

UNION OIL HELPS STAR MAKE RECORD

Average of Over Forty Miles to the Gallon Made in California by Star

That the combination of Union Gasoline and Aristo Motor oil on one side and the Star automobile on the other, is a winning one, was established conclusively in the recent Star economy runs conducted in two coast cities. At

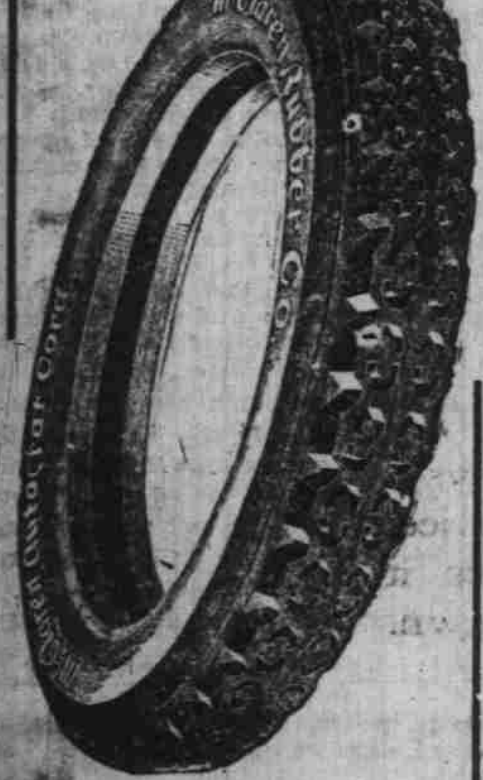
Oakland and San Diego, cars, operating on the products of the Union Oil company of California, set up remarkable mileage records for light-class cars. At San Diego a Star was driven 100 consecutive hours, traversing 2013.6 miles. During this time 50 1-8 gallons of Union Gasoline were used, the average being 40.17 miles to the gallon. This was affected materially by three punctures which cut down the mileage, inasmuch as the motor was kept running while repairs were being made, and by a severe rainstorm encountered during the run. One and five-eighths gallons of Aristo Medium were consumed during the journey, the oil mileage being 1239.14 miles to the gallon of oil.

At the same time the San Diego Star was making its remarkable showing, a Star in Oakland was outstanding all other competitors in a similar 100-hour economy run in that city. The Oakland Star, using Union Gasoline, set up a mark of 38.47 miles to the gallon for the long test. The Aristo used was an even more exceptional in this case, the mileage being 1796 miles per gallon of oil. During the progress of the contest, drivers and observers were compelled to drive a portion of one night and one entire day through a heavy downpour of rain and against a high wind. Had it not been for this particular phase of the weather higher averages would have resulted. The winning Star car, on the night previous to the start of the contest, tested the course in a London in this case, the mileage being 1796 miles per gallon of oil. During the progress of the contest, drivers and observers were compelled to drive a portion of one night and one entire day through a heavy downpour of rain and against a high wind. Had it not been for this particular phase of the weather higher averages would have resulted. The winning Star car, on the night previous to the start of the contest, tested the course in a London in this case, the mileage being 1796 miles per gallon of oil.

The performances of the Oakland and San Diego Star cars are hailed as a real tribute to the quality of Union Non-detonating Gasoline and Aristo Motor oil.

GUARANTEED

to cost less per mile than any tire, regardless of the make or price paid.



McCLAREN CORD "Jim" "Bill" Smith & Watkins Snappy Service. PHONE 44

Silver Platters of Duke Tipped Scales at Ten Tons

LONDON, Nov. 18 (AP)—Hundreds of pieces of solid silver plate, part of the vast treasure of silver and silver-gilt from the castle in Gmunden, Austria, of the late Duke of Cumberland, have been placed on show in a London salesroom. It is said that the castle was at one time equipped with enough silver to serve 1,000 guests without duplication of pieces, and that the collection included 9,600 solid silver dinner plates. The total weight of the silver was estimated at 10 tons.

STUDEBAKER MAN MAKES COMPARISON

American Made Cars Superior to European Claim of Manufacturer

By A. R. Erskine President, The Studebaker Corporation.

Two of the world's greatest automobile shows were held in October at the Grand Palais, Paris and Olympia, London. The number of firms exhibiting at both shows exceeded considerably the number which exhibit at our annual shows in Chicago and New York, but the character and quality of their automobiles, bodies, parts, and accessories were certainly not superior to ours.

Different conditions in Europe and the United States explain the numerical superiority of the foreign shows. With the exception of two or three manufacturers in both France and England, all producers of motor cars are assemblers who purchase their bodies and parts from different makers of such things, and consequently, there are a host of such makers competing for this business. The ownership and operation of foundries, forge shops, stamping plants, and body factories by car producers is quite limited.

