

BIG YEAR FORECAST BY AN AUTOMOTIVE EXPERT

Production and Sales to Increase During 1926

HEAVY BUYING FEATURE

Better Business Year in 1926 Predicts Benjamin H. Cram, Nationally Known Economist

DETROIT.—As excellent a business year as 1925, if not a better one, is looked for in 1926 by Benjamin H. Cram, nationally known automotive economist...

Heavy Buying Due "With 1925 drawing to a close, after an excellent setting for all things automotive thought is directed to 1926 and its possibilities," Cram declared.

There will be an increased volume of automobile buying, though possibly not a largely increased sale of units. We mean by this there will be an inclination to buy better cars on the part of those ordinarily buying in lower ranges.

To Speed Up Market "There will be a tendency to quicken the general automotive market through many buyers coming in with cars, practically new which they seek to trade on better cars.

Plans of manufacture are for largely increased schedules, but unless buying develops on a scale which permits dealers to move these increased numbers at a profit the present announced schedules will be curtailed.

DIMMING NOT EFFECTIVE

FAILS TO MAKE NIGHT DRIVING ANY SAFER

New Buick Models Introduced in August, Provide Safe Lighting On Highways

Motorists who have been forced to grope their way blindly against the glare of automobile headlights will welcome any changes in equipment which make night driving safer for all concerned.

That dimmers have been ineffective is best shown by the fact that some states have laws prohibiting the dimming of headlights. On the other hand, dimming at the approach of another car is made compulsory in other states.

Most effective and safe lighting is provided on the new Buick models introduced in August. For country driving and when the road ahead is clear, the beams from the new Buick headlights send a broad path of light the entire width of the road for a long distance ahead.

At the approach of another car, the light may be directed downward just in front of the car, but with full strength of the beam retained, furnishing adequate light for the driver and at the same time taking the glare of headlights from the eyes of the approaching motorist.

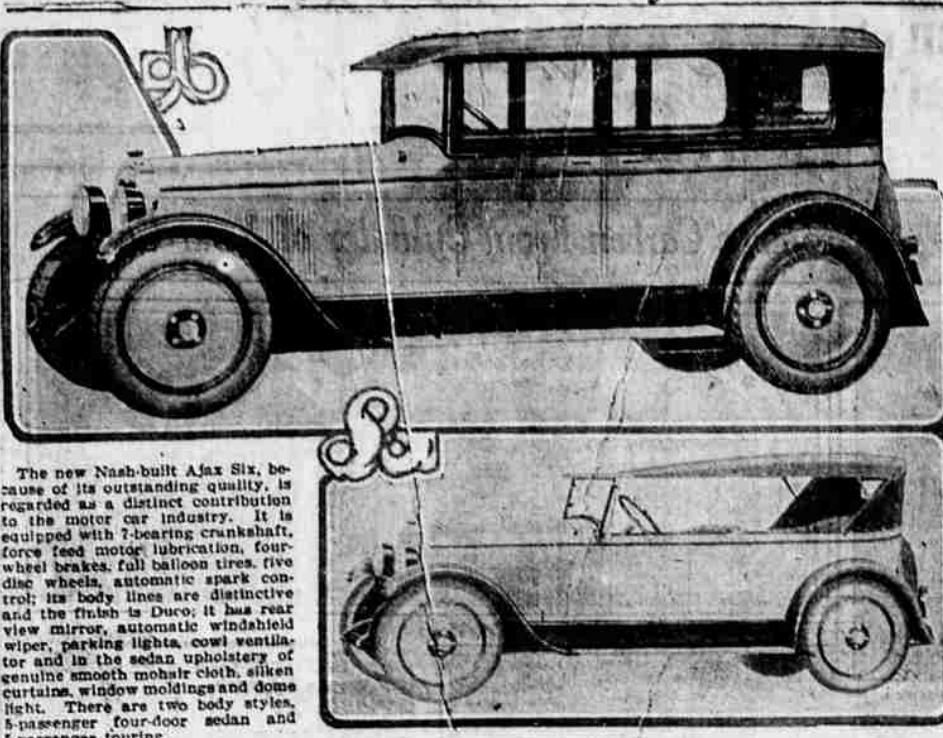
INSURANCE PLAN SOUND

CHRYSLER SYSTEM AID TO THE CAR OWNER

Economic Possibilities of "Volume" Methods Because More Apparent to Buying Public

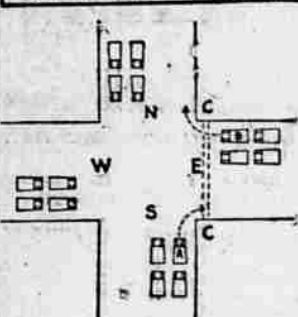
Insurance organizations are beginning to agree that the benefits to the public represented in the Chrysler insurance plan are the paramount consideration, and that public economy can be shown if effected through the group working of that plan, above the benefits of ordinary single policies.

