

**TAX IS INCREASED**  
An additional 5 per cent of the valuation has been added to the existing duty of 24 per cent on automobiles by Uruguay.  
Duty of 31 per cent of the val-

uation on motorcycles, parts and accessories and other automobile products remains unchanged.  
A huge drop-forged hammer weighing 140,000 pounds is used to make a Chevrolet crankshaft.

**TIRE COMPANY NOW PLANNING BIG YEAR**

Columbia Plant in Portland Expects to Set New Records for 1926

PORTLAND, Jan. 2.—Plans to make 1926 the greatest year in their history have been entered into enthusiastically by every member of the Columbia Tire Corporation's organization, and already the territory forces are mapping their merchandising campaigns to get their greatest volume of business.

The Columbia Tire Corporation's big manufacturing plant here, now entering into the third year of production, is already equipped for an enlarged production capacity, and through a strong chain of wholesale and retail outlets, the company will enter the big spring selling season well equipped to gain an even stronger hold in the Pacific coast trade.

One complete organization in northern California is being welded under the Lambert Sales Corporation, which has just been named distributor for the rich California territory. The Southern California territory will be under a strong chain of retail tire stores that is now being perfected.

R. A. Wurzburg, president of the company, announced today that the company now has 700 dealers on the Pacific coast alone, in addition to distributing organizations in the Chicago and St. Louis territory.

The company's plant here, representing an investment of nearly a half million dollars, is in a position to build 750 tires per day, and when the fact that ever tire built is hand made under modern standards, the production is looked upon in the trade as representing a large volume in quality production.

The big Columbia merchandising campaign is being directed personally by Wurzburg, with Alfred A. Aya, vice president and general sales manager; L. W. Wymann, treasurer; K. C. Mohrhardt, secretary; auditor; J. F. Cullen, plant engineer; and R. H. Brown, superintendent of the plant. It will be in full swing when the season opens just after the new year.

A 62-ton press forms a Chevrolet fender at one stroke.

**GARDNER SIX WINS IN HIGH-GEAR TEST**

Famous St. Louis Grade, Seckman Hill, Is Conquered by Stock Car

Spence, well-known automobile writer on the staff of the St. Louis Post-Dispatch, was given a real surprise by a motor car recently, when a stock Gardner Six touring car driven by E. E. Lynes of the Gardner Motor company, and carrying three additional passengers, including Spence, and another newspaper man, climbed St. Louis' most noted test grade, Seckman Hill—in high gear.

Referring to his experience in a recent Sunday issue of the Post-Dispatch, Spence wrote: "Rain had made the hill slippery in stretches and the pitches were even meaner than usual. As the Gardner was carrying four men, it looked like Lynes was setting it to an impossible task. But the car never hesitated, climbing steadily and surely over in high gear without knocking or laboring. It was a fine exhibition of power."

"The car rode as comfortably as many a car of 125 or 130 inch wheelbase. There was a noticeable steadiness in its behavior at all times, giving an impression of firm, solid construction and plenty of strength. Its 207 cubic inch engine gives unusual power, its acceleration is very swift at all speeds and it hangs on steep grades."

"From a walking pace through all the speed ranges up to 40, 45, 50 miles an hour and faster it ran quietly and with an eagerness to go that was very attractive. Incidentally, it may be remarked, that it can do better than 60 miles an hour when necessary. If it has a 'period of vibration,' the writer failed to detect it. It handled sweetly on the curves, its enclosed mechanical 4-wheel brakes took hold smoothly and firmly. Its long springs, each two inches wide, its full balloon tires and the snubbers front and rear added materially to riding comfort. Altogether

it is a car worthy of a place in any man's garage, and one that, on city streets or country roads, will hold its own with cars that cost much more money.

"It is a hill climber par excellence, a fast-stepping tourer; a chariot of ease over the bumps and always comfortable, even in the rear seat, as two of the writer's companions remarked time and again with accents of pleased surprise."

**NEW SIX SCHEDULED FOR ANNOUNCEMENT**

Motoring World to Be Startled, Advance Publicity From Factory Says

A new six-cylinder car which, because of a preliminary announcement several weeks ago will be the object of attention from thousands all over the west, is scheduled for announcement this week.

This new car of which its dealers say it will be the forerunner of a new low-price schedule in six cylinder motor car production, is being awaited with eager interest.

Requesting that the name of the car be withheld until the actual announcement, the local dealer for this car is making preparations to show it to hundreds of motorists. He would not discuss details of the new creation, although he had ridden in and driven the car already, and that it would set a new value basis in the six-cylinder, low price also both mechanically and in appearance.

"I know that details are wanted," he said. "However, nothing I can say will exactly satisfy the curious, and we prefer to make an announcement of the new car and extend an invitation to see it, inspect it, and ride in it when the cars are actually here."

