

TWO WOMEN INVADE AUTO DEALER FIELD

Efficient Willys - Overland Agency Operated; Service and Sales Feature

The old adage that "A Woman's Place is in the Home" has apparently been disproven so often that only the outstanding activities of the fair sex in the world of business now receive mention in the daily news columns.

However out in Iowa where men are men and women boost for good roads there are a couple of young ladies, modest withal, who have made an exceptional mark in the realm usually dominated by the male sex. In other words, these two girls are automobile dealers.

Five years ago a woman as proprietor of an automobile establishment would have been sneered at. At age two young ladies in such a business, but the Misses Margaret Neil and Ruth Stockwell have, figuratively speaking, donned the greasy overalls and made an outstanding success of this business which usually boasts only men representatives.

The Misses Neil and Stockwell are proprietors and owners of the Neil & Stockwell Motor company, Willys-Overland dealers in Marshalltown, Iowa. Their place of business, which occupies two floors of an up-to-date building, includes sales, general repairing and day and night service and storage. That two young women should enter so actively the automobile business would seem rather unusual in many places, but in Marshalltown they are accepted on the same basis as the opposite sex, are members of the local automotive association, insist on adopting the most improved sales and service methods and otherwise conduct a model sales and service business.

Both Misses Neil and Stockwell were familiar with the intricacies of an automobile long before they entered the retail end of the business. Spark plugs, cam shafts and bearings, the very vitals of the automobile, presented no enigmas to these young women who were seeking some field outside that of housework in which to make their way.

Miss Neil is an adept in every mechanical feature of an automobile. Equal to any mechanical emergency, this young lady has on numerous occasions completely torn down and built up various types of engines merely to become familiar with the various parts and their methods of opera-

tions. Miss Neil has several coast-to-coast trips to her credit, being one of the first women to make such a trip and on one occasion, such a four-taloned more than 30,000 miles before she finally parked her car back home.

Miss Stockwell, while quite a veteran in the automobile business, became acquainted with the automobile's mechanical features through a peculiar coincidence. In company with Miss Neil, later to be her business partner, Miss Stockwell was making a western tour in 1922. In attempting to assist a fellow tourist, Miss Neil had the misfortune to break an arm, the accident pushing all the driving responsibilities on her companion. Miss Stockwell took charge of the Overland touring car they were driving and henceforth became an ardent disciple of the motor car.

Both young ladies first entered the retail automobile business as a "curbstone" operator, making the business of selling automobiles a sideline. In 1925 however, these young ladies became so interested in the automobile business as a profession that they went into it in earnest, selecting the Willys-Overland franchise. That these young women are enthusiastic business folk is indicated by the fact that in their first ten weeks as Willys-Overland dealers they sold ten car loads of Overlands and Willys-Knights. During the remainder of 1925 these dealers oversold their sales quota and both partners are looking forward to a record-breaking business in 1926. That they have met competition fairly and give their owners a fair policy has aided their success and has made them a part of the automotive business in their locality. Both women are lovers of sport and are particularly fond of a day in the woods with rifles as a contrast to their busy hours selling automobiles.

GAS DROP IS PREDICTED

PRICE REDUCTION IN SUMMER MONTHS IS EXPECTED

(Automotive Daily News)

CHICAGO, March 20.—Possible further advance this spring in the price of gasoline, with a resulting drop in prices in the summer, is forecast by the Wisconsin State Department of Markets. In a statement which reached Chicago from Madison, the department says that although a large part of the season probably will see high prices, cuts will become apparent when the tourist demand begins to slacken.

Reviewing the price range during the past two years when a series of advances has boosted the prices 5 and 6 cents, the statement declares there is no reason to expect a similar condition this year.

CLUB LED FIGHT IN CUT IN AUTO TAXES

Oregon Association is Congratulated in Work Done In This State

On the eve of the signing of the new tax bill by President Coolidge, George O. Brandenburg, secretary of the Oregon State Motor association, received a letter from the National Headquarters of the American Automobile Association complimenting the Oregon Motor Association on the aggressive and helpful part it took in the successful battle for the reduction of the Federal automotive excise taxes.

The fact that in the last analysis the motorists were able to secure reduction of \$30,400,000 or 21% of a total of tax reduction of \$337,000,000 speaks volumes not only for the aggressive fight waged on their behalf but also is convincing testimony to the value of organization in the national as well as the local field. Mr. Brandenburg emphatically declared. He said in part:

"In a congratulatory letter we have just received from Ernest N. Smith, General Manager of the A. A. A., who supervised the fight in Washington, we are assured that without the help of our local club and the A. A. A. clubs contributed through direct and indirect representatives to congress, the share of the automobile owners in this year's tax cut would have been much smaller than it actually is.

"When the Administration leaders first figured the tax possibilities, the maximum relief assigned to motor vehicle owners was \$34,000,000. By sheer persistence and refusal to compromise when other interests showed signs of weakening, we were able to make it \$30,400,000, an increase of \$46,400,000. It may fairly be said that this difference represents the sum that will remain in the pockets of the motorists as a result of the organized campaign of the A. A. A. and its clubs.