The New Nash-Built Ajax Six



The new Nash-built Ajax Six, because of its outstanding quality, is regarded as a distinct contribution to the motor car industry. It is equipped with 7-bearing crankshaft, force feed motor lubrication, four-wheel brakes, full ball-bearing five-disc wheels, automatic spark control; its body lines are distinctive and the finish is Duco; it has rear view mirror, automatic windshield wiper, parking lights, cool ventilator and in the sedan upholstery of genuine smooth mohair cloth, silken curtains, window moldings and dome light. There are two body styles, 5-passenger four-door sedan and 5-passenger touring.

WALTER P. CHRYSLER'S TRAFFIC TALKS



Pedestrians are waiting at C, to cross street when signal is given for East and West traffic to stop and for North and South traffic to move.

Before Car A, or Car B, is permitted to make right hand turn blocking pedestrian traffic which is waiting to move, pedestrians should be permitted to cross street. This is only fair to pedestrians.

president of the Chrysler corporation. He points out that Best's Insurance News, of New York City, a publication devoted to the interests of insurance agents and companies, recently took issue sharply with those who have been fighting the Chrysler plan from apparently selfish motives.

"The secretary of the national association of insurance agents," an editorial in this publication published in a statement concerning the Chrysler plan, advanced the unanswerable argument that, so far as the agents are concerned, there is but one test of the rightness of any insurance practice, namely, "It is a good thing for the public."

Unfortunately, the balance of the statement containing that assertion was devoted wholly to a discussion of the merits of the agency system and the effect of the Chrysler plan upon the agents; there was not a word about the effect upon the public.

In the vast amount of comment published in the insurance press the interests of the buyer are forgotten, as is also the simple economic fact that the transaction of any kind of business on a wholesale rather than a retail plan results in a substantial saving.



It's only a question of time, when the city parks will have to be used for parking.

Let's of us can't understand why the "stop" sign is always turned on just before we reach the street crossing.

The driver has this much to say: "If all life sprang from a single cell, As scientists now assert, Let's 'broaden' the notion just a bit, And apply it to things inert:

The truck's grand-dad is the "One Horse Shay," The kite and airplane are kin— And the swift Pierce-Arrow, and the Hankoopay, Are brothers under the tin.

To avoid that run-down feeling, Cross Crossings Cautiously. I found that my girl was a flat tire, so I gave her the air.

Wanted—To know which a man will tell the biggest lie about: His golf game, the size of the fish he

BRITISH PROTEST ACT

RESTRICTION ON RUBBER EXPORTS ON PUBLIC

The British restriction act on rubber has been working such a hardship on even the British rubber users that an organized effort is being made to have the restriction act lifted.

Mr. W. O'Neil, president of the General Tire & Rubber company, when interviewed upon receipt of this cable news from London said, "Great Britain has now one of her greatest opportunities to prove to America that she was acting in good faith in instituting the restriction to protect colonial plantations and to save the rubber plantations. It has accomplished its purpose in securing for plantation owners a profitable price for their product. In fact, the time has long since passed when crude rubber reached the price at which the restriction act aimed."

Francis H. Robinson, head chauffeur of the executive man-

FORD OWNERS Special Introductory Prices Motor Overhaul \$18.00 Other Work in Proportion ALL WORK GUARANTEED JENNINGS BROS. Authorized Ford Service Telephone 1677 715 Oak

Cleaning Oil From Chassis To remove grease on the chassis under the car dissolve into a two-quart can containing one quart of hot water, one-fourth of a cake of yellow laundry soap cut into thin shavings, after which two or three tablespoons of gasoline are added. Use a stiff, medium-sized paint brush, either flat or round, to apply the mixture to all the greasy parts.

When little Willie saw the new baby the first thing he noticed was that it didn't have any hair or teeth. He said: "Mamma, didn't any spare parts come with it?"

Sunday was once a day of rest, before speeders and line jumpers made it the day of arrest.

Never concede that a man is a convincing speaker, until you hear him try it on a traffic cop.

"If you need to stop in a hurry, put on the brake." "Oh, I didn't know you wore them; I thought they were part of the car."

