

CO. ANNOUNCES LOWER PRICES

Values At Less Cost Star Four Models

EMENTS ARE MANY

Auto Company Offers New

ments to Public In

Showing for Week

Durant Motor company of

its four cylinder model

of appearance to motorists

and lower price

retaining the characteristic

of the Durant company

operating in the field of low cost

cars

refined Star four cylinder

which are being displayed

at Lane Auto company local

dealers during a special

showing for a week's time

replete with interest to motor-

ists coincident showing of the

Star four cylinder model

made by nearly six hundred

dealers in the west.

due to its tremendous suc-

cess in the Durant company

is Kenneth Ables "million dollar motor"

is in the Star four.

It has been made by

engineers, however, in many

chassis units, and several

entirely new, are being

used in the refined construc-

tion. Among these are new type

of joints, Bendix four wheel

steering, a deeper frame,

new and stronger

front and rear.

Minor Changes Noted

Minor changes are also

in the mechanical construc-

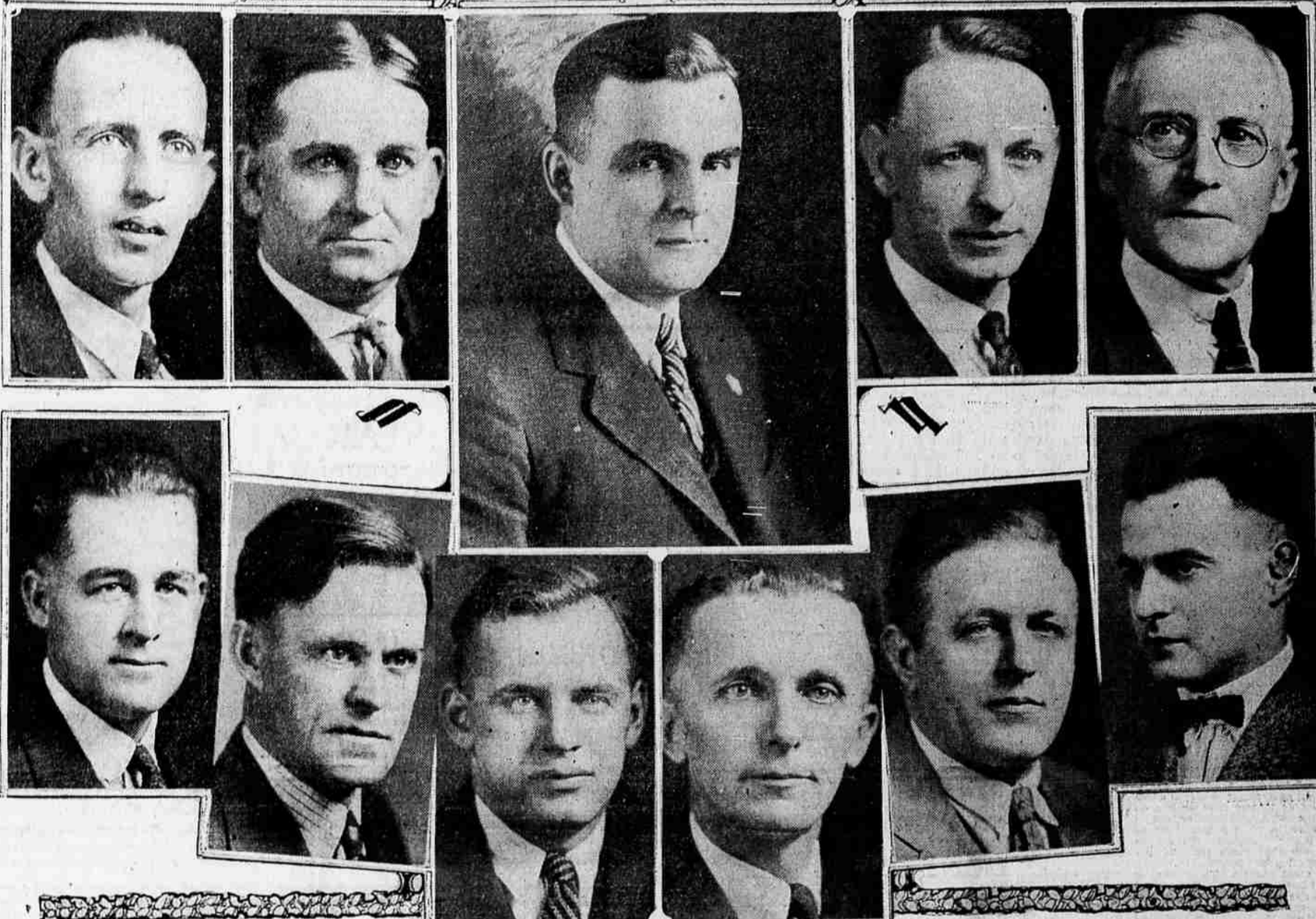
tion of the chassis. The instrument

has been changed and vari-

ous adjustments re-grouped. Rad-

LANE AUTO COMPANY LUMINARIES SHINE IN REALM OF STARS

Given a Greater Impetus This Year Than Ever Before as a Result of New Refinements and Improvements in Star Cars, This Highly Efficient Organization of the Lane Auto Company Is Making a Notable Record in Sales and Service. Coupled with These Changes in the Star Models Which Are Said to Mark the Greatest Developments in the Field of Low-Cost Motor Cars Comes the Announcement From the Durant Company to the Effect that Prices on All Four-Cylinder Cars Have Been Reduced. As an Evidence of the Popularity of the Star Car the Number of Dealers in the West Alone Has Grown in the Past Year to Nearly Six Hundred, All of Whom Are Authorized Service Stations as Well as Dealers Firms.



FUMES FROM THE GASOLINE TANK

Futile Devices of Moto Bug; Local Automotive Business Appears Destined to Crash Gate for New Sales Record

The Motor Bug He tinkered with the fan belt. He cleaned off every plug. Adjusted every nut and bolt. And tightened every lug.

He traced out the ignition. And tested every wire. He wondered and he wondered. His nutscrews were dire.

He cranked until exhausted. He took out every fuse. And poured upon the motor car A torrent of abuse.

The flywheel wouldn't flitter. The starter wouldn't start. No sound except the eloquence From his despairing heart.

He kicked the tank in anger. It gave a hollow sound. And then he knew and tore his hair And rolled upon the ground.

The gas tank, ah, he'd quite forgot. It was empty and forlorn. A sadder and a wiser man He rose the morrow morn.

Chevrolet Cars Toll In-Out The Gannett Motor Company is doing its part in the general scheme of making this the banner year in the matter of sales of automobiles.

Two Carloads Rolling In The Benjamin Motor company has two carloads of Hudson Essex rolling from the factory, one being due Monday.