"Of course, all motorists benefit in equal measure from Federal tax relief but it was only made possible by the dues of club members and by the ability of the clubs to call the attention of their representatives in congress in an effective way to the interests of their constituents."

The motor vehicle federal excise tax cut applies as follows:

Repeal of 2 1/2% tax on tires, parts and accessories	\$ 25,000,000
Repeal of 3% tax on trucks	9,000,000

Reduction of 5% tax on passenger cars to 3% 46,400,000

GUARANTEED




used cars

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You are sure of good service; exceptional value; liberal terms; courteous treatment as long as you have the car, and a fair trade-in allowance when you are ready for your new Ford. Come in and see our selection of used Fords.

Valley Motor Co.
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cars when the next tax revision is undertaken by congress. He said: "Above all other things this campaign has demonstrated one fact of paramount importance to motor clubs; namely, that when organized motordom speaks as a unit its voice carries great weight in national legislative matters. All A. A. A. clubs are to be congratulated on the big part they played in making this campaign a complete success and we hope the constituent members will appreciate the result."

WHAT I CALL gratitude is when some dame with a pronounced odor of green onions on her breath gits up and sings "Thank God for a Garden."

THE STORY of a woman who sent \$15 conscience money to a Salem firm makes me wonder why this conscience idea doesn't work the other way sometimes.

TIRE PRICES

That You Have Been Looking For



30x3 1/2	Massasoit Cord	\$ 8.95—Tube \$2.15
31x4	Massasoit Cord	15.95—Tube 3.70
32x4	Massasoit Cord	16.80—Tube 3.75

Premier Balloon

29x4.40	Full Size	\$13.95—Tube \$3.35
29x4.75	Full Size	17.50—Tube 3.80
30x4.75	Full Size	18.25—Tube 3.85
29x4.95	Full Size	18.25—Tube 3.85
30x4.95	Full Size	19.20—Tube 3.95
30x5.25	Full Size	21.25—Tube 3.95
31x5.25	Full Size	21.95—Tube 4.50
30x5.77	Full Size	25.15—Tube 5.25
33x6.00	Full Size	29.20—Tube 6.95

"Jim" **Smith & Watkins** "Bill"

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REFINED body lines—lower, longer, hugging the ground; refined spring design—longer, smoother, easier riding; refined finish—a new, durable lacquer that stands all weathers and outlasts all oldstyle finishes; refined fittings—solid, substantial, beautiful fittings; refined upholstery, top; refined radiator—new design, but the same cooling capacity (no Star Car ever overheats); refined frame and chassis—new reinforcements, lighter, lower and stronger than ever; refined heavy natural wood artillery wheels—style, strength, speed with safety.

Tomorrow's Car Today—And TODAY we present the famous Star "4" with the powerful Million Dollar Motor in a new conception of the advanced value that has won unquestioned leadership in the low-cost field. See this famous car in its refined form.

famous—the Million Dollar Motor. All refined, to the last degree of perfection. The same record-breaking power, but smoother, guaranteeing a power performance far ahead of any car near its price class.

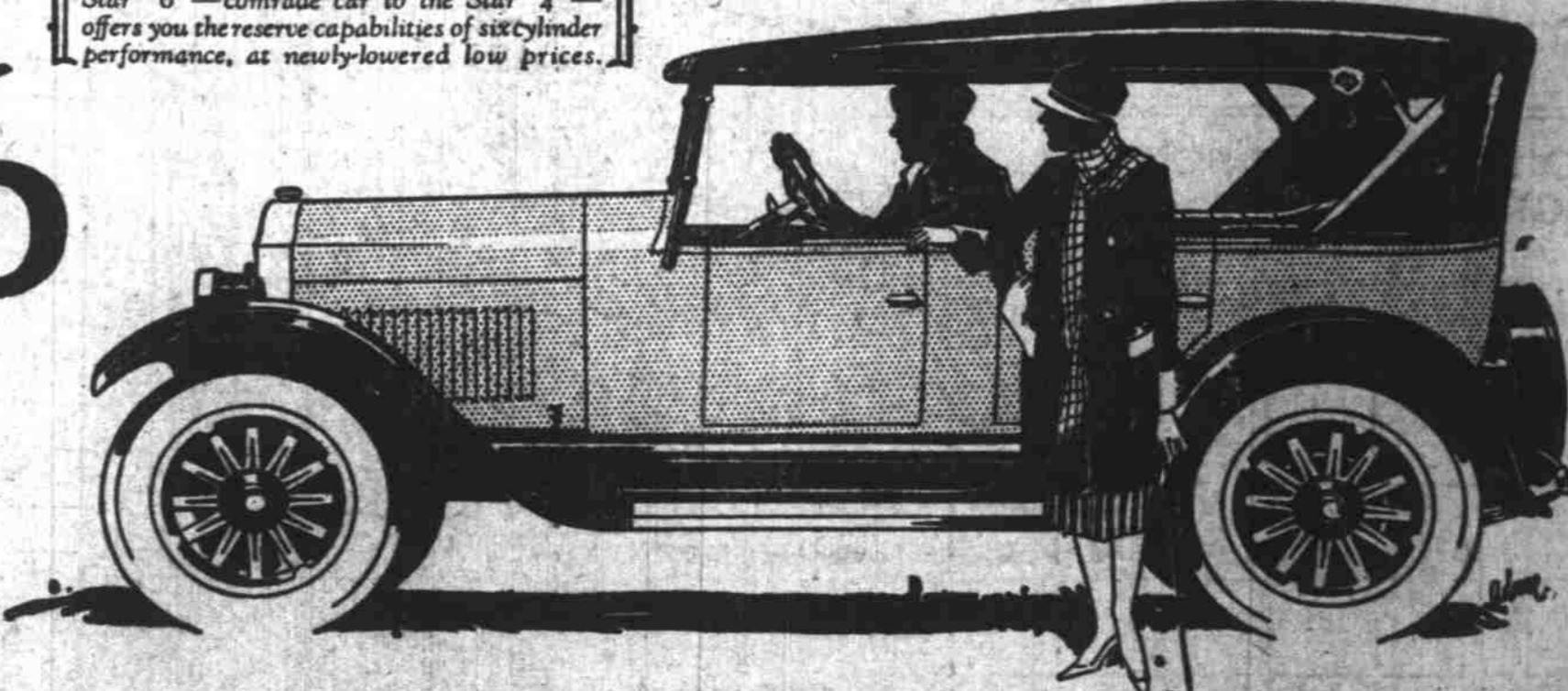
Following the sensational event of the new Star "6," this refined four sets a new pace in exceptional value.