A cop started to arrest a man and the man sold the officer some life insurance. Dangerous business being a policeman. Copyright 1925, Moss Feature Syndicate

STEAM HEAT STORAGE Day or Night Repairing All Makes of Cars Washing Polishing Greasing Official Light Testing Station No. 479 WE NEVER CLOSE

Husby Motor Co. Across Street from Armory 136 E. 7th Ave. Phone 1084 WE NEVER CLOSE

FEDERAL TRADE MARK REG. U.S. PAT. OFF. Do Your Christmas Shopping Early! Why not give a Federal Tire this Christmas? Dad, Hubby, or Brother would sure appreciate one for their car. We will mail or deliver them too. Write, phone or better still, come in see George.

Hathaway Motor Co. Corner Eighth and Pearl Eugene, Ore.

Eugene's Sawmill & Logging Supply House We are now stocking a full line of the following— Atkin's Silver Steel Saws—Teeth and Rings Dick Balata Belt, Griptight Rubber Belt Garlock Packings Young Roller Bearing Blocks & Forgings Strongflex Wire Rope Brass and Iron Valves, Pipe, Fittings, Gears Sprockets Shafting Iron GENERAL HEAVY HARDWARE Oregon Machinery Co. INC. Telephone 344 Fourth and Lincoln Sta.

WILLYS-OVERLAND MADE RECORD DAY'S DRIVEWAY

Company Hangs Up New Mark in Chicago History

GREAT EVENT OBSERVED

Delivers 401 Cars with Total Value of More than Half Million Dollars

Continuing their high sales record of an average of more than 1,000 cars a month since January 1, the Chicago factory branch of Willys-Overland and its dealers established a new mark when they held the largest single day's driveway in Chicago automobile history recently.

Dealers under the Chicago branch, who had gathered to celebrate their part in the Willys Derby, national sales contest of Willys-Overland, drove away from Chicago 401 automobiles with a total retail valuation of more than a million dollars. A cash payment of \$348,921.71 was made by the 379 dealers in attendance to cover this huge driveway of cars which marks a continuation of exceptional sales in Illinois territory for Willys-Overland.

President John N. Willys was on hand to take part in the festivities which were held in Municipal Pier and bore all the markings of a real derby day, designated as "Willys Day" in honor of Willys-Overland's head. That the meeting was an indication of the unusual dealer success in this territory is shown by the registration figures in Illinois which rates Willys-Overland third in the number of cars registered in the state and with the same position in Cook county.

More than 11,000 automobiles were delivered to Chicago dealers in the period from January 1 to November 1 with a total retail value of more than \$14,000,000. Willys-Overland's September and October deliveries from the Chicago branch totaled 2202 automobiles this year, representing an increase of practically 500 per cent over the corresponding period of 1924.

Francis H. Robinson, head chauffeur of the executive man-

FORD OWNERS Special Introductory Prices Motor Overhaul \$18.00 Other Work in Proportion ALL WORK GUARANTEED JENNINGS BROS. Authorized Ford Service Telephone 1677 715 Oak

many nations. Robinson has a decoration bestowed upon him by King Albert of Belgium. In North Carolina every contractor who is engaged at work on highways is required to provide a white house for every laborer during the process of repairing and rebuilding the main thoroughfares. Read Register Classified Ads

A BETTER CAR IS NOT MADE FOR THE MONEY STAR FOUR Will Out-Pull Out-Climb Out-Perform Any 1926 Four Made What more could you ask a car to do? Is there anything further necessary, to prove it superior to other fours? You say, yes! Then we will add that the STAR FOUR has all the other necessary qualifications you are thinking about and more too. These statements are only facts and it is facts you want when you are investing in an automobile. Four-Wheel Brakes at no Additional Cost Let us prove to you by a demonstration all we claim for the STAR FOUR! Lane Auto Co. Eugene—Cottage Grove 834 Pearl Street : EUGENE : Telephone 166

Chevrolet's Greatest Year - a half million cars in 1925 CHEVROLET for Economical Transportation NO MANUFACTURER of gear-shift automobiles has ever approached Chevrolet's record of building over a half million cars in one year. Chevrolet is the world's largest builder of cars with modern three-speed transmissions because Chevrolet leads the world in providing quality at low cost. Quality appearance—quality construction—the quality features of the finest cars! That's the reason you should come in and see a Chevrolet if you want lasting satisfaction at the lowest possible price. GANNETT MOTOR CO. Lane County Distributor Telephone... SUB DEALERS MCKENZIE BRIDGE GARAGE, McKenzie, Ore. TAYLOR'S GARAGE, Veneta, Oregon O'HARA-McNUTT CHEVROLET CO., Cottage Grove, Ore. LEONARD HUCK, Mapleton, Oregon E. W. HEWLEY, BATTERY STATION, Springfield CREWELL GARAGE, Creswell, Oregon QUALITY AT LOW COST