

EXPERT GIVES ADVICE ON HOW TO CONSERVE TIRES

Light and Heat Causes Rapid Deterioration

CASE YOUR SPARE ONES

Fast Driving If Tire Is Under-Inflated or Overloaded Causes Undue Heating

"Secretary Hoover has asked us to save rubber. We are all very willing, but how to do it has troubled many. It is hoped that pointing out some of the foes of rubber may be helpful," says A. H. Hoffmann, agricultural engineering division of the University of California.

"Light and heat cause rapid deterioration. Spare tires carried should always have opaque covers. Extra casings and tubes are best stored in a dark, cool cellar or closet.

"When a car must be parked in the sunshine for several hours, a canvas or piece of burlap thrown over each tire will do its bit to lengthen the tire's useful life.

"Fast driving, especially if the tire is under-inflated or over-loaded, may warm the tire unduly. On the other hand if a tire is over-inflated and then allowed to stand in the hot sunshine or driven at high speed over a hot pavement, the heat may raise the air pressure high enough so that together with the softening of the rubber at the high temperature it may cause a blowout through a weak spot or even force the tire off the rim.

"Starting with 90 pounds at 60 degrees Fahrenheit, the pressure will be only about eight pounds more at 150 degrees. That isn't much, but it may be too much for the hot tire. Also it may be that the tire gauge should have read 100 when it read 90 pounds.

"Road friction may easily take off more rubber than any other one cause. Of course we must expect some wear if we are to use our cars at all. One severe application of the brakes may easily take off more rubber than would wear off in a thousand miles of normal running.

"High speed driving takes its toll of rubber in other ways besides those already mentioned. In making a turn with two wheels up in the air, the tires off the ground do not suffer just then, but the other two will and take severe punishment.

"When a wheel wobbles because of a bent rim or a sprung axle, the tread will wear off in spots where the sliding motion is greatest. Shimmying will have much the same effect.

"When front wheels are improperly aligned so that they 'toe out,' there will be a constant sliding of the tires. Brand new casings of good quality have been known to wear entirely through the tread in less than 500 miles of running.

"To be safe one should have a skilful mechanic check up the alignment of a new car before it is driven and again after any bump.

"Storing a car may be as hard on the tires as constant use. Under the weight of the

The De Luxe Sedan of the New Paige Line to Grace Show



The Paige line exhibited at the auto show is entirely new. Hydraulic four-wheel brakes are standard equipment. The new Paige retains the traditional lines of its distinguished predecessors, modified and improved by recent developments in the body builder's art.

OPEN CAR IS DEFENDED

THEORY THAT TYPE IS OUT OF DATE DISPUTED

Chevrolet Dealers of Coast Find Ready Sale for Touring Cars and Roadsters

That the open car is strictly a fair weather vehicle is a theory as out-of-date as the old-fashioned rear entrance, or patrol wagon type of tonneau.

Not that these early automobile body styles were not appreciated; on the contrary, there are many who had a warm spot for the venerable one-lungers—especially the kind with the engine under the seat!

Nevertheless, the old time business of yesterday had their disadvantages. They were rough and ready—rough riding and ready to fall to pieces. To ride in one was over exposure in any kind of weather. Even on a clear day the driver was lucky if the breeze didn't blow off his freckles.

The meek auto tourist of two decades ago usually inherited the car, which he brought home in his eyes and ears.

Today there are no such motoring hazards even in what is popularly termed the "open car."

Windshield and top furnish protection against ordinary discomforts, while with side curtains hung the car's occupants are safe from annoying elements.

Chevrolet dealers throughout the Pacific coast have found a ready market for touring cars and roadsters all through this winter. These body types, when curtained all around, offer a very snug means of transportation. Close fitting door curtains permit of easy entrance and exit, making the vehicle a veritable closed car. And when the pleasant days come, as they frequently do in mild Pacific coast winters, the owner has an open car for the open road.

Motor Fuel Sales and Taxes Figures Totaled

Returns Due and Collectible for December, 1925, Amount to \$240,656.14

SALEM, Ore.—Taxes due and collectible upon the sale of 7,948,431 gallons of gasoline and 101,039 gallons of distillates for the month of December, 1925, amounted to \$240,656.14. This represents an increase of 2,193,878 gallons or 38.1 per cent in gasoline sales, 58,220 gallons or 136 per cent in distillate sales and an increase of \$48,931.32 or 28.5 per cent in taxes over the record for the month of December, 1924.

The total sales of gasoline for the year 1925 was 101,020,762 gallons, which is an increase of 14,379,607 gallons or 16.8 per cent as compared to 86,647 gallons sold in 1924. Distillate sales for the year 1925 aggregated 3,877,888 gallons, as compared to 3,210,233 for 1924, which is an increase of 667,655 gallons or 20.8 per cent.

Taxes due and collectible on the sale of gasoline and distillates for the year 1925 amounted to \$2,127,128.27 as compared to \$2,672,481.92 for 1924, which is an increase of \$454,708.29 or 17 per cent.

Since the first motor fuels tax law went into effect, February 26, 1919, to and including December 31, 1925, there has been a total of 445,817,927 gallons of gasoline and 23,295,117 gallons of distillates sold in Oregon, representing a grand total of \$10,852,300.45 in taxes due and collectible under the laws of 1919 and 1921. Refunds of taxes collected for fuels sold and consumed for other purposes than the operation of motor vehicles upon the public highways to January 31, 1926, under the law of 1921, amounted to an aggregate of \$389,927.53.

The mild weather which prevailed during the month of December, 1925, as compared to the inclement weather during the corresponding month of 1924, which permitted more comfortable travel and attracted an increase of 56.6

per cent in nonresident motor vehicle traffic for December, 1925, over December, 1924, doubtless accounts for the substantial increase in motor fuel sales for the corresponding monthly periods.

NASH SALES MOUNTING UP

VOLUME FOR 1926 TO MAKE RECORD FOR TOTALS

Sales of Nash-Built Ajax Furm Separate and Interesting Story of Progress

That sales of Nash cars for 1926 will reach a volume far beyond the record-breaking totals rolled up in the past year is evident in reports received from the Nash Motors company. January has already set a mark of 48 per cent greater than the same month a year ago, thereby establishing itself as the seventeenth consecutive month—with a single exception—in which Nash has marketed more cars than during the corresponding month of the previous year.

November of 1925 was the one exception, when production was temporarily halted to bring into manufacture the new "enclosed car" motor. But December swung back into line with a gain of 52 per cent over the same month of 1924, making it the biggest December in the company's history.

The above figures do not include Nash-built Ajax. The record made on this line during a separate and intensely interesting story in itself. Since production began, the latter part of June 1925, over 13,000 Ajax cars have been sold. February production plans schedule 3000 cars. There is every indication that plant operation, now rolling along at a rate of approximately 135 cars per day will be increased to 200 cars per day during the next 60 days which will accomplish the manufacture of 40,000 cars during 1926.

Were the Ajax sales figures for January added to the Nash figures, Nash would show an increase of 82 per cent over the number of cars sold during January, 1925.

NEW LINE OF PAIGE SIXES FEATURE AT AUTO SHOW

Models Enter Medium-Priced Competitive Field

COLORS ARE IN TWO-TONE

The New Paige Has Many of the Late Features that Mark the New-Day Jewett

A brand new line of Paige sixes will be revealed at the automobile show by the Paige-Detroit Motor Car company.

The forthcoming Paige, this advance showing discloses, is new throughout chassis and body, yet retains the striking lines that have long been characteristic of this traditionally beautiful car. The familiar radiator outline and hood contour remain, modified to conform with the improved chassis and bodies.

The new Paige line will consist of the following models: Five-passenger sedan, the five-passenger sedan de luxe, seven-passenger sedan, and the limousine and touring models.

Heretofore, the Paige has been in a considerably higher price class and now for the first time invades the very popular and highly competitive \$1500-\$2000 field.

