

Tourists, in Continuous Stream, Line Pacific Highway in Season

Beauties of "Cherry City" and Exceptional Hotel and Auto Camp Accommodations Make Salem a Bright Spot on the Map of Transients—Steady Flow of Money Follows Sight Seekers With License Plates From Every State in the Union Mingling in the Steady Parade—Pacific Highway, Running Through Heart of City, Passes Principal Sights—Free Park is Filled For Many Months, Cabins, Showers, Stoves, and Full Equipment For Protracted Visit Being Supplied by City—New Through Street Ordinance Will Eliminate Congestion and Protect Drivers

DURING the year 1926 there will be paid into the state treasury of Oregon in motor amount of approximately \$9,000,000 or nearly twice as much money as will be derived from the state tax levied recently by the state tax commission. This was the estimate made by Sam A. Koser, secretary of state.

"While motor vehicle owners are more active at this time than during the past month in submitting applications for 1926 motor vehicle licenses," said Mr. Koser, "the number of applications for next year now on file in the state department are three thousand less than had been received on the same date last year. Less than 20,000 applications for 1926 motor vehicle licenses had been received by the secretary of state tonight, while two years ago, when there were 24,000 less cars substantially 23,000 applications for 1925 licenses had been filed.

"The fees for 1926 licenses up to December 18 aggregated \$475,000, while the fees received up to December 18, 1925, for 1925 licenses totalled \$575,000. During the entire year, 1924, a total of 192,629 motor vehicle licenses were issued, of which 177,567 were passenger cars and commercial vehicles of less than one ton capacity, and 15,062 trucks and trailers. Thus far during the year 1925 there has been issued a total of 216,077 motor vehicle licenses. Of this number 199,149 were for passenger cars and commercial vehicles of less than one ton capacity. Approximately 16,925 of these licenses were for trucks and trailers.

"The aggregate fee for these licenses is \$5,362,653. The total fees received for all the motor vehicle licenses issued in the year 1924 were \$4,766,453. This means that the license fees for the year 1925 will be \$600,000 more than the fees received during the entire year 1924. On this same basis of increase during the year 1926, it is reasonable to assume that more than 235,000 motor vehicle licenses will be issued in Oregon and that the fees therefrom will be \$6,000,000.

"Comparing this with the number of licenses issued during the past few years and the license fees resulting therefrom under the same schedule of fees which has applied since the year 1922, the records show that during the year 1922 there were a total of 134,566 motor vehicle licenses from which the fees aggregated \$3,340,519. During the entire year 1923 a total of 166,412 cars were licensed, with fees amounting to \$4,069,609. In 1924, a total of 192,629 cars were licensed, the fees aggregating \$4,766,453.

