

SUCCESS FORECAST IN MOTORDOM FOR SEASON TO COME

Placing the development of cooperation between automobile manufacturer, dealer and owner above all other assets of motordom as the industry celebrates its silver jubilee throughout the country, the American Automobile association predicts a new type of success for motordom in a bulletin just issued from its national headquarters in Washington.

Cooperation has been the keynote of motoring's amazing growth in America, the bulletin points out, and it is the automotive asset which assures the country of a definite solution to the many problems which are temporarily clouding the horizon.

According to Thomas P. Henry, president of the A. A. A., the automotive business stands first in cooperation between producer, retailer and consumer. This, he says, is the result of successful organization efforts on the part of the three human factors in the industry.

Organization Effective
"What the manufacturers, the dealers and the consumers could not do individually in the way of cooperation they have done, and are doing, through organization," Mr. Henry declares. "This is the day of organization, and nothing proves it more than the three leading automotive organizations that are helping the whole of motoring 'get together.'"

"Through the National Automobile chamber of commerce, automobile manufacturers have been enabled, not only to cooperate with each other in the solution of industrial problems affecting motordom, but to cooperate with their dealers and their consumers. The National Automobile Dealers association untangles the problems that would otherwise result in increased costs, poor service and 'chained' cars. The American Automobile association completes the picture by helping the motorist use and enjoy his car."

Assistance Available
"These organizations, sifting out of the most practical ideas and suggestions from their large memberships, are able to offer to each other the most concrete form of assistance. Thus we find the N. A. C. cooperating in an effort to solve the accident problem, the N. A. D. A. cooperating in an effort to stabilize the retail trade to the advantage of all, and the A. A. A. uniting its affiliated motor clubs into a coast-to-coast touring service unparalleled in the history of transportation."

"It should be obvious to the motorist that the success of such cooperation rests largely upon association strength. The stronger these associations are the quicker our motoring problems will be solved. The day has passed when the individual car owner can expect to see progress through individual conference with individual members of the industry or the trade."

Cooperation Possible
"In addition to all the direct benefits which a car owner receives in the way of touring information, legal advice, emergency road service, licensing, etc., when he joins his local automobile club he automatically obtains the cooperation of those who make and sell the cars he buys. It is organization that makes this cooperation possible. It is the big motor asset of the day, and the most effective thing any car owner can do during 1925 is to seek to enlist the help of other car owners in making it still greater."

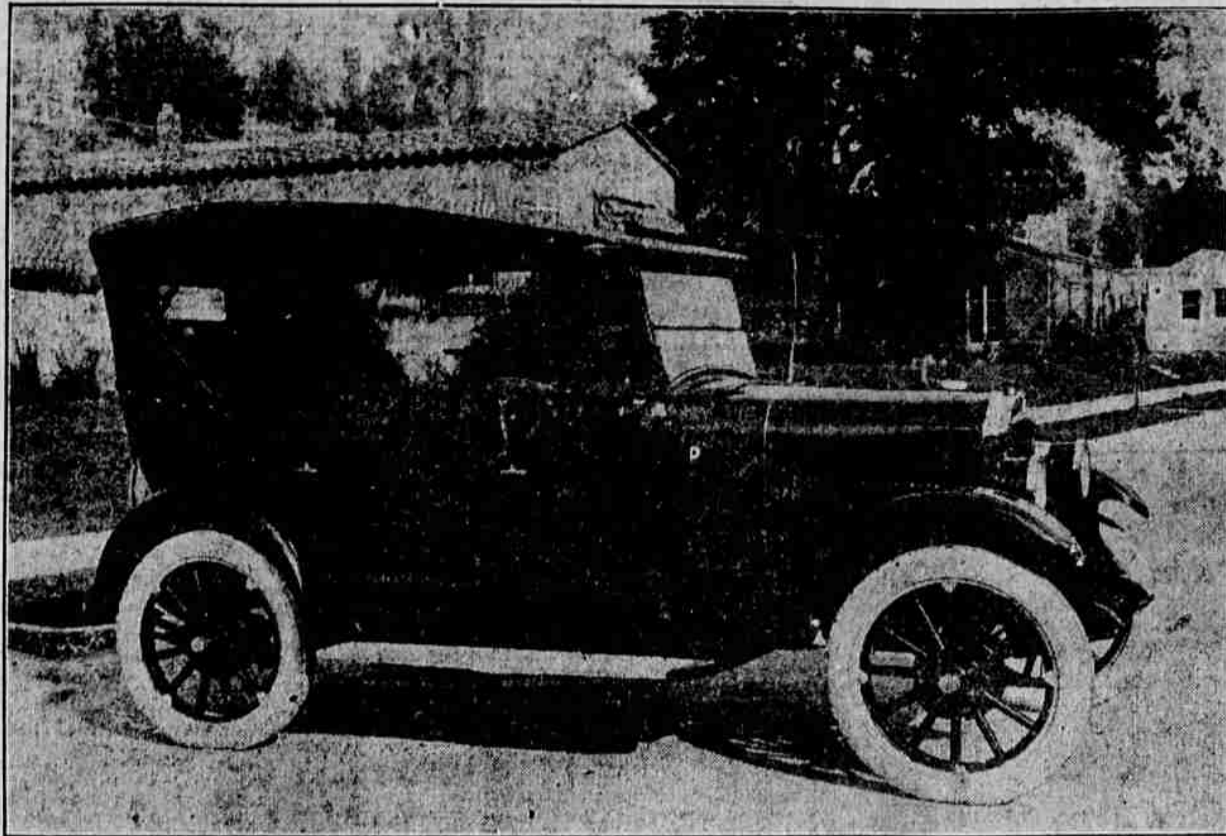
The immediate benefit received by the motorist from national organizations is realized when it is known that the manufacturers association with its cross licensing agreements and cooperative measures which guarantee more car value as time goes on, works with a national dealers association which is constantly improving sales and service, and both in turn work with the one national owner's association which improves motoring conditions, renders map, touring and emergency road service and watches and legislative interests of the individual owner.