Here lie two men whom we agree Have won the cutglass bonnet: The first of them blew out the gas; The other stepped upon it.

Lawrence Simmes and J. W. Sovey Thursday, returned from a trip to San Francisco. They were given a good time in the Bay city, a Lincoln car and chauffeur having been placed at their disposal for sight-seeing tours.

Packard Cars on the Way Ray O'Donnell expects a carload of Packards to arrive within a few days. They are all sedans in the order.

New to Him Salesman: "Ever heard the joke about the antique dealer who had two skulls of Columbus—one when he was a boy and the other when he was a man?"

The Star six, the "lowest priced six in the world," is built in sport touring, landau-sedan, sedan, coupe, and coach models.



Upper Center—"Ken" Ables, president Lane Auto Company. Upper row, left to right—"Dutch" Hogate, mechanic; Thos. Hulery, mechanic; "Glae" Lyons, mechanic; Col. George Meison, salesman. Second row—"El" Stewart, salesman; "Bill" Weaver, secretary-treasurer; Dick Fyburn, master mechanic and shop foreman; Walter Beatrice, manager parts and accessories; Claude Beatrice, vice-president and director of sales; "Shorty" Harris, mechanic.

Little Tips for Drivers Check Overheating Engine. To Adjust the Spotlight. Some Cold Weather Caution. Brush for Cleaning Springs.

Highway Head Asks Aid HARVEY M. TOY REPORTS ON CALIFORNIA'S ROADS

SAN DIEGO—A unity of purpose regarding highway affairs can solve the state's highway problems, Chairman Harvey M. Toy of the California highway commission told the annual meeting of the county supervisors' association during a review of the accomplishments of the commission since 1923.

When installing a spot light on the windshield of a car, either place it at a high or low point, so that it will not obstruct the vision of approaching cars.

When driving fast through deep snow or water puddles during cold weather. If the chassis is kept

wet during the day and the weather turns cold at night ice will collect on many important units. Springs, spring bolts, shackles, steering rods, king bolts, universal joints, brake rod connections, etc., have a hard enough time struggling against odds as it is. To freeze them up needlessly is just another way to abuse the car.

Some elusive knots are caused by loose cylinder nuts or the nuts that hold the cylinders to the crank case and, in some cases, a knock has been caused by the engine being loose in the frame.

Always keep the horn motor button and connection in such condition that the horn is sensitive to the briefest touch of the button. In an emergency a driver has little time to sound a warning. Clean the commutator of the horn motor, oil its bearings and see that the brushes are clean.

A handy brush for cleaning springs that makes the work easy may be made by fastening three small scrubbing brushes together, one at the bottom and two at the sides, with the bristles facing in.

An easy way to clean spark plugs and other mica surfaces is to wash them in a 10 per cent solution of acetic acid, which quickly dissolves grease and carbon deposits.

In pumping up a tire which is known to be weak keep the face at a safe distance, as a blowout may result in a broken jaw or an eye injury.

Time Makes Changes in Girls, Also Motor Cars Tendency of Auto Builders Has Been to Put on Accessories While the Fair Ones Have Cut Out All the Extras.

Fashion is fickle. Style of maids and motors alike have changed radically in the past decade. Looking back over the years, it is noticeable that the lines of both have been altered considerably.

But the automobile and its fall driver have improved with time and the general contours of these necessities of life are trimmer than in days of yore.

The tendency of motor car builders has been to put on accessories, while the fair ones have cut out all extras. Feminine apparel has evolved in ten years from "full coverage" to a general shortening all around.

Comparison of automobiles of 1915 with the creations of the present show beyond a doubt that the era of greatest dollar value in motor car buying is at hand.

To consider what the purchaser can get now in the way of motorized transportation for a few hundred dollars is to realize that the industry has shown astounding advancement.

NEW STAR FOUR COMING TO GREET SPRING TRADE

Car Is Welcome Herald Of 1926 Touring Season

FACTORY OUTPUT TAXED

Kenneth Ables Says "We Will Be Prepared to Fill All Orders That Are Turned In"

"The announcement of the refined Star four is coming just at the right time to put cars into new owner's hands for the spring and summer touring seasons of 1926," says Kenneth Ables, of the local Star car organization.

"With the big Star factory at Oakland, California, running at capacity, we will be able to fill practically as many orders as are turned in, although the demand will be extremely heavy, we are sure.

Hundreds of motorists make their new car purchases in the spring, to have a new car for the spring and summer enjoyment. The months of March, April, May and June are, as a rule, the months of heaviest production in the automotive industry, and the year 1926 will be no exception to this rule.

"According to advices from the factory officials at the Oakland plant, the entire working force is being geared to enter their heaviest production period with the introduction of the refined Star four.

Although the new Star six is proving a wonderful success throughout the country, the bulk of Star production will be for the four cylinder model which, because of its lower price, covers a far wider field of purchasers.

When, with the increase of road building during the past few years, motorists are offered a wider touring range and, as motoring grows, are offered far better service facilities throughout the country, so that today, every possible barrier to enjoyment of automobile ownership has been removed.

An indication of this fact is found in the recent government action reducing to negligible size the entrance fees to national parks the country over. It is a fact that every thing possible is being done today to make life more worth while for the average man and family, and makes it easier for the majority to enjoy pleasure that once were allotted only to the few.

That, in a measure, is responsible for the popularity of the low cost, but quality automobile.

STAR RECORDS ARE CITED

"MILLION DOLLAR MOTOR" IN CLASS BY ITSELF

Famous Hills Conquered one After the Other Throughout Country During Year 1925

"The 'million dollar motor' which is kept intact in the refined Star four, is the proud holder of some of the country's most noteworthy stock car performance records," says Kenneth Ables of the local Star car organization.

In one of the most comprehensive campaigns ever waged against famous hills, the Star four, with the 'million dollar motor' conquered one after the other throughout the entire United States during 1925. More widely known to western motorists are the hills that were climbed in Arizona, California, Nevada, Oregon and Washington, during this campaign.

"There were no 'new fields to conquer' after the Star four was through. Yosemite valley had been conquered—the famous Elberta, Arizona, divide, had been climbed, Palomar mountain, at San Diego, Hill street, in Portland, the Arrowhead climb had been made, the climb over the Placerville grade from Sacramento, Cal., to Lake Tahoe had been recorded and practically every other famous western hill fell before a mercurial onslaught of power.

"Today, this motor car is known as the 'high gear champion' and Star car owners are showing a clean pair of heels to other motor cars on every hill in the West today. This campaign brought about an unique condition among Star car owners themselves. They are today 'high gear champions' themselves and, proud of their cars, they are willing to 'out-climb' any other car, anywhere themselves. Owners turned in highly prizes records as some of those by members of the Star car organization itself."

"Safety First" Slogan Is a Plea for Caution

Man is given only one life on earth. When that is snuffed out, he's through. He gets one more chance, but it's gone for good. Life and limb alike are irrevocable. Multitude is canceled opportunity. Crispiers are the best arguments for "safety first," the slogan is tragically proved beyond all appeal. It is the night of every tragedy due to heedlessness, a monument should spring up, the nation would be graverd.

"Safety First" is something more than a slogan. It is a prayer for protection from folly and careless men. It is an invocation for men, women and children to preserve what they possess and never can regain if lost. It is a petition to the heedless to see that their recklessness destroys no one's life and no one's limb, and no one's happiness. It is the foundation of every sane day must become an instinctive tradition for every child the life's slender thread is caution. Society multiplies its engines of living and doing, and with progress comes peril. None of these inventions equals the human body for perfection and frailty. Man commands both equally. But the one can build and the other he cannot.