

JEWETT CATERS TO SEVERAL MARKETS IN AUTO METHODS

Recognition of three separate and distinct markets is made by the Paige-Detroit Motor Car company, controlling to a large extent its policy of manufacture, according to word received by the Bringle Motor company from Harry M. Jewett, president.

Mr. Jewett, in several addresses before dealer bodies, at the time of the announcing of a new Jewett six, dwelt at length on the distinction between these three markets. The Paige company which was started in 1909 with less than a quarter million dollars capital invested, has grown until it has today assets of more than \$15,000,000.

Position Is Strong

The genuinely strong financial position all through these years could not have been maintained, in the belief of the officials of the company, unless the various classes of purchasers were definitely grouped and the dealings of the company carried on with those groups which it had products for.

The Paige president told of many conferences held by the executives over these buying classes. He said in part:

"First, we considered the purely transportation class. This includes the buyer who purchases the cheapest form of transportation. It was obvious that entering this price class would be like butting our heads against a stone wall. The 'flivver' rules there.

"Second, we investigated the next class: Those who want good comfortable semi-luxurious cars, willing to pay a fair price. The result was that a car within reach of the pocket-book of these people as well as one that would be good enough to entice purchasers of an even greater degree of wealth. History made in the teens of the twentieth century tells of our success. In 1921, we felt that the time was ripe for something sensational in that price class.

Car Is Sensation

"We gave it to the public at the start of 1922, in the Jewett six, selling at \$1065 then. Saying that it was sensational is putting it mildly. It changed the course of the automobile industry. Look at the sixes on the market in that class now!

"Third, we felt that the rest of the purchasing market included all the rest of the people, under a heading of 'those that want real luxury.' "Those are figures that speak for themselves."

VARIETY OF FEATURES FOR AUTO SHOW

Novak's Vaudette's, one of Coast's Favorite Jazz Orchestras, to entertain every afternoon at Armory.



Novak's Vaudette's, who will entertain each afternoon.

Tomorrow at 10 o'clock the doors of the armory will be flung open on Eugene's Auto Show. Everything will be in readiness, declares John L. Stark, manager, and the city will be treated to the finest exhibit of automobiles, accessories and specialties ever seen in the Willamette valley. Every inch of space has been leased, and every dealer in town will be represented. The display will hold forth for three days, Tuesday, Wednesday and Thursday.

Entertainments Are Features

Every evening an entertainment rivaling in grandeur and enjoyment the most auspicious stage performance will be featured. For the first evening Gilmore's will offer a style

show, in which all the latest creations in the apparel line will be displayed by attractive models. In addition to this premiere attraction the Columbia bathing girls will stage an exhibition. The White sisters and Kathleen Duffy will present several kiddie acts of entertainment, and Beulah Blackwell and Helen Brown will be there with a variety of specialties. Peggy Prevost in atmospheric dancing, will be a daily feature.

Wednesday evening at nine o'clock Beard's will take command, and will display all the variety and novelties in their ample line of women's wear. They, too, will be assisted by the White sisters, Kathleen Duffy and the team of Beulah Blackwell and Helen Brown.

Thursday will be in charge of McMorran and Washburne's, with originality the keynote. Dozens of designs never seen in Eugene before are promised, each to adorn an attractive and shapely model. They too will be assisted by the entire troupe.

Both the Novak's troupe and Kathleen Duffy are already familiar to radio fans of Eugene, for they have given several concerts over the Oregonian radio casting station. They have been enthusiastically received wherever they have appeared in person as well.

Accessories Displayed

Accessories will also have a prominent part in the show, and a special room, opening through huge double doors to the main show room, has been reserved especially for this department. Tire dealers and specialty men will also have space.

The show will open every day at 10 o'clock, the Novak's Vaudette will entertain every afternoon, and the style and specialty shows will be featured every night at nine o'clock.

STEWART TO SHOW LATEST THINGS IN ACCESSORY LINE

A galaxy of automobile accessories at the auto show that will dazzle even the most sophisticated motorist is the enthusiastic promise of George Stewart, of Stewart's Automotive Accessory store. "Service with a Smile" Stewart is fairly bubbling over these days with the good things he has to say about the various aids to automobiles.