"This new car has been the subject of discussion for several months in the auto trades, when news first leaked out in manufacturing circles that it was being built. Then came the news that it would be a six-cylinder car, and that its price would be extremely low. I am sure I could say nothing but what would detract from the cars themselves. I do know, how-

**DEMAND FOR HUPPS EXCEEDING SUPPLY**

Four Buyers Waiting for Every Six Produced, Factory Heads Declare

Seventy-five hundred Huppobile Sixes delivered to owners and four buyers waiting for every car it can build is announced by the Hupp Motor Car corporation as the result of its first two months' operations following the appearance of that car.

"Demands of our distributors ever, that motorists who see and ride in them will see the new standard of values these cars will set."

"We expect the announcement to bring in thousands to see the new cars, and we know that they are revolutionary enough to warrant every bit of the interest that has been displayed in them up to the present time. They set a new standard for manufacturers to shoot at."

and dealers for cars have attained such large proportions—that we have not only been compelled to operate at capacity, but have been forced to increase our former plant facilities more than 50 per cent in our endeavor to keep abreast of the market this car has created," says O. C. Hutchinson, Huppobile general sales manager. "Right now, in the middle of the winter, we are faced with a demand that is larger than we can meet. Naturally, we are moving toward that 50 per cent increase in capacity as rapidly as possible, so that the considerably larger list of buyers who will place their orders for spring delivery will not be disappointed."

"The continued growth in demand both for this car and our Eight makes it appear that Huppobile is going to continue to enjoy one of those old fashioned but genuine shortages of cars about which we have heard so much. Our six cylinder capacity today is greater even than our total capacity of a year ago. But it is insufficient, nevertheless. "It evidently isn't any one single feature of the Six that makes people want to own it. Rather, it is a combination of features. It is really an all around car, combining performance, appearance, ability to stay out of service stations, high gasoline mile age, fine

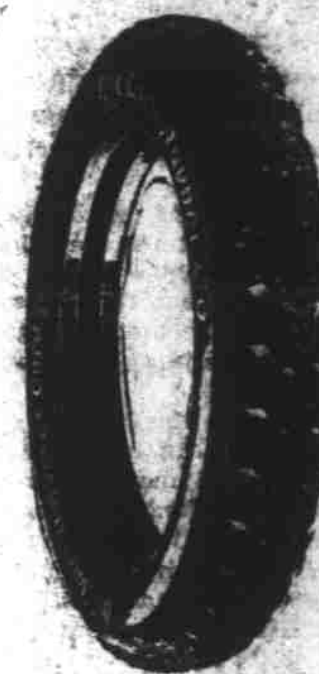
riding qualities and the other fundamentals of motor car design, which, after all, are the outstanding qualities that automobile owners want. From the demand that has arisen, it would appear that its owners already have already spread an exceptionally good word among their friends concerning the car."

**SCHOOLS USE BUSES**

Even the far off and little heard of countries are becoming motorized. San Domingo City, Dominican Republic uses buses for the transportation of pupils to and from its public schools. A fleet of Chevrolet buses are operated by the city for this purpose.

**What More Could You Ask?**

Long Mileage and Perfect Non Skid



McCLAREN CORD

"Jim" "Bill" Smith & Watkins Snappy Service PHONE 44

**DON'T Crank Your Car**

If the starter won't start your car, bring it in to us. We have

**STARTER SPECIALISTS**

Who can fix your car at reasonable cost.

Wet "A" and "B" Batteries at Surprisingly Low Prices

Authorized Electrical Service on 19 Different Makes of Cars

**E. H. BURRELL**

Battery and Electrical Service

238 N. High

Telephone 203

**Tire Prices are Low at "Western Auto"**

You save from \$3.00 to \$12.00 (depending upon the size) when you buy your tires at "Western Auto" stores.

In face of advancing markets, we are able to maintain low prices, because "Western Auto" tires are made especially for us in very large quantities and sold direct to the motorists. There are no additional profits to pay.

You can depend upon the quality of "Western Auto" tires. Every tire must fully measure up to our high standards of quality. Every tire carries our liberal guarantee of satisfaction.

**YOUR TIRES MOUNTED FREE**

**WEAR-WELL CORDS**

Built to endure hard service, Wear-well Cords are made to stand up under the most trying conditions. Every step in the process of building this tire is made with one view in mind—to give long service.

