need of coordination was apparent in the industry's infancy. Dealers have their organizations, Garage owners have their associations. The great automobile firms have their national chamber of commerce.

"What is the purpose of this unity? It is simply, progress and protection. Its results are manifest to even the casual observer.

ROAD SIGNS OF THE AIR



fest to even the casual observer.

"This impulse for progress and protection already has impressed 500,000 individual car owners who are members of 815 local motor associations scattered from one end of the country to the other, and with a coordinating agency in Washington to speak the collective mind of this constantly growing group.

"This national coordination had a telling effect in connection with the consideration of the revenue bill and it resulted in the elimination of the excise tax.

"That is but one of hundreds of fields in which it can make itself felt to make motoring more free from prejudicial restrictions of all kinds, financial, legislative and otherwise."

INDIANAPOLIS FIRMS HOLD USED CAR SHOW

First annual exhibition of used cars was held in Indianapolis recently in Riverside park. The formal opening was preceded by a parade through downtown streets of the used products entered in the exhibition.

A special stage for the display of cars was erected. Approximately 1500 cars were shown during the exhibit.

STANDARD OIL GUIDES PLANES

California Company Is Placing Large Block Letters on Buildings Throughout West.

To aid in the development of aviation the Standard Oil company of California is engaged in the task of marking the airways of the Pacific Coast, by placing names of cities on roofs of company buildings. The chart shown herewith indicates the airways of the Pacific Coast, as mapped by the United States army air service, and the points at which the Standard Oil company has or will soon erect air-signs. Later many other towns where the company has buildings will be similarly marked, whether on established airways or not, and ultimately all of the 700 distributing plants which the company maintains on the Pacific Coast will have signs to guide the aviators. In addition to town

Deliver Year's Quota Of Cars in Six Months

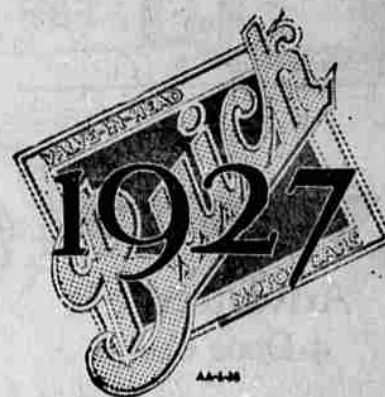
Although twelve months originally were arranged by Franklin factory executives as the period in which an individual salesman could reasonably rise from the

status of rookie to that of general in the Franklin Anniversary selling contest organized along army lines, nevertheless, a number of men made their annual quotas of deliveries in the first six months of the year. Ray E. Drew, of Aurora, Ill., was the first general in the Franklin army. The other

generals to date are: Paul G. Murray of Lancaster, Pa., W. B. Ward, Jersey City, N. J., and Fred P. Geisel, Wausau, Wis.

Never follow the car ahead so closely that it is necessary to jam the brakes on violently, if it is suddenly stopped.

The
GREATEST BUICK EVER BUILT



SOON ON DISPLAY

Jennings & Shumate

The Quality Pair

Veltex Gasoline Veltex Motor Oil

Let these two products help you during harvest.

La Grande Filling Station
Kuhn & Zweifel

Which Tires Are The Cheapest?



Large users of tires, those using many cars and using them a great deal, almost invariably buy the tire they think is best—and price is a second consideration. Goodyear All Weather Tires is a great favorite with this class of buyers, for while they cost a little more than some tires on first cost, the greater mileage and freedom from trouble makes for the lowest possible final cost. Goodyear All Weather Tires are consistently

averaging over fifteen thousand miles of trouble free service, and mileage of from twenty to twenty-five thousand miles are not unusual.

To those users who do not use their cars so much or to whom first cost is a greater consideration, we offer the Goodyear Pathfinders. These big, husky oversize cords are rendering remarkable service and their price is well within the reach of all. Come in and look them over and get their new low price.

W. H. Bohnenkamp Co.

Distributors Goodyear Tires.