

A. A. MEMBERS
REDUCTION WAR
 Part In Drive
 Excise Taxes
TORISTS BENEFIT
 Able to Secure Cut of
 20 or 21 Per Cent
 Total Reduction

tax cut summarized
 of 2 1/2 per cent tax
 and accessories,
 of 3 per cent tax on
 100,000.
 of 4 per cent tax
 cars to 3 per
 100,000.

of the signing of the
 by President Coolidge,
 Brandenbure, secretary
 on State Motor associa-
 a letter from the in-
 quarters of the Ameri-
 can Motor associa-
 Oregon Motor associa-
 aggressive and helpful
 in the successful battle
 of the federal
 excise taxes.
 that in the last analysis
 was able to secure
 \$80,000,000, or 21 per
 cent of tax reduction of
 speaks volumes not
 aggressive fight waged
 half but also in convinc-
 ing of the value of or-
 ganization in the national
 as well as the field, Mr. Branden-
 bure declared. He
 congratulatory letter we
 received from Ernest N.
 supervised the fight in
 we are assured that
 help our local club and
 A. A. clubs contributed
 and indirect repre-
 sentation of the share of
 club owners in this
 cut would have been
 more than it actually is.

Relief Is Spurred
 The administration lead-
 ers during the week ending Sat-
 urday, February 27, amounted to 8-
 305, a gain of 146 per cent over the
 week ending January 2.

In their efforts to keep pace with
 the rapidly accelerating demand
 and at the same time build up
 reasonable stocks in the hands of
 dealers in anticipation of the heavy
 selling period always experi-
 enced during the early spring
 Dodge Brothers, Inc., have been
 breaking all previous production
 records.

It Worked Well
 The new maid was asked what
 she thought of the electric
 cooker.
 "It's real wonderful," the girl
 replied. "It hasn't gone out since
 I came here three weeks ago."

way to the interests of their con-
 stituents."
 In his letter on the outcome of
 the tax fight, General Manager
 Smith of the A. A. A. predicted
 that the organized motorists will
 be able to secure the repeal of the
 remaining 3 per cent tax on pas-
 senger cars when the next tax re-
 vision is undertaken by congress.
 He said:
 "Above all other things this cam-
 paign has demonstrated one fact of
 paramount importance to motor
 clubs; namely, that when organ-
 ized motorists speak as a unit its
 voice carries great weight in na-
 tional 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 consti-
 tuent members will appreciate the
 result."

NEW RECORD FOR DODGES

RETAIL DELIVERIES SHOW GAIN IN FEBRUARY

Factory Hard Put to Keep Pace With Increased Demand For Popular Models

Retail deliveries of 18,516 pas-
 senger and commercial vehicles by
 Dodge Brothers dealers in the
 United States during the month of
 February, according to official fig-
 ures released by the factory at De-
 troit, establish a new record for deliv-
 ery during winter months. Compared
 with 14,485 delivered during
 February, 1925, the gain is 28 per
 cent.

Compared with the excellent
 record of 14,943 deliveries during
 the period from January 2 to Janu-
 ary 20 this year the gain is 24 per
 cent.

Week after week this year, as a
 result of public recognition of the
 exceptional value now offered in
 Dodge Brothers products with their
 greatly reduced prices, records for
 previous weeks and for correspond-
 ing weeks of all preceding
 years have been broken.

Deliveries between January 2 and
 the end of February this year
 amounting to 23,459 vehicles, com-
 pared with 23,410 for the correspond-
 ing weeks of all preceding
 years of 43 per cent.

Signed, unfilled orders for future
 delivery of new cars taken by deal-
 ers during the week ending Satur-
 day, February 27, amounted to 8-
 305, a gain of 146 per cent over the
 week ending January 2.



A City Tour
 I stood upon the curb one day
 And watched my friend Adolphus
 Drive past, and smile and wave his
 hand.
 But I could hardly understand
 Why, in five minutes, Mr. Gray
 Again drove past in that same way.

I waited, for I had a date
 With some one who, of course, was
 late.
 And soon I noticed with surprise
 That Gray, a busy man and wise,
 Was driving past—the same direc-
 tion—
 But with a look of deep dejection.

That spurred by curious mind, so
 I
 Determined that I would stand by
 And see how often by the clock
 "Dolph Gray would circle round
 that block.
 And when ten times he'd done
 that task,
 I jumped aboard his car to ask:

"Why no," quoth he, "It's just a
 street
 To take a tour? Is this some feat,
 Or bet that takes you round and
 round.
 Or some new funny game you've
 found?"
 "Why no," quoth he, "It's just a
 case
 Of searching for a parking space."

From the Bluffton Bangle
 Bank Riffus, our leading taxicab
 chauffeur and baggageman, was ar-

PONTIAC AT LOW PRICE

ALL FACILITIES AT HAND TO BUILD NEW CAR

Oakland Factories Rearranged to Build Both Oakland and Addition to Family

In introducing the new Pontiac
 six, the Oakland Motor Car com-
 pany was especially fortunate in
 having practically all the plant fa-
 cilities needed; and it was because
 of this small overhead together
 with the generous purchasing
 power of General Motors, that such
 a surprisingly low list price was
 placed on the new car.

When the Fisher Body corpora-
 tion built a mammoth plant with
 a few blocks of the Oakland
 factories some years ago and began
 producing all the Oakland bodies,
 considerable space was left in the
 Oakland plant where open bodies
 were formerly built. New addi-
 tions to the Fisher body plant
 early this year enabled this com-
 pany to produce all the Pontiac
 six bodies.

Then the available space in the
 Oakland factories was made great-
 er by an entire re-arrangement of
 the machinery and equipment to
 build both the Oakland six and
 Pontiac six and so efficiently was
 this done that every available foot
 of floor space was placed on a
 production basis.

The third explanation of how it
 is possible to build two motor cars
 in a factory where formerly one
 had been given recently by A.
 J. Brandt, vice president in charge
 of operations, as follows:
 "Manufacturing equipment is
 being improved so rapidly that it
 has the practical effect of increas-
 ing potential capacity of every
 motor car plant by a significant
 percentage each year. Every time
 a factory set-up is laid out for a
 new model, it is found that con-
 siderably less space is required for
 the same sequence of operations than
 for cars built in former
 years."

'UNIFIED LINE' FOR BUICK

ASSEMBLY SYSTEM DESTINED TO SET NEW MARK

This Departure Helps to Speed
 Production and Makes Possi-
 ble Output in Quantity

Speed, economy and accuracy in
 the manufacture of Buick auto-
 mobiles will be greatly increased by
 a new "unified line" for the
 assembly of cars, which is now
 being built by the Buick Motor
 company. The "unified line" is
 one of the main features of the
 \$2,000,000 expansion program in-
 augurated several months ago.

Officials are guarded in their
 statements regarding the new as-
 sembly line, but admit that it will
 undoubtedly be the highest de-
 velopment in assembly systems so
 far worked out in the automobile
 industry.

Buick engineers and production
 men have, according to the an-

There is No Doubt
 In the Minds of Automobile Buyers

About the Quality in Oldsmobile Six

Rigid Inspection and Close Comparisons with Other Cars Reveals Its Excellence

BEAUTY—the verdict of all who see it!
 PERFORMANCE—beyond that of more expensive cars!
 DURABILITY—of motor, chassis and body!
 ECONOMY—of operation because of correct design and accessibility!
 COMFORT—Yes! "Big Car" comfort!
 RIGHT PRICE—No other car its equal is priced so low!
 EASY TO HANDLE?—Just get behind the wheel. We leave the answer to you!

Your Investigation Will Not Obligate You

Oldsmobile Deserves Its Popularity

It Will Amaze You!
 See the New Models at Our Show Room
 You Can Purchase OLDSMOBILE on the Very Low Rate G. M. A. C. Plan

F. E. Calkins Motor Co.
 837 Pearl Street
 Eugene, Oregon

Easter Cheer
 Surely, not Easter
 without flowers

Heralding the joy, hope and promise of a
 new Easter, come the Easter flowers. Bring
 Easter into the home send greetings to friends
 and remember folks in the sick room with
 wonderful blooming plants and cut flowers.

FLOWERS SENT OUT OF TOWN THROUGH
 OUR TELEGRAPHIC DELIVERY SERVICE.

CHASE GARDENS FLORISTS
 Corner Ninth and Oak Telephone 1950

BACKS ITS NEW SYSTEM

PRICE "AT YOUR DOOR" FIXED ON HUDSON-ESSEX

Practice of f. o. b. Detroit Abandoned and Actual Delivered Price to Buyer Quoted

Hudson-Exes is backing its new
 a. y. d. or "at your door" system of
 selling cars with the greatest six-
 cylinder production in automobile
 history, according to word received
 from the company by C. S. Ben-
 jamin dealer.

So confident is the Hudson or-
 ganization of public approval in its
 move—which abandons the practice
 of f. o. b. Detroit prices and begins
 the quotation of actual delivered
 prices to the buyer—that it has
 stepped its volume up to 1300 six
 cylinder cars a day. This is to be
 increased at once to 1700 daily, and
 then to higher figures. "This is a
 figure, says Mr. Benjamin, which
 never before has been even ap-
 proached in the six cylinder field.

"In the week since our announce-
 ment of this revolutionary new
 plan," declares Mr. Benjamin, "the
 motoring public has told us in no
 uncertain terms that it is for us.
 The buyers appreciate that they
 can read one of our quoted prices
 and know that it is the actual price
 they will have to pay for a car de-
 livered at their home, with freight,
 tax and equipment all included.

"Students of the motor car busi-
 ness have often predicted this im-
 portant change. The public has al-
 ways been for it. But f. o. b. De-
 troit" was a custom built up
 through 25 years, and naturally
 was difficult to overturn. A Gordian

ROADS MEET ANNOUNCE ANNUAL CONVENTION TO BE HELD AT SANTA MONICA

The fourteenth annual conven-
 tion of the United States Good
 Roads association will meet in
 Santa Monica, California, June 7
 to 12, 1926. This convention will
 be composed of delegates from
 every state in the union. Much
 enthusiasm is being aroused all
 over the country in regard to the
 coming meeting. Santa Monica
 and Southern California are ar-
 ranging to entertain the govern-
 ment's distinguished guests, delegates
 and visitors most lavishly.

Governor E. Lee Trinkle, presi-
 dent, and J. A. Rountree, director
 general, executive officers of the

See how Different the traffic looks from the inside of



The New-Day JEWETT SIX

YOU'VE got to get inside this car—grasp its capable wheel—and take it through a maze of traffic to appreciate how entirely new and how infinitely better this car is.

One of the first superiorities you'll discover when you sit at the wheel of The New-Day Jewett will be its much wider vision. Jewett has eliminated the deadly "blind spot". You can see everywhere. Try it! It's just impossible for a pedestrian or driver to approach unseen from a side street.

This wider, freer vision is one of the reasons why The New-Day Jewett Sedan is the safest car in the world to drive. Another is the fact that the slightest pressure on its Paige-Hydraulic 4-Wheel Brakes brings the car to cushioned rest almost instantly.

And when you slip easily into an extremely small parking space—when you have occasion to turn completely around in a narrow street—when you must quickly back up and go around a "stalled" car—when an unexpected hole in traffic suddenly opens and you glide through it instantly—then you'll begin to appreciate something of that exclusive "New-Day" ease of handling this car offers.

Ask for a demonstration. It will cost nothing—and yet it will prove, beyond doubt, that there is an entirely new type of motor car performance available today—and that only The New-Day Jewett has it!

Federal Tires and Tubes
 10-Reasons Why-10

Number 4

PRICE in our store is determined by a fair margin of profit on the cost price.

Mathway Motor Co.
 Telephone 663

The Lincoln Four-Passenger Sedan

Wide windows providing full visibility and room for two suitcases in the trunk at the rear, make this Lincoln four-passenger, three-window sedan, body by LaBaron, a splendid enclosed car ideal for touring. In city driving it meets the most exacting needs of the smaller family. Indeed, this smart sedan is one of the most distinguished of America's fine cars.

Lightning-like acceleration.
 Paige-hydraulic 4-wheel brakes.
 Abundant power and speed.
 Easiest steering, shifting, parking.
 Clearest vision—steel body.
 Roominess equal to much longer cars.
 Paige quality throughout.
 And Jewett's lowest closed car price.

\$995

Page and Jewett cars have been reduced in delivered price by the amount of tax reduction that will be effective March 29th. Buy now and take advantage of this saving.

H. J. BRINGLE MOTOR CO.
 Cor. Ninth and Olive Telephone 343