30x3 1/2	32x4	33x4	33x4 1/2
30x3 1/2	32x4	33x4	33x4 1/2
30x3 1/2	32x4 1/2	33x4 1/2	33x4 1/2
30x3 1/2	33x4 1/2	33x4 1/2	33x4 1/2
31x4	33x4 1/2	33x4 1/2	33x4 1/2

**WESTERN GIANT CORDS**

Extra Heavy Commercial Type

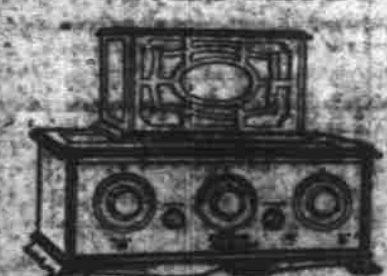
This extra covered, extra quality tire is used on almost every type of commercial car in almost every line of business. Wherever the "going is rough"—wherever mileage and dependability are demanded—you will find Western Giant Cords delivering satisfactory service. Passenger car owners who require tires that can stand extremely hard service also like Western Giant Cords. When you examine this tire, note the heavy non-skid tread.

36x6 S. S. Oversize	32x4 S. S. Oversize	32x4 S. S. Oversize	\$24.65
36x6 S. S. Oversize	30x3 1/2 Cl. Oversize	30x3 1/2 Cl. Oversize	14.85
32x4 S. S. Oversize	30x3 1/2 Cl. Reg. Size	30x3 1/2 Cl. Reg. Size	12.85

**WESTERN GIANT Full Balloons**

Low Pressure Tires with High Pressure wearing qualities. Ask for low prices.

**WESTERN AIR PATROL**



An ideal radio for the home. Backed by the guarantee of an organization of known responsibility.

Our fifteen-day Home Trial Offer enables you to try this set in your own home—under normal conditions. You and your family judge the tone quality, the volume and the sensitivity of this latest set. Western Air Patrol is built to our specifications and sold direct to you.

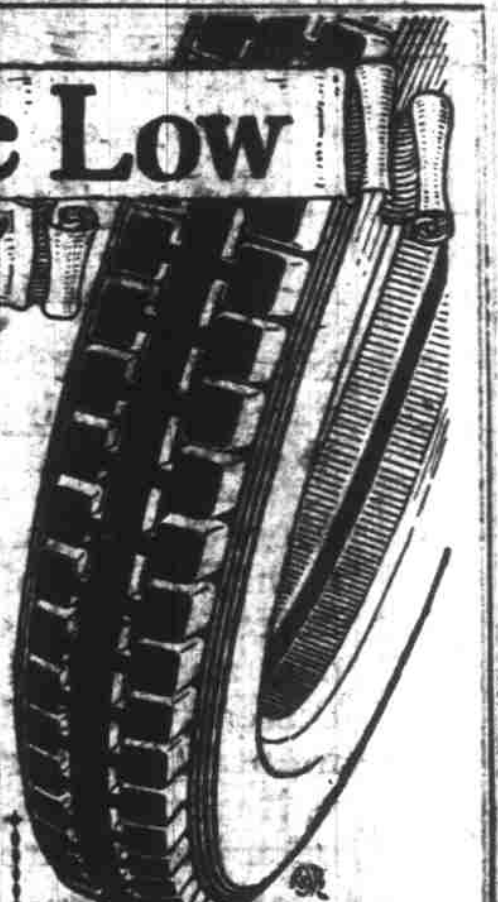
Complete (nothing else to buy), at the extremely low price of **\$110.00**

Home Is Not Complete Without a Radio

More than 125 Stores in the West

**Western Auto Supply Co.**

Salem Store, Corner Court and High Sts.



**This Week's SPECIALS**



**Monkey Grip Tire Patch**

Every motorist should carry a Monkey Grip "repair kit" in the car. During this week we offer this nationally known tube patch at reduced prices. Outfit consists of a sheet of monkey grip tube patch, buffer and cement. For this week only:

27 square inch size	37¢
17 square inch size	72¢



**Five-Minute Vulcanizer**

The perfect mender for punctured tubes. Heat is produced by burning a non-flammable chemical fuel. Durable, lightweight, vulcanizes 15 patches and heat units. Factory list \$1.50.

Special this week **98¢**

**Lower Prices Greater Values Benefit Now by both!**

Dodge Brothers, Inc., are able to make a tremendous reduction in prices because they are practically doubling production.

They believe in passing on to the buyer the full benefit of savings effected through greater and better facilities.

The completion of a \$10,000,000 expansion program puts them in a better position than ever before to meet the enormous demand for a product that was always exceptionally good and is now better than ever.

New prices, to be announced January 7th, apply on all purchases since midnight December 15th.

You can therefore buy today, enjoy the immediate use of your car, and still benefit fully by the sweeping reductions.

**BONESTEEL MOTOR CO.**

474 South Commercial—Telephone 423

**DODGE BROTHERS MOTOR CARS**