"People nowadays want real refinement in the furnishings of their automobiles," he says, "and they have a distinct desire to show individual tastes, too. This is the reason that automobile dealers are no longer put-

ting on elaborate equipment, but rather they leave this to the purchaser. The owner of a new car drives it into the shop of an accessory specialist, and gets just what he wants."

Display Plans Made

A display that will rival that of the Portland show, and may even excel it, will be placed in Stewart's booth at the automobile show, he states. All the necessities of comfortable driving will be displayed, and many luxuries will receive their just share of exploitation. Among the latest things out to be shown will be the Road-finder light, a spot light that turns with the steering wheel, and a new parking light that is really the door handle. The new light flashes red behind, and white in front by simply pressing a button. Thus not even a bit of room on the car is wasted, and no changes on the body to accommodate the handy parking light need be made.

Wares Fitted to Cars

Among other features Stewart is stressing the fact that all his wares are fitted to cars just as the maker of the car intended. An example of

this is his large stock of bumpers, each one of which may be fitted to the holes bored for the purpose by the maker of the car. The "tailor made" accessories are finding great favor, since the original frame or structure of the car need not be tampered with.

Lubricate Everything

Lubricate all parts of the chassis, including the spring leaves. This will protect the parts from rust, wear and squeaks and the spring leaves from breakage.

Good Grade of Oil Is Really Economy

It pays to use a good grade of oil. Economy in this respect will prove a false economy. A much higher grade of oil is necessary for the automobile engine than for the steam engine, because the gas engine is subjected to greater heat, and a poor oil will "crack" and decompose into carbon. This carbon will not only get on the piston head and valve heads, but it will get into the piston rings and prevent them from functioning properly.

You Know Ed?

Ed sez he's my organ-ization. He's wrong, he's just the organ. I'm the "ization" because "ization" sticks out like a crank from the organ and goodness knows I have to crank Ed before I get anything out of him.

This morning Ed sez: "Boss, how come you to turn out such rich, dignified car equipment jobs? There's nothing rich or dignified about you."

(All the rest of the morning I've been trying to figger out if I should raise his salary or cut it.)

Don't forget, folks! Ed and me'll be at the AUTO SHOW, and I want all of you to know Ed, because you're going to hear lots about him in the future.

SERVICE WITH A SMILE
GEO. STEWART

Shoppers Day Special! Thurs. 19th Only
45 Cents for a Dollar size Top Patching Outfit

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EUGENE AUTO SHOW

GENERAL ADMISSION 25C EUGENE ARMORY GENERAL ADMISSION 25C

Tuesday, Wednesday, Thursday, February 17, 18, 19.

The best in motordom bids for the attention of those who are interested in the progress that the motor industry has developed for 1925 as will be shown at the Auto Show.

At the Automobile Show you will find an intensely interesting review of the new models, the new features, the most advanced improvements in motor manufacture, fixings and accessories. Cars of all types, all sizes, all prices, all principles will be announced at the Auto Show to stimulate your interest in the actual exhibits awaiting your admiration in dealers' show rooms.

VAUDEVILLE AND SPRING FASHION REVUE

TUESDAY

BEARD'S FASHION REVUE

EXHIBITING

Afternoon and Evening Gowns,
Sportwear and
Ruth McCallum Carter's
Millinery

Columbia Bathing Girls
Novara Vaudettes White Sisters
Kathleen Duffy (and Specialties)

WEDNESDAY

GILMORE'S FASHION REVUE

EXHIBITING

Afternoon and Evening Gowns,
Sportwear and Millinery*
FOOTWEAR FROM GRAHAM'S

Columbia Bathing Girls
Novara Vaudettes White Sisters
Kathleen Duffy (and Specialties)

THURSDAY

McMORRAN & WASHBURNE'S
FASHION REVUE

EXHIBITING

Afternoon and Evening Gowns,
Sportwear, Millinery and
Lingeries

Columbia Bathing Girls
Novara Vaudettes White Sisters
Kathleen Duffy (and Specialties)
Beulah Blackwell—Helen Brown

Also Appearing Daily—

PEGGY PREVOST

In Interpretive and Atmospheric Dancing