You know what a success the Star "6" is. Well, see this refined "4" and marvel that again such a value can be duplicated and built delivered here for \$636.

All the features that have made the Star

[[Star "6"—comrade car to the Star "4"—offers you the reserve capabilities of sixcylinder performance, at newly-lowered low prices.]]

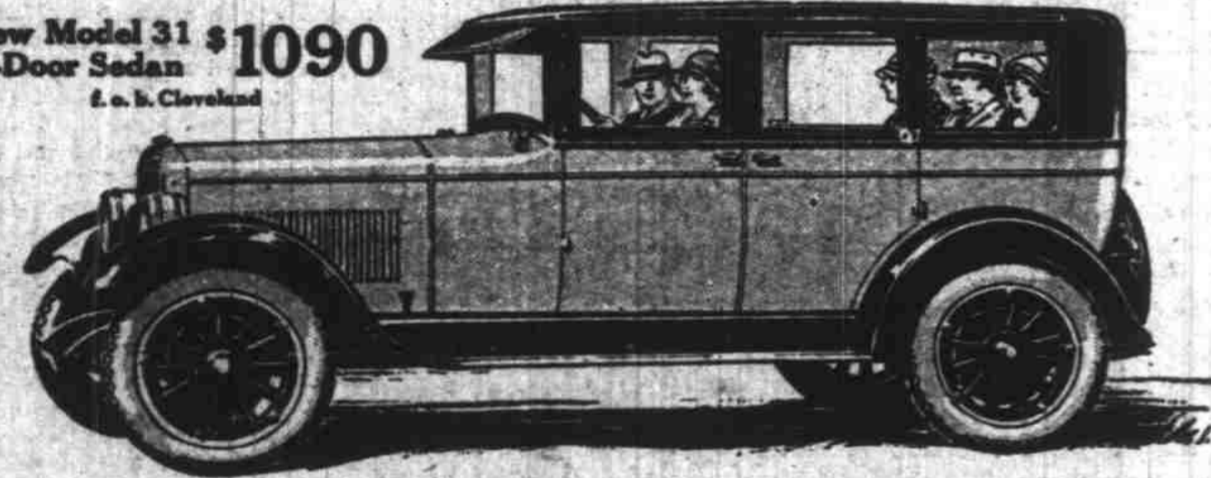
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New Model 31 \$1090
4-Door Sedan
E. A. B. Cleveland



Simplicity

Step on the plunger—Car's all oiled!

WELCOME, twice welcome, is a motor car so free from care as the new Cleveland Six!

Welcome, a thousand times welcome, is this great car's "One Shot" Lubrication System. For it means goodbye and good riddance to all the usual automobile bother and expense of keeping the chassis at all times thoroughly lubricated.

Talk about simplicity! With a mere press of your heel on a plunger, "One Shot" lubricates every bearing and bushing in the entire chassis—*instantly*—almost quicker than you can bat an eye.

All cars must follow suit in adopting a centralized system of chassis lubrication—*or lag behind the times*. Such higher-priced cars as Marmon, Packard, Chandler and Stutz have already adopt-

ed centralized chassis lubrication. Just ask the dealers of other cars to guarantee whether or not their next models will be so equipped. See what they say.

And talk about power! Cleveland Six has power to talk about. In open competition with other cars, Cleveland Six is capturing a long string of outstanding performance records—particularly in mountain climbing. It steps right up the steepest hills as if the hills lay down to let it pass!

Many modern simplicities of engineering make for easier steering, more positive brakes, quicker starting in cold weather, easier gear shifting. In every way you consider it—Cleveland Six is the big thing today in its price class.

Just do a little comparing. That's the simplest and surest way to pick the right car.

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