Numerous manufacturers sell more chassis than they do complete cars, and retail buyers of chassis purchase their bodies from the body makers direct. Then again, the Paris and London shows contain many cars of foreign make, whereas our New York and Chicago shows house only cars produced in the United States.

More Exhibition At the Grand Palais, a commodious, beautiful building, 122 different makes of motor cars were on exhibition, including 87 French, 10 Italian, 12 American, 8 Belgian, and 5 British makes. Olympia had 134, including 75 English, 22 American, 22 French, 10 Italian, and 5 Belgian makes. At Paris, 53 makers of commercial vehicles and trucks, 78 different makers of bodies, 128 motorcycle and bicycle manufacturers, and over 3,000 makers of parts and accessories exhibited their products. About the same number of similar manufacturers were present at London.

The number of body, motorcycle, bicycle and parts and accessory manufacturers in the United States is much smaller than in either France or England, and of these, only parts and accessory manufacturers are permitted to exhibit at our national shows. Our motor car companies are, furthermore, real manufacturers to a greater degree than in any other country.

The attendance at both Paris and London was enormous. People from all over the world attended the Paris show, and London had numerous foreign visitors. It was estimated that over 100,000 people visited the Grand Palais on each of the two Sundays upon which the show was open, and 700,000 during the eleven days it continued. The same interest prevailed in England. Such attendance proves public interest in motor cars is as keen in Europe as it is with us. Both shows were an unqualified success from every standpoint.

Most Cars Tiny Another marked difference between the automobile industry in Europe and America is in the size of cars produced. Perhaps three-fourths of all European makers produce small cars. Many of these cars are of short wheelbase and of treads as narrow as 46 inches, against the American standard of 56 inches.

WALTER P. CHRYSLER'S TRAFFIC TALKS

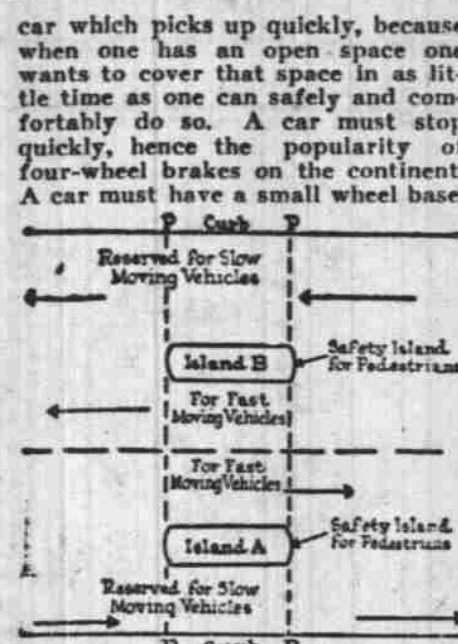


PARIS DRIVER IS FAST EVEN IN TRAFFIC

Parisians think that traffic in Paris is handled pretty well because they can remember how badly it was regulated but a few years ago and they can appreciate, too, the way in which the number of motor cars has increased. But to the American it suggests a chance for improvement. The French driver is a fast driver, even on the crowded streets of Paris. And if the French were not such a quick people there would be many more accidents.

The American notes with amazement the speed of taxi drivers, particularly on boulevards and avenues and streets. And he is also amazed to learn that the number of accidents in proportion to population and in proportion to the number of registered cars is surprisingly small. To change traffic conditions materially in Paris a first step would be to synchronize traffic, that is to move traffic in the same direction for blocks rather than for a single block. Not only is this not done now but drivers on the busiest streets like the Champs-Elysees are permitted to run counter to traffic in turning. In American cities cars are required to go to a corner to turn and then turns are permitted in conformity with the movement of traffic. But not so in Paris.

Another simple step would be to have cars stop at two crossings like motor cars do stop in America and in England. But in Paris cars will be stopped on one side of the boulevard and permitted to move on the other all going east and west, for example. Traffic conditions in Paris, as in all other large cities of the world, are having their influence upon the kind of car demanded by the motorist. It is necessary to have a



The way in which traffic is handled on the Champs-Elysees in Paris, the busiest street in the world. Slow-moving vehicles are required to hug the curb. Police officers will stop the traffic to allow pedestrians to go from curb to island A but rarely do they stop traffic on both sides of the avenue to permit the movement of pedestrian traffic from one curb to the other. This is a flexible and easily adaptable to existing traffic conditions. A car must give a mileage around 20 miles to the gallon. Americans can learn much from the French about highways and highway construction. The French line their highways with trees, where the trees were felled by shells they have been replaced. It is an example which we in America should follow.

high speed, high compression motors. Slow speed, moderate compression American motor cars afford them in high degree. Our cars are likewise unsurpassed in the world in design, quality and appearance.