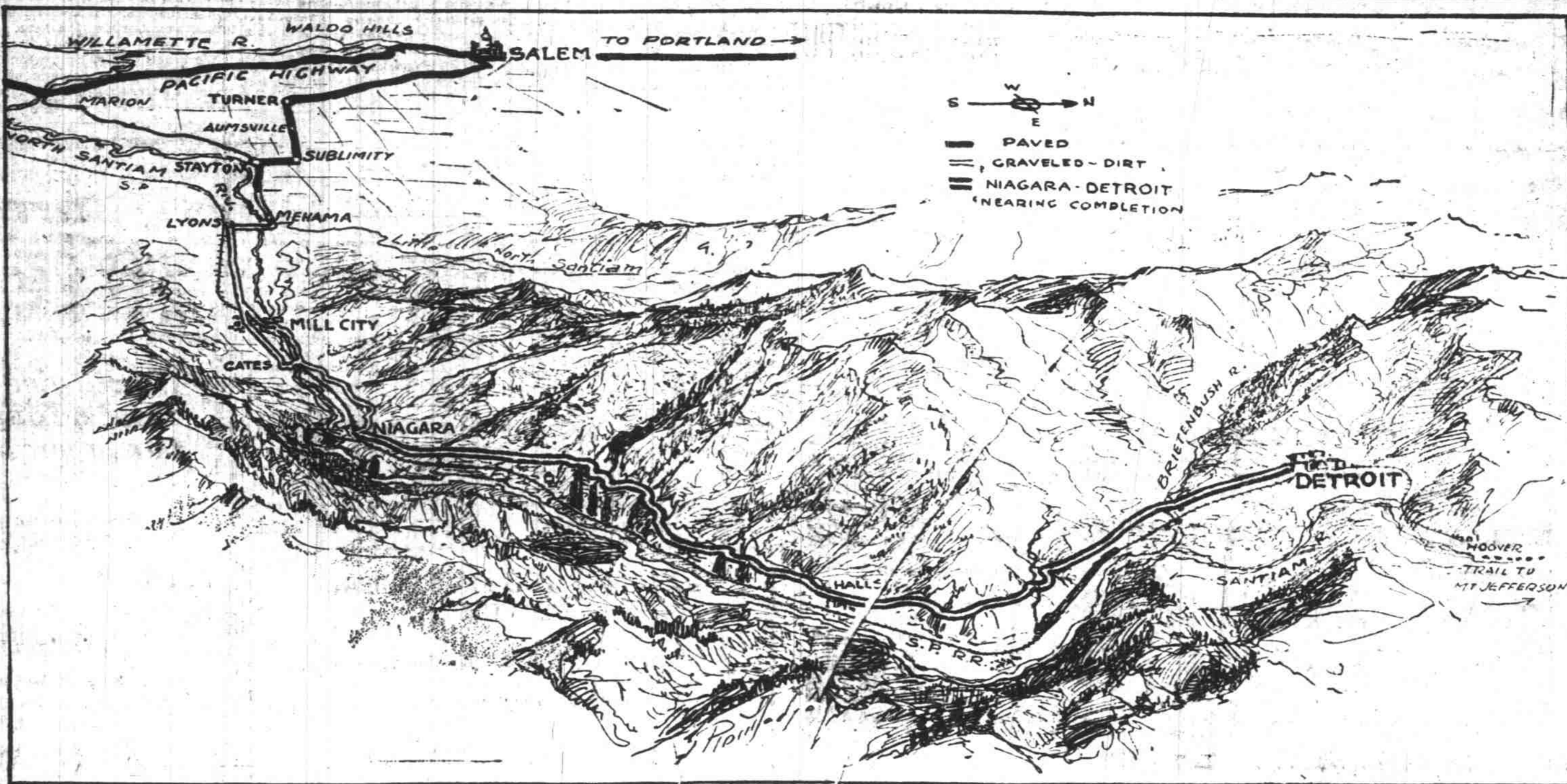
"These comparisons are indicative of a very substantial growth of the state as well as the acquiring of a motor vehicle by a greater number of its citizens from year to year.

"Motor vehicle owners also are indicative of the prosperity of a state, and its financial condition.

"I have estimated, based on receipts up to November 30, 1925, that the tax on gasoline for the entire year will aggregate more than \$3,050,000. For the year 1924 the gross receipts were approximately \$2,678,317. If the same ratio in consumption maintains until the end of the year the gross receipts should exceed \$3,050,000.

"Inasmuch as the gross returns on this tax for the year 1925 will be approximately \$375,000 in excess of the receipts for the year 1924, it is reasonable to assume, that the gross tax on gasoline will amount to not less than \$3,400,000 for the year, which means that the motor vehicle owners in Oregon will pay in the neighbor-

NEW FOREST ROAD BETWEEN NIAGARA AND DETROIT, NEARING COMPLETION, WILL OPEN SCENIC CASCADES SECTION ON ROUTE TO MOUNT JEFFERSON



TOPOGRAPHICAL MAP OF DISTRICT IN WHICH NEW ROAD RUNS, DRAWN EXCLUSIVELY FOR THE OREGONIAN BY FRED A. ROUTLEDGE—Courtesy Oregonian

AUTOMATIC STOKER REGULATES HEATING

Problems of Temperature Solved by Unique Labor Saving Device

Along with the automobile, the vacuum cleaner, the telephone, the electric washing machine and a thousand other modern conveniences which make for comfort, there came an insistent public demand for something, which would take the drudgery and guesswork out of heating. Many of the best minds have been working for years on this problem. For a number of years larger plants, using great quantities of fuel were being equipped with automatic stokers, highly efficient machines, which would develop over 25 per cent more heat from a given amount of fuel, but until recently no such device

hood of \$9,000,000 as compared with the actual payment by them for the year 1925 of \$5,425,000. "Comparing this with the state tax, other than the elementary school levy, we find that for the year 1925 this amounted to \$5,375,000, while for the year 1926, as recently levied by the state tax commission, which amounts to \$5,031,755, or during the year 1926 the residents of Oregon will pay tax in license fees for the operation of their motor vehicles an aggregate almost double that which the assessable property of Oregon will pay in state tax."

was available for the average smaller heating plant.

