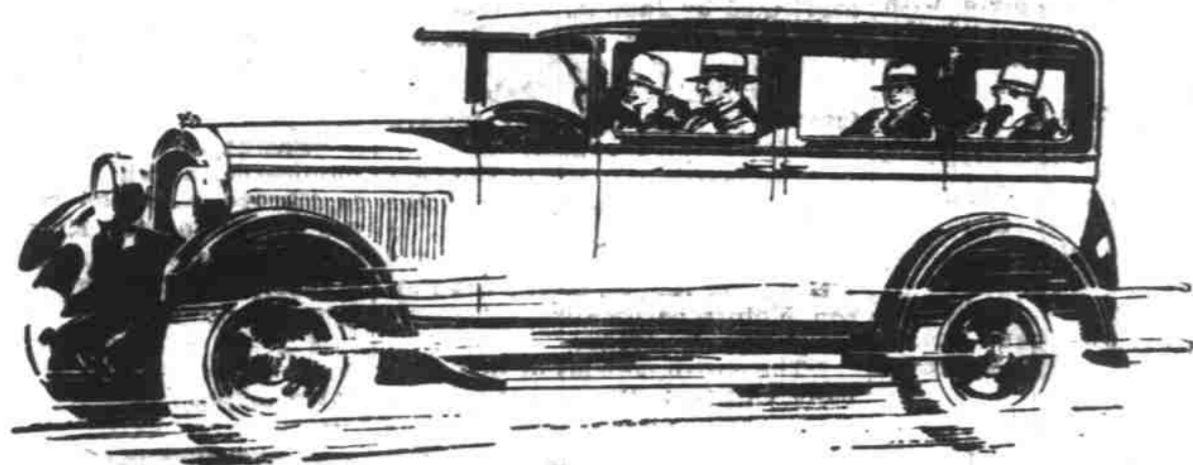


New Beauty and Comfort in This Improved Six Sedan



Beauty extends in an unbroken line on this newer Hupmobile Six Sedan from the slimly graceful radiator to the rounded contour of the ball-back body.

Drive this smart Sedan for half an hour, and then try to think of any other six in terms of what this six reveals.

Come in and See These Equipment Features—Many Recently Added

Thermostatic Heat Control; Gasoline Filter; 4-Wheel Brakes; Color Options; Vision-Ventilating Windshield; Clear Vision Bodies; Dash Gasoline Gauge; Force Feed Lubrication; Oil Filter; Mohair Upholstery; Rear View Mirror; Special Vibration Damper; Snubbers; Tilting Beam Headlights; Automatic Windshield Cleaner; Walnut Grained Instrument Board.

The more you know about sixes, the more emphatically you will class Hupmobile value alone and unapproached in the entire six market.

Sedan, five-passenger, four-door, \$1385. Coupe, two-passenger with rumble seat, \$1385. Roadster, with rumble seat, \$1385. Touring, five-passenger, \$1325. All prices f. o. b. Detroit, plus revenue tax.

Hupmobile Six

Kirkwood Motor Co.

311 North Commercial

Telephone 311

WLW TO BROADCAST R. E. LEE PROGRAM

Great Southern Leader's Birthday Is Occasion for Radio Feature

CINCINNATI—A special hour in honor of General Robert E. Lee will be broadcast on the anniversary of his birth, January 19, by WLW, the Crosley station at Cincinnati. This will go on the air at 11 o'clock, Eastern standard time.

Mr. Powell Crosley, Jr., radio manufacturer and owner of WLW decided that Americans in paying honor to their national heroes are sometimes inclined to overlook General Lee, although sectional prejudice long ago subsided and placed him in the list of great Americans.

The Lee hour will be made up of three selections on the WLW organ, with Johanna Grosse at the console. The numbers will be Dixie, the Washington and Lee Swing and Carry Me Back to Ole Virginny.

The Washington and Lee Swing is the song of Washington and Lee University, of which General Lee was president during the last years of his life.

There also will be a brief sketch of the career of the Great general.

POPULAR APPROVAL OF LIGHT CAR SEEN

Further Development of Motors Now Biggest Problem Says Engineer

That the smaller cars, which have been the basis of a great amount of conjecture and about which a great deal has been written, have met with public acceptance is the opinion of Russell Huff, consulting engineer of Falcon Motors corporation, Detroit. With acceptance on the part of the public of the smaller sized chassis, the problem which now confronts the automotive engineer is the development of the power plants to a higher degree of efficiency and longer life is also the belief of Mr. Huff.

"Much has been said and written predicting the future trend of automotive design toward the smaller car," said Mr. Huff. "It is no longer a prophecy. Cars of this type are even now receiving wide public endorsement and are meeting every requirement in a highly satisfactory way, and development in design will further increase their popularity."

"In designing the Falcon-Knight car elements of modern construction have been considered, with great emphasis directed to the importance of the power plant. Smaller size chassis and body are essential, of course, but the aim is for a new high standard motor performance and motor endurance."

"The sleeve-valve principle of design embodied in the Knight engine offers to an exceptionally high degree the qualities most desired in motor cars," Mr. Huff said. "These qualities are ample flow of power, flexibility, smooth and quiet operation and freedom from mechanical trouble."

"The Falcon-Knight engine is

new only in minor refinements and adaptation to give unusual flexibility in performance which is so essentially a factor in the modern car.

"From the standpoint of motor endurance and mechanical operation the Knight sleeve-valve engine is a model of simplicity and efficiency. Over a period of eight years it has distinguished itself in Europe, England and America. Remarkable records of long life with minimum engine trouble are common to this power plant."

"Heretofore two factors have retarded the adoption of the Knight engine for popular usage—the high cost of manufacture and the restrictions due to patent rights. Within the last two years great developments have been made in constructing the precision parts of the engine at lower cost. This year the Knight patents expired in England and on the continent and a number of European manufacturers immediately started to use the Knight sleeve-valve principle."

Although the rights in this country do not expire until 1932, a wide-spread interest in the sleeve-valve principle is now apparent here."

DOUBLE MOTOR USE DUE IN SHORT TIME

Vast Growth Expected by 1930; Conservatism in Finance Methods

Doubling the registration of automobiles in most countries abroad within the next three years was predicted at the close of the Third World Motor Transport Congress, Hotel Roosevelt, New York, under the auspices of the National Automobile Chamber of Commerce.

John N. Willys, chairman of the Congress, expressed this view with respect to increasing motor transport throughout the world and the opinion was seconded by many of the delegates.

It has been noted throughout the meetings that many countries are just beginning to use low priced cars and the popularization of motor travel in most countries outside of the United States is just getting under way.

The popularity of bus travel in Central Europe, for instance, was emphasized at the closing session by Tybor Haltenberger, representing the Budapest Motor Bus company. He also predicted a rapid increase in the taxicab business.

J. G. Shirley, representing the Automotive Association of Mexico, brought out the point that motor travel is being helped abroad by the introduction of modern traffic methods.

More conservative financing policies were predicted by E. M. Morris, president of the National Association of Finance Companies. Mr. Morris pointed out that the evils of installment buying like the evils of foolish cash buying lie not in the method itself but in the way it is handled. He said that most companies now are requiring payment of a third down and 12 monthly installments in the purchase of automobiles.

A. R. Erskine, a director of the National Automobile Chamber of Commerce, presided at the closing luncheon of the Congress.

Oregon national forests cut 388,582,000 feet lumber in 1926.

FIRM IS BOOMING CAR RENT PROFITS

Willys-Overland Bring Great Success in "Drive Yourself" System

Success of the Willys-Overland products in the rental car field, according to information reaching officials of the National Auto Renters association, Inc., is reflected, not only in the growth and expansion of the association but in the unsolicited letters received lauding the performance of these cars.

This association, sponsored by the Willys-Overland, Inc., is establishing rental car stations in every important city of the country, its aim being to have a chain of such rental depots from coast to coast. This, association officials declare, will afford the patron a standard line of autos, a uniform price of rental and a high grade, dependable service of personal transportation.

H. A. Earnest, president of the United Drive-It-Yourself System, of Lancaster, Pa., writes:

"We have been using your Knight automobiles for the last two years with such success that when the Whippet was announced we decided to give them a trial, replacing 10 of our Fords with a like number of Whippets. After 60 days of constant service I am more than pleased with them. The oil and gas consumption has opened our eyes by cutting this part of our operating expense considerably. Our customers also are well pleased."

"We want to thank you for making it possible for us to increase our profits by using this splendid car in our business. We have just added our 11th Whippet to our equipment."

Mr. Earnest, who is head of one of the largest and most successful auto rental stations in Pennsylvania, also has this to say regarding the performance of the Willys-Knight cars use in their business:


"We have today purchased our 18th Willys-Knight car. After using Willys-Knight autos for the last two years we have yet to take the head off a single motor, which in this business means a great deal as it costs money to have a car laid up for repairs. Our Willys-Knights are always ready to go and our customers are a satisfied lot. We do not believe this car has an equal in the drive-it-yourself field."

CADILLAC ESTABLISHES RECORD

The record-breaking, 71-hour, cross-country run from San Diego, Calif., to Savannah, Ga., by Col. Ed Fletcher, a San Diego business man, marks the second time within the last 18 months that a Cadillac car has established a coast-to-coast speed record.

Astoria.—Knappton and Westport companies buy 3,000,000,000 feet Nehalem timber, and will build 11-mile railroad line for logging use.

St. Helens.—Building here during 1926 reached \$226,950. Eugene postal receipts for 1926 passed \$315,000.



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By PICKWICK STAGES
30 HOURS TO SAN FRANCISCO

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Leaving the Terminal Hotel
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Round Trip	\$30.00
LOS ANGELES	
One Way	\$27.35
Round Trip	\$50.00

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Walter H. Zosel, Prop.
198 S. Commercial Telephone 471

INSURE MOTORING SATISFACTION AIM

Cadillac Company Plans to School Men to Give Best Service Possible

Because the Cadillac Motor Car company is of the opinion that there is an obligation imposed on every automobile manufacturer not merely to build the right kind of a car but also to assure the users of the product the maximum satisfaction in the use of it, service in the company's organization ranks of equal importance with production.

In pursuance of this policy, the company established at its plant a school for service men to which distributors and dealers are privileged to send their best service men for further training. This is the pioneer institution of its kind in the country and hundreds of these specially trained men are now scattered throughout the country in the organizations of the distributors and dealers.

The company has also devised hundreds of special tools particularly adapted for specific operations. These are used in the service stations. They not only assure accurate work but also save time and reduce the cost of operations to the lowest possible amount. These, and many other methods devised by the company, are a result of the recognition of a fact which though obvious, is often forgotten—that anything mechanical, especially a mechanism such as an automobile, which is subject to abuse and neglect, needs attention from time to time and that only by providing proper facilities to supply this attention can the manufacturer assure the owner of the car the greatest satisfaction in using it.

Although the Cadillac Motor Car company has always adhered rigidly to such a policy, recent extensions of activities both in the factory and in the field have insured even better service facilities for Cadillac owners all throughout America.

Among a great many other things there may be mentioned the appointment of Nicholas Dreystadt as general service manager; an increase of the service field force and the uniting into one service department what were formerly the technical and parts departments. This recently enlarged service department has been subdivided into three branches: service engineering, in charge of Ernest C. Garland, formerly technical manager; the field division, in charge of T. W. Holloway and the parts division, under William M. Warner, head of the parts department, which formerly operated as a separate division.

This consolidation of activities under one head and this expansion makes possible even closer cooperation with the Cadillac factory and the field service organization and thereby further aids distributors and dealers in pro-

viding Cadillac owners with the most highly satisfactory transportation at all times.

"Although this recent reorganization is primarily a factory matter," says Mr. Dreystadt, "it nevertheless is a move that will mean much to all Cadillac owners."

"Every effort of the Cadillac Motor Car company is devoted towards the one objective of insuring motoring satisfaction to all owners of Cadillac cars. It may seem that when we produce a car such as the Cadillac, and when we build it in such a way that its life is virtually unlimited, we have discharged our obligation in so far as the owner is concerned. But as we view it, that it not enough. We must not only put in the hands of the owners the best automobile that engineering skill and unlimited resources can produce, we must also assure that owner that wherever he may go he will find efficient and ample facilities for taking care of his car.

LUCK GETS \$1000 FOR TANGEMANN'S

Letter Containing Money Goes to Wrong Address; Radio Finds Them

CINCINNATI, O., Jan. 14.—Mrs. L. V. Tangeman of Coldwater, Ohio, needed \$1000 and need it badly. That in itself isn't a startling piece of news because a great many people need \$1000. But the curious feature of Mrs. Tangeman's case is that she had \$1000 for a whole year and didn't know it.

It happened this way: Mrs. Tangeman and her husband, a struggling young organist, were living in Chicago with their three children, and the weekly income was just enough to keep the wolf away from the door, without a penny to spare for the organ lessons Mrs. Tangeman wanted her husband to take.

Then the Crosley Radio corporation offered \$1000 for the best letter from the owner of one of its sets. Mrs. Tangeman had one and she wrote a letter. When the time came to select the winner the judges picked Mrs. Tangeman's and the check was made out. It was mailed and it came back, because the Tangeman's had moved and their new address couldn't be discovered.

For a year the \$1000 stayed in the bank. Then, last week, Ford and Glenn, the Lullaby Boys of WLW, broadcast an appeal for the location of the family.

In one hour three friends of the Tangeman's had wired in their new address. Mrs. Tangeman was notified and she appeared at the WLW studio a few days later to receive her \$1000.

Her husband was with her and he played a few numbers on the WLW organ.

Roseburg.—J. H. Marston buys two local playhouses, as part of Oregon-California chain.

FREIGHT CONTAINERS SHOW COOPERATION

Handling of Show Haul Materials Greatly Reduced on All Lines

Further coordination of motor truck and freight train service, by the introduction of steel freight containers which are interchangeable between truck and train, has been achieved by the Boston & Maine railroad between Boston, Worcester and Springfield. The railroad, acting through its motor subsidiary, the Boston and Maine Transportation company, has recently inaugurated a store-door delivery service between those cities and is contemplating an extension of such service to other cities on its lines.

The containers, which have a capacity of 5 tons, may be loaded inside a shipper's factory in Boston, locked securely, transferred by truck at any time before 6:30 p. m. to specially equipped cars on the Boston & Maine railroad, and carried by train to Worcester and Springfield in time for delivery in either of those cities before the beginning of the next business day. Overnight shipments will also be handled in this manner from Worcester and Springfield to Boston.

By the use of these containers the handling of short-haul less-than-carload shipments is greatly reduced, which results in a reduction of damage to certain classes of freight; losses due to pilfering are eliminated, as containers are locked from shipper to consignee; and a great saving in time is effected due to the simplicity of loading containers as compared with the slow filling of box cars by means of hand trucks.

Fort Worth Outgrows Headgear of Cowpuncher

FORT WORTH, Tex. (AP)—Fort Worth now stares at the head gear of its nativity.

When the cattle trade was rocking Fort Worth's cradle, cowboy visitors were numerous and "four gallon" hats were commoner than wide trouser legs now. Broad brims and high crowns were effected even by the urban population. But now the occasional big hat wearer is as marked here as were the hardy spirits who pioneered balloon trousers.

With its passing, however, the hat left a tradition. Civic boosters assiduously strive to perpetuate it. On gala occasions they don the biggest of the big hats available and recall that this, unofficially, is "where the west begins." Eastern visitors never are suffered disillusionment if big hats can help it.

McMinnville.—Addition being built to St. Barbara Episcopal church.

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GO OVER IT-POINT BY POINT- STUDY EVERY FEATURE

L-Head Six-Cylinder Engine . . . Crankcase Ventilation . . . Dual Air Cleaning . . . Oil Filter . . . only 3 to 4 oil changes a year . . . Four-Wheel Brakes . . . Harmonic Balancer . . . Two-Way Cooling . . . Three-Way Pressure Lubrication . . . Honed Cylinders . . . High Velocity, Hot Section Manifold . . . Double-Valve Springs . . . Silent Timing Chain . . . Full Automatic Spark Control . . . Thermostatic Charging Control . . . 30 x 5.25 Balloon Tires . . . Balloon-Geared Steering . . . Double-Offset, Low Gravity Frame . . . Easy Shift Transmission . . . Twin-Beam Headlights, Controlled from Steering Wheel . . . Chromium Permanent-Lustre Plating . . . Duco Finish . . . Then consider its low price.

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Announcing Reduced Paige prices



PAIGE has sharply reduced prices on many of its models, including the closed cars on the 6-45 and 6-65 chassis. Instantly recognized as the style leaders of the industry, these Paige sedans are now unquestionably the biggest dollar-for-dollar values on the market.

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You simply cannot find on chassis like these—at prices so low—such charming bodies with two and three tone color combinations—choice mohair upholstery over deep nested springs—walnut steering wheels that match cleverly inlaid walnut-finish panels—clustered instruments glowing in reflected light—twin smoking sets, silken toggle grips, luxurious arm rests. Come in any time—or phone—a demonstration entails no obligation whatever.