Tickets for the Concert given by the Metropolitan Grand Quartet at the First Baptist church, Eugene, Wednesday evening, January 28th, on sale at Y. M. C. A. Admission adults 50c; children 25c.

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NEW MOTOR REVEALS POWER; BUSINESS REPORTED GOOD



"Coming to us, as it has, at the time of year when many factories announce their new models and changes, the new 1925 Star with its Red Seal Continental motor, has proved a real sensation," stated Kenneth Ables, president of Lane Auto company, Star car distributors for Lane county today.

"We are openly stating that no other 1925, four cylinder automobile built will duplicate the power performance of any new 1925 Star, and are ready to prove our statement

at any time. In fact the remarkable performance has been pretty widely noted about and on Monday our entire salesmen were surely busy demonstrating the new cars and up to Tuesday evening we have chalked up fifteen sales this week.

"One prominent Eugene business man, returning from his ride exclaimed that he never could duplicate the Star feat with his 1924, six cylinder car, which sells for three times the Star's modest price. "We are happy to show the new

Star, and are keeping four cars and salesmen right on the job at our show rooms to make the power demonstration, of which we are certainly proud and which is rapidly becoming famous in Eugene and Lane county.

"Our factory is speeding up production and we are wiring for car load shipments almost daily and hold out some hope of being able to meet the demand for the ever increasingly popular Star.

"Why, I was just reading the new motor magazine, New York show issue," continued Mr. Ables, "and among other features, noted that the Morse silent timing chain is used in nearly all two thousand dollar cars, but the Star is the only moderate priced car that thinks enough of its owners to use this wonderful system. Also Star is the only car in its so-called 'price class' which uses splined shafts, which necessarily is highest priced construction. Star is truly best after test, east or west, and the most for the money in the world of cars."

quantity production at once, secure in the knowledge that its new line would more than meet any requirements car owners would place on it.

NEW CHEVROLET IS GIVEN TESTS

Evolution of the new Chevrolet, which made its initial bow at the New York automobile show this month, was marked by hard, exacting yet interesting labor extending over a period of more than a year.

As far back as 1923 automotive and metallurgical experts started drawing plans for the new automobile. Sample cars were made, containing the forty-odd new improvements, including disc clutch, springs, axles, manifold, etc., and these cars were turned over to selected drivers working directly under the engineering staff for the hardest tests human ingenuity could devise.

In fact every detail that is incorporated into the new Chevrolet was tested, improved and re-tested until it scored 100 per cent before it was adopted. In this way it was possible for the Chevrolet company to go into

Wage Earners May Be Free From Tax

MELBOURNE, Australia, Jan. 24.—(AP)—Sixty thousand persons will cease to be taxpayers if the budget of the first Victorian Labor government is carried through. The government practically proposes to take the burden of taxation from the small wage earner, and transfer it to the big salary men.

The program calls for increasing income tax deductions to \$1,000, with an extra \$500 for the wife of a taxpayer, and the allowance for children to be increased from \$150 to \$250. Concessions for wives and children would be limited to taxpayers with incomes below \$40,000.

Present indications are that Labor will carry the proposal.

ELECTRIC CRAZE SWEEPING INDIA

LONDON, Jan. 24.—(AP)—Electricity has become so popular in India, particularly among the rulers and state officials, that contracting companies there are hiring scores of electrical workers in England and placing huge orders for goods with English manufacturers.

Most of the palaces of Indian princes and nobles are entirely lighted by electricity and many villages, even in the remote parts of the country, have electric street lights and some of the stores are lighted by the same method.

Native leaders who have visited European states are largely responsible for this wide introduction of electricity. A plant has recently been established at Chamba, 10,000 feet

PREJUDICE GIVEN CREDIT FOR SALE OF EASTERN OILS

Declaring that every time a western motorist puts a quart of eastern oil in his crankcase, he pays fifteen cent for pure prejudice, C. L. Tostevin, Oregon sales manager for the Union Oil company, has inaugurated a special drive among his salesmen to promote the use of western oils by western motorists.

"So far as their actual value is concerned," said Mr. Tostevin, at a special meeting of his organization, "the only difference between Eastern and Western oil is one of price. This difference is from natural, economic causes and has nothing whatever to do with quality. The western product costs less for two very simple reasons; first, the volume of production is much greater, and second, being produced in the west from western crude, the freight rates are naturally much lower than for the imported eastern pedigree oil."

"The fact is that western motor oil is made from some of the finest crudes for the purpose which this country produces. As a motor lubricant, it has the endorsement of automobile engineers of the highest standing. The inclination toward Eastern oil is explained by the fact that many automobiles and the majority of motorists are of eastern origin. With characteristic tenacity, they cling to the Eastern oil habit, though it is an unwarranted, extravagant prejudice.

"We might as well face the fact that all motor oils deposit some carbon. What we want to remember is that there are two kinds of carbon. Thousands of users of Aristo Motor Oil testify to its residue being soft and fluffy—not the hard and gritty abrasive which scores and scratches metal and must be removed every few thousand miles at considerable cost. Most of the carbon deposited by Aristo, in fact, blows out with the exhaust."

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Under Cover Any Length
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1919 Chevrolet Touring	\$60.00 Down
1919 Chevrolet Touring	70.00 Down
1919 Chevrolet Touring	50.00 Down
1920 Chevrolet Touring	80.00 Down
1922 Chevrolet Touring	90.00 Down

They all came in on new Stars this week!

1923 Ford Touring	\$110.00 Down
1920 Ford Ton Truck	75.00 Down
1920 Ford Sedan	60.00 Down

1922 Durant Touring—Snap
1924 Durant Sport—Just like new
1923 Durant 4-pas. Coupe—New guarantee.

1923 Star Touring—Lots of Extras—Fine buy
1924 Star Sport Roadster—Fine Shape

A Good Touring Car For \$20.00 Down
—Not A Ford—
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Any new 1925 Star with the Million Dollar Motor Will out pull any other 1925 four built—Make us prove it!

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DODGE BROTHERS TYPE-B SEDAN

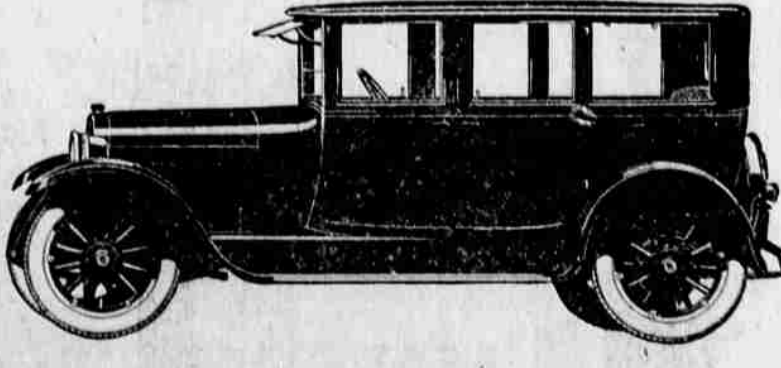
Unquestionably, the most compelling tribute to the car's stamina is its widespread use by farmers, ranchmen, surveyors, salesmen and others who travel isolated roads in all sorts of weather.

These men will tell you that a good polishing restores the durable finish to its original brightness after the car has been caked with mud for weeks.

To them it is a matter of vital importance, too, that Dodge Brothers powerful starter functions promptly after prolonged exposure to the cold.

Nor is any group of owners more constantly impressed by those elements of excess value which characterize not only the Type-B Sedan itself, but every car that Dodge Brothers build.

The price is \$1995 f. o. b. Detroit
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