There were certain fundamentals which had to be incorporated in a machine designed to go into smaller heating plants, such as found in office buildings, hotels, apartment houses, smaller steamplants employing not over 200 horse power boilers.

The machine had to be foolproof so that the average person could get a maximum of efficiency of the fuel burned. The fuel used in this burner must be basic, it must be stable in price and easily gotten anywhere, and perfectly safe to use.

For several years, some of the best engineers in the country have been working quietly, perfecting such a stoker. Some of the early stokers, built over ten years ago are still in successful operation. About two years ago the stoker was perfected to such a degree that it was decided to go into quantity production with a nationwide distributing and service organization, able to render the utmost service to stoker owners.

The Iron Fireman incorporates all of the essential qualities mentioned above.

It uses low priced slack coal which is plentiful and stable in price, burns it automatically, cooking the coal and burning the gases before the coal is actually burned, thus giving smokeless combustion and saving about 35 per cent of the heat which is ordinarily wasted when fuel is hand-fired, and the smoke is allowed to escape unburned.

In its construction, only the highest class materials are used and the operation of the machine is simplified to such a degree that any person with average intelligence can operate it efficiently.

Once the machine is set, very little further attention is required.

The electric automatic control assures that the stoker is only operated, when needed. There is no chance for an explosion or any

other undesirable condition to arise.

To stoker owners utmost service is assured by the selection of trained distributors, who are also authorities in fuel and are able to advise the owner on any question that may arise in connection with the heating plant.

The Salem district has what amounts to a franchise on black raspberries, because the vines persist here. They persist nowhere else. We have black raspberry

vines that have been bearing for more than 20 years, and are still bearing.

The Prune industry of the Pacific Northwest started near Salem. All the great movements to develop the industry were originated here. Salem will always be the prune center of this corner of the United States.

A man may be awfully homely, and still be a favorite with the ladies if he owns a good car.

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Ask Us About It

HILLMAN FUEL CO.

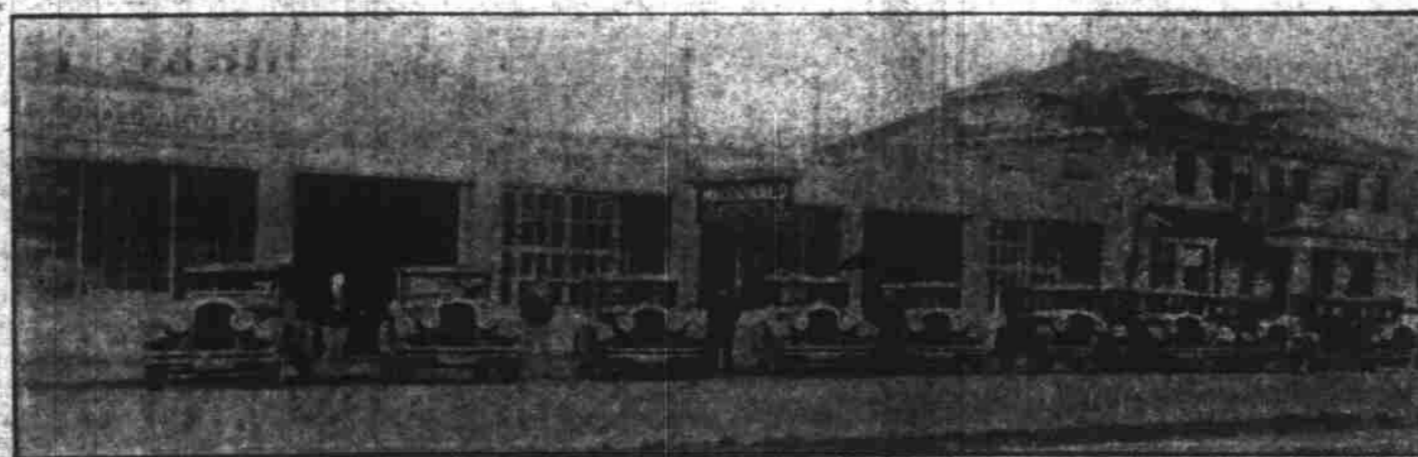
Distributors

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Wishes All

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