Body and chassis both reveal the trend of the times to adapt the automobile to present day conditions, as already exemplified by the Paige company's recent New-Day Jewett. The new Paige has many of the features that mark the new Jewett. Hydraulic four-wheel brakes are standard equipment, and steel construction effects a notable improvement in the bodies. The standard colors are striking two-tone lacquer combinations.

Standard equipment for the new line is unusually complete. Besides the usual instruments and tools, it includes an electrically op-

erated clock and a gasoline gauge on the dash board; coincidental steering and ignition lock, shock absorbers, automatic windshield wiper, rear view mirror, and stop light. In addition, the de luxe models are equipped with front bumpers and quarter rear bumpers, while all de luxe closed cars have heaters. Both standard and de luxe five-passenger sedans carry steel trunks, lacquered in the same colors as the bodies.

STARS TWINKLE IN WEST

600 DEALERS COMPRISE A CHAIN OF MOTORDOM

Service Assured in Every City and Hamlet Throughout the Country, Says Ables

A page in motoring history has been written by sales chiefs of the Durant Motor company of California, who have announced recently that the Star dealer organization in the six western states alone now comprises a chain of approximately 600 dealers and sub-dealers.

"Hardly a town of any size at all anywhere in the country today but what has a Star car dealer," says Kenneth Ables, local Star car dealer.

"This organization," Mr. Ables says, "is in a position to render service to Star car owners any time it is called on. One of the greatest reasons for any motor car's success is the dealer organization behind it, and this vast army of Star car representatives, one of the greatest single units in the Western states, is building a big success for Star cars.

"Most of them have been attracted to the Star car franchise through performance of the car itself—the little Star four car that built up the world's championship in hill climbing during 1925. With the Star six they are in an admirable position to strengthen Star's position as one of the leading quality manufacturers in the low cost class.

"One of the first things an own-

er wants today is the assurance that he will obtain service on his automobile practically anywhere in the country. The dealer who can point to an organization as big as that representing the Star cars to-day is in a strong position to his prospective buyer. Some engagements are made while some end in matrimony. Cincinnati Times-Star.

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- Sedan . . . \$1905

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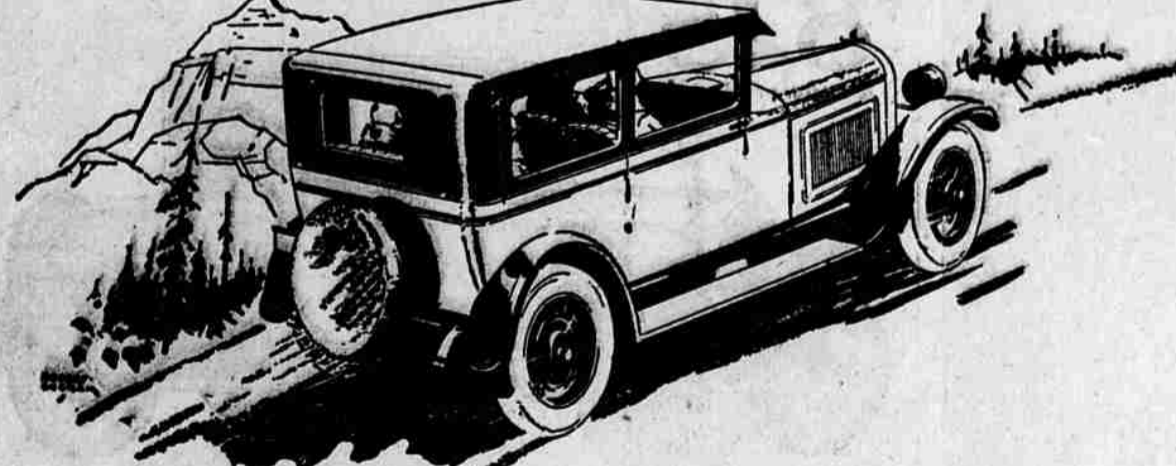
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