In highway planning, failure to look ahead not only handicaps the development of the community, but invariably proves most costly in the end. Experience shows the necessity for the immediate widening of roads near large centers of population, and of now laying definite plants and securing rights of way for much greater widths in the future.

CAR COSTS DROP AS FOOD RISES

Prices of the popular makes of automobiles have decreased 50 per cent since 1913, while in the same period food costs have risen 45 per cent, it was declared this week by the Chevrolet Motor Co. Almost every make of car sold in 1913 is now selling at a lower list price than at that time, it is

shown. A comparison has been worked out by the statistical department of the Company which shows that it required 1,576 bushels of corn in 1913 to purchase a Chevrolet touring car compared with 436 bushels today. It took 1,075 bushels of wheat in 1913 against 395 and 1,601 bushels of potatoes for this car.

against 576. Fourteen hundred pounds of butter could be exchanged for the present Chevrolet touring, while in 1913, 3,177 pounds were required for same car. Eleven years ago a tobacco grower would have to raise 7,460 pounds of tobacco, but now he has to exchange only 1,820 pounds

Advertisement for Glass Closures. Neatest You Have Seen. Aluminum Frame—No Fabric to Wear Out—Lower Price Than Most. W. R. McALVIN, J. H. 545 North Church Street.

1925 LICENSE FREE With Every Certified Automobile. Selling prices have not been altered. Extra Special Bargain. 1923 Superior Chevrolet Touring, overhauled and guaranteed. \$365. Owner needs money quick. We have dozens of cars which look as good as new and are guaranteed to be as serviceable as new machines. Where else can you buy a used car with a new car guarantee? Certified Public Motor Car Market. 255 NORTH CHURCH STREET. PHONE 885.

Winter Storage for Your Battery. Are you planning on laying your car up this winter? Let us take care of the battery. Wet and dry storage at the lowest rates. Joe Williams, "The Battery Man", AUTOMOBILE ELECTRIC WORK OF ALL KINDS, 531 COURT ST. PHONE 198.

Willard STORAGE BATTERIES.

SANTA SAYS—Gave a Chevrolet for Christmas. A Gift That the Whole Family May Enjoy. Combine your gifts and have something useful as well as something that will afford you and all the family great pleasure. Sold on Easy Terms. Newton-Chevrolet Co. Opposite City Hall Corner Chemeketa and High.

UNTIL CHRISTMAS ONLY \$8.50 COMPLETE SET OF EUREKA ATTACHMENTS FREE. With Each Purchase of a Grand Prize EUREKA VACUUM CLEANER. From Dec. 1st until Christmas we make this free offer to help you learn of the marvelous efficiency of the Eureka attachments. A saving of \$8.50 if you buy now and an opportunity to end house-cleaning drudgery forever. FREE TRIAL IN YOUR OWN HOME. You can try the Eureka before you buy. Phone, write or call at our store and we will gladly send you a Grand Prize Eureka with a complete set of attachments on a free cleaning trial. Try it in your own home for three days and if you wish to buy pay only \$4.75 DOWN BALANCE ON EASY MONTHLY PAYMENTS. And No Charge for the Attachments. Our special terms make it easy to own the Eureka. After this free trial if you wish to keep it, pay only \$1.75 down and the balance on easy monthly payments. We Urge You to Act Now—So That We Can Make Prompt Delivery. Portland Electric Power Co. 237 No. Liberty. Phone 85. Free Trial Coupon (Set Your Name and Address Here) Send me details. Free Attachment Offer. NAME ADDRESS.

The New STUDEBAKER Special Six Sedan—\$2150. THERE is no finer five-passenger closed car than the Studebaker Special Six Sedan. It's a brand new car—not only in body lines, beauty and mechanical excellence, but it also represents entirely new standards by which closed cars will now be judged. Don't buy in the dark. In fairness to yourself, see the Special Six Sedan before you decide. FULL-sized balloon tires, for which steering mechanism, body lines, and even the fenders were specially designed. Natural wood wheels. Lights controlled from switch on steering wheel. Automatic spark control eliminates spark lever. Dome and rear corner lights. Upholstered in genuine mohair. One-piece windshield, glare-proof visor, automatic windshield cleaner, rear-view mirror. Inspection lamp. Motor, heater, vanity case, smoking set. Instruments, including clock and gasoline gauge, in single grouping. Step pads and kick plates. (All prices f.o.b. Salem, and subject to change without notice.) MARION AUTOMOBILE COMPANY. Open Day and Night. 235 South Commercial Street. Opposite Hotel Marion. Phone 362. THIS IS A STUDEBAKER YEAR.