

### NEW WINTER GAS AIDS STARTING

#### Local Standard Oil Man Claims That His Company Is Offering Best Gas

As a result of the extensive advertising campaign recently launched by the Standard Oil company in the marketing and distribution of their new winter grade gasoline a great deal of public interest has been shown in the manufacture of this new product.

It is our object to furnish our readers with first hand information relative to any news of interest and we therefore had an interview with Mr. A. R. Rankin, the local representative of the Standard Oil company, and he had the following to say:

"The Standard Oil company is now offering the motoring public the very best grade of gasoline ever manufactured. This New Winter Grade product is not only a quick starting gasoline but it also embodies the very essential qualities required of a high grade fuel."

It might also be of interest for you to know that Mr. A. L. Strout, of the manufacturing department of the Standard Oil company is at the present time making exhaustive distillation tests in order that the Standard Oil company may be assured that their objective is being reached, or, in other words, at the points of manufacture certain high standards have been set that the new Winter Grade gasoline must reach. Therefore, distillation checks are made to assure the Standard Oil officials that the gasoline now being marketed to the consumer is the very best gasoline the chemist can purchase anywhere and that it contains all of the important qualities of an evenly balanced gasoline—being a quick-starting fuel with smooth, rapid acceleration, giving 100 percent power and maximum mileage.

The particular work of this representative is to see that the gasoline served to the customer in this district meets with the specifications established by this company and existing at the points of manufacture in El Segundo and Richmond, California.

It is the Standard Oil company's aim to see that the motoring public is provided with the best grade of gasoline it is possible to produce. The Winter Grade gasoline is an entirely new product, being a straight run all refinery gasoline with a continuous chain of boiling points, and it is not blended or mixed gasoline but the result of an extensive study of the operation of automobile engines running under various temperature conditions.

The development department, of which Mr. Strout is a representative, has some of the most extensive and completely equipped laboratories in the United States. In this department is a products testing division equipped with dynamometers particularly for the

### WALTER P. CHRYSLER'S TRAFFIC TALKS

WORLD'S LARGEST MOTORISTS' ORGANIZATION

The American motorist going to England for the first time or the tenth time is always interested in the activities of The Automobile Association, which was founded in 1906, by a small body of motorists, as a protective measure against what was described then as the unreasonable police activities on many of the roads between London and the South Coast of England. The Association is now the largest motorists' organization in the world today—but it is still primarily an organization specially equipped for assisting members on the road.

In return for about \$10 a year, a motor car member is given the following services:

Free assistance by Automobile Association patrols, who will be found on 20,000 miles of main road in Great Britain.

Free legal defense in proceedings under the Motor Car Act and Road Act, in any Court of Summary Jurisdiction in the United Kingdom.

Free use of roadside telephone boxes at any hour of the day or night.

Free help day or night from the mechanics in charge of road service outfits.

Free legal advice on any matter directly arising out of the use or ownership of motor cars.

Access to roadside motor fuel supply stations.

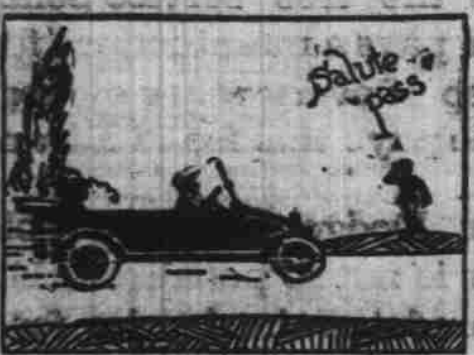
Expert engineering advice upon all matters pertaining to the purchase, repair and maintenance of cars and motorcycles.

Officially appointed agents and repairers, also hotels, in practically every town in Great Britain, where the facilities and accommodations offered have been inspected and approved by the Association.

The activities of the A. A. Patrols in England are of particular interest to the American motorist. A car bearing the insignia of the Automobile Association is always saluted by a patrol. If the patrol does not salute it is warning to the driver of the car that something is wrong and he will be warned of a bit of bad road, or other disagreeable traffic condition.

In addition the patrols are competent to undertake minor road adjustments, or for major repairs, they will mount their cycles and pressure aid from the nearest garage.

"The most remarkable part of the car is the fact that were it not that the speedometer is in front of you, when travelling at 40 miles an hour you would feel certain that the speedometer is more than 25. And so fine is the suspension that the roughest roads can be travelled over without any sensation of discomfort. At 55 miles an hour the car appears to be just getting into its stride and there is the complete absence of vibration of any kind. There is not a trace of hesitation when the throttle is suