

FIRST OF NEW MODELS SHOWN IN PORTLAND

Braly Auto Company Arranges Display of the New Cars—Interest Is Keen.

Last week the first of the new model Franklins arrived in Portland and were placed on display at the salesrooms of the Braly Auto company. The show was arranged by George Murch, manager of the firm.

The new Franklin bodies have lower top lines, increased length and they are wider above the body rail. These changes in construction enabled the designers to effect greater interior roominess.

MORE SPACE IN BODIES
The compactness of the new motor has made it possible to provide more space in the driver's compartment and by the adoption of the Franklin design, more space has been obtained in the tonneau.

The cabriolet effect, especially noticeable in the outward flare of the body surfaces from sill to roof, has been worked out on the new closed cars, and introduces a vehicle style element which has come down from the period of Louis XV.

FOUR-DOOR SEDAN INTRODUCED
The newest type is a sedan with four doors and a straight-type windshield, which have a great deal to do with the fine appearance and conveniences which characterize this car.

The Durant Four durability car has completed its 50,000 mile run. After seven months of traveling that took it into every Pacific Coast state and across the international boundaries into Mexico and Canada, the Durant Four is none the worse for the experience.

Durant Four Ends Tedious Endurance Jaunt at Oakland

Over all kinds of roads, some highways and many trails, the durability car has visited practically every town of importance in California, Nevada, Arizona, Oregon, Washington, Montana, Idaho and the city of Vancouver, British Columbia. Wherever the car



Shock Absorbers

Purchasing agents for corporations using fleets of Ford or Dodge Bros. cars buy and insist on HASSLER SHOCK ABSORBERS as their standard of equipment because of their proven economy! The increased riding comfort of their employes means greater efficiency. The individual owner buys Hassler Shock Absorbers for his personal comfort, but the proven economy means that they cost him nothing.

Insist that your dealer equip your car with Hasslers.
(Nearly two million sets in active use)
—Sold by Dealers Everywhere

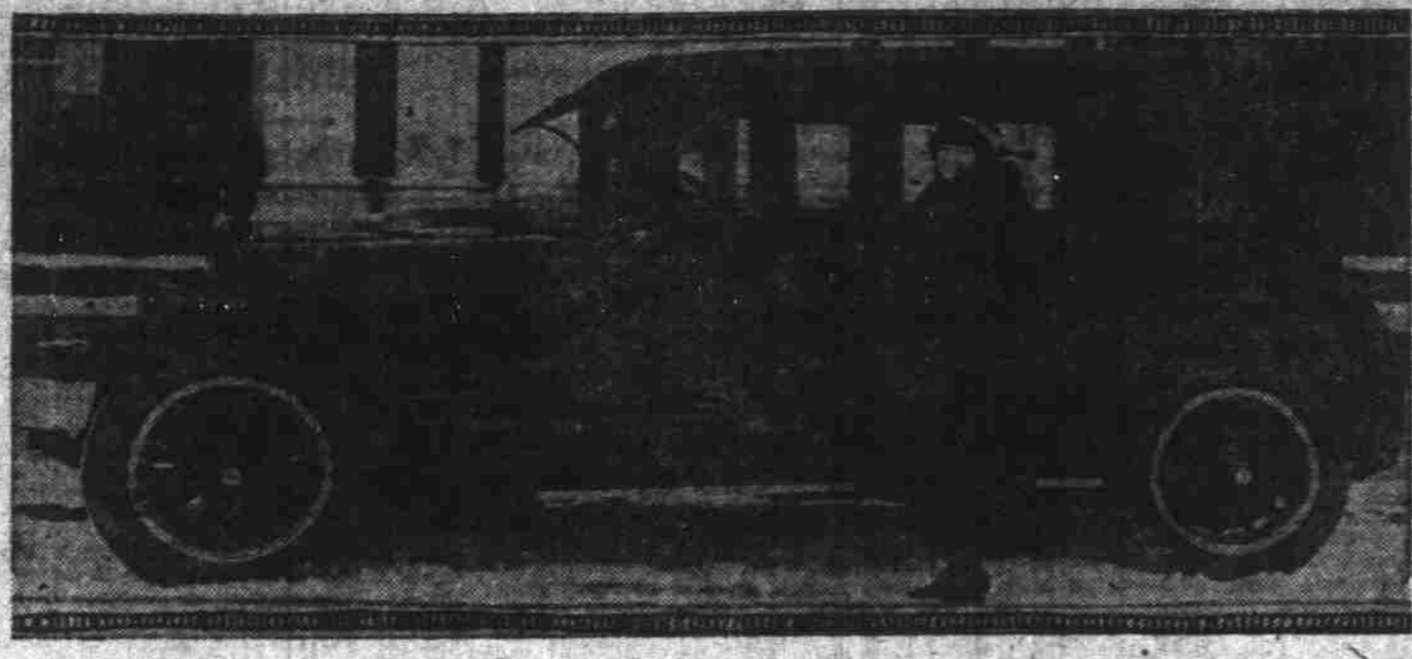
Hassler Pacific Company

92 North Broadway
Phone B-27, 4544



Shock Absorbers

OLD SANTA WAS A GOOD BOY



As a combined Christmas and birthday remembrance, Mrs. Count M. Senosky received a Cadillac sedan from her husband. The car was delivered by the Covey Motor Car company.

stopped, large crowds gathered around and asked many questions of the drivers, mostly concerning road conditions in various communities and regarding the performance of the car.

The durability run was staged by the Durant Motor Company of California in conjunction with the Union Oil Company of California. An average of 20 miles to the gallon was maintained with Union gasoline, while more than 1200 miles to the gallon of Aristo oil was averaged for the entire 50,000 miles.

Mercer Brings Out New Six-Cylinder Models in the East

A rumor that has persisted for some time has finally been confirmed in the announcement by the Mercer Motors company of Trenton, N. J., that it is now building cars equipped with six-cylinder engines as well as with the four-cylinder engines which it has built for so many years.

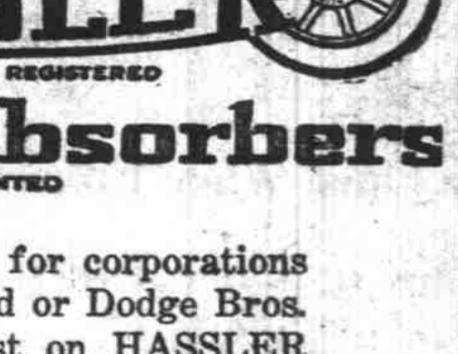
The new car provides the same vigorous flow of power, the same dependability of sustained performance, and the same stamina so long characteristic of the four; but there has been added a flexibility and smoothness that appeals to those who drive mostly in congested places.

The various models comprise a touring car with six-passenger seating capacity, the well known four passenger sporting model, a runabout with capacity for four passengers, a conventional six-passenger sedan, a touring limousine and between now and the first of the year, a closed-coupled four-passenger, four-door sport sedan will be ready.

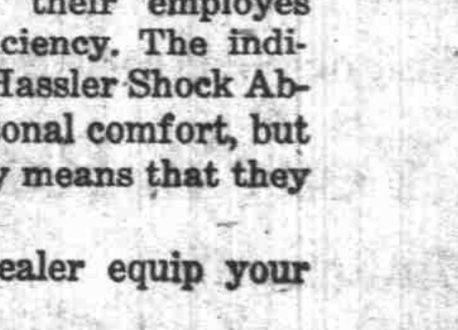
Coppa Florio Race Won With a Knight

Andre Bollot, driving a Peugeot with a four-cylinder Knight-type engine, won the sixth Coppa Florio race, held over a wild Sicilian course east of Palermo. The French driver covered the 263.5 miles in 7 hours, 5 minutes, 7 seconds, making an average of 37.5 miles per hour. For the 67 miles of the circuit it is estimated that there are 1600 distinct bends, the altitude varies from sea level to 2400 feet, and some of the stretches have a surface of such a nature that no reasonable motorist would consent to drive over it at more than six miles per hour.

GEO. F. HEUSNER
Bank President
Director



WM. CORNFoot
Manufacturer
Director



H. C. BUCHANAN
Assistant Plant Supt.
12 yrs. with Kelly-Springfield, Their Production Supt.



C. R. TOOT
General Foreman
10 yrs. with Kelly-Springfield, Their Chief Inspector.



AMERICAN CARS FIND A MARKET IN OTHER LANDS

Despite Conditions in Europe, the Antipodes, Orient and Africa Are Buying.

Lansing, Mich., Dec. 30.—While many European nations are financially unable to purchase American goods, there is little doubt but the foreign and native business men in South Africa, Australia, the Philippine Islands, China and Japan can be looked to for an ever increasing number of sales, declares D. B. Kerney of Johannesburg, South Africa, and Bruce J. Miles of Australia and Shanghai, China, while on a visit to the Olds Motor works at Lansing, Michigan.

Kerney is the branch manager of the General Motors Export company at Johannesburg, and Miles is the newly appointed manager of the Australian branch, having formerly been in charge of the Orient branch with headquarters in Manila and Shanghai, having been sent here as a result of the surrounding territory under his direction.

"Too few people," Kerney says, "realize that the motor car has not only taken a firm hold in America but it also has become an established means of transportation in South Africa."

PROBLEMS DIFFERENT
"There, of course, we have different sales problems facing us than the exporters in this country but we are selling cars and selling them fast. The American car, due to low prices, has proven extremely popular even after customs charges and freight have

been paid we have no trouble in getting orders.
"South Africa, to my mind, will during the next year become one of the most fertile fields for auto sales in the world. The foreign business man, the native business man and the worker are all in the market."

Miles asserts that the Japanese and the business men of the Philippines have reached such a stage that they consider a motor car an absolute necessity and he believes that during the next year there should be a market in that section for many thousands of cars. Money, he asserts is a great deal easier to obtain and better payments are made in his section of the world in Europe and he reports that business in general is brisk.

Rickenbacker Says Business Is Good

Detroit, Mich., Dec. 30.—Unprecedented business in the Middle West, the Pacific Coast with Los Angeles and San Francisco reporting the greatest volume of November sales ever known in the encouraging report made by E. V. Rickenbacker, vice president and director of sales of the Rickenbacker Motor company, who, on his recent return from a study of conditions abroad immediately began a flying trip through the Middle West to the Pacific Coast and Northwest visiting the distributors of his product.

A simple way to clean off a tire, removing stones from the tread design as well, is to jack up the car, place a pan filled with water or gasoline beneath the wheel, then turn it slowly while scrubbing it off.

Canada Now Ranks As Third Nation In Auto Ownership

Ottawa, Ont., Dec. 30.—Automobiles in Canada today number 470,000, according to the latest government figures on the 1922 registration of cars. The number of automobiles in the Dominion has nearly doubled in the last four years.

tions of the world in the number of cars in use, being exceeded by the United States and the United Kingdom. France ranks next to Canada, with 236,148 cars. The next in order is Argentina, with 70,000.

SQUAD MAKES MONEY
Eugene, Dec. 30.—The county traffic office has caused fines and costs amounting to \$150 to be collected in justice court during November.
It is said that at least 5,000,000 gallons of gasoline will be produced in the United States this year.

Batteries Recharged

Free Filling **50c** Free Testing

Battery Service Electrical Service

Sunset Electric Co.

Ninth and Glisan Streets

The Best Automobile Tire in America Built in the Pacific Northwest

Introducing the Product of the Columbia Tire Corporation and Some of the Men Who Have Made This Achievement Possible

C. T. C. tires, as the product of the Columbia Tire Corporation is known, are making their bow to the automobile and truck world as the product which springs into the market 100% efficient—without having to pass through the experimental stages inexperienced tire builders have faced.

This is made possible by a combination of circumstances—the getting together of experts in the art of fine tire making in the most successful factories in America, and the building and equipping of the most modern and finest tire manufacturing plant in existence, irrespective of size and capacity.

The coming of these men to the Pacific Northwest was not due alone to the existence of an ever-growing Western tire market, almost untouched except by way of high freight rates from the East, but to the proximity of raw materials, which are now coming through Pacific Coast ports—to be shipped East and then West again as a finished product.

The coming of these men marks a forerunner of the movement of payrolls as well as industries from the East to the West.

C. T. C. tires embrace every feature of advantage known in tire building—and added features which mean greater resiliency and longer life.

C. T. C. tires carry a guarantee not measured by the number of miles covered, but determined by the complete and absolute satisfaction of the car owner.

C. T. C. tires may be driven without sacrificing comfort to extreme inflation—and comfort to the autoist means added life to the car by relieving the joints and jars which only too soon mean rack and ruin to the car. C. T. C. tires may be as heavily inflated as other standard tires, but they do not require it in order to prolong their life.

C. T. C. tires will fully cover the need of auto and truck owners, manufactured in cord and fabric and solids in all standard sizes.

C. T. C. tires are not higher in price than the other standard makes of tires you are now buying—for sufficient saving is made in raw material supply, plant efficiency and in freights to permit the building of a better tire without greater cost to the consumer.

C. T. C. tires are one of the very few makes to be hand-built, and into C. T. C. tires go the very best materials obtainable, gums and chemicals compounded for maximum toughness and non-skid qualities. Each part is reinforced where road shocks call for supreme strength.

C. T. C. tubes match the high qualities carried throughout C. T. C. casings.

If your dealer hasn't arranged to carry C. T. C. tires, send us his name and we will see to it that he is able to supply you.

Columbia Tire Corporation

General Sales Offices: Broadway and Burnside Street. Portland, Oregon. Factory: Columbia Blvd. and Mississippi Ave.

DEALERS' INFORMATION BLANK
Columbia Tire Corporation, Portland, Oregon.
My territory is _____ city, _____ county, _____ state. I handle _____ tires per year of the following makes: _____
[Signed] _____

A WORD TO WESTERN TIRE DEALERS
A few good territories are still open for the handling of C. T. C. tires. If you are interested in learning whether your territory is available, send in the coupon opposite.

R. A. WURZBURG
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NOTED RUBBER ENGINEER
Formerly engaged in America and Europe.

ALFRED A. AYA
Vice President
& Genl. Sales Manager
Formerly Industrial Expert—Swift Interests.

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Secretary—Auditor
Formerly Banking.

L. LOWENGART
Capitalist
Director

JAS. F. CLARKSON
Contractor
Director

ROBT. H. BROWN
Plant Superintendent
14 yrs. with Kelly-Springfield, Their Supt. of the Building.

J. F. CULLEN
Plant Engineer
12 yrs. with Kelly-Springfield, Their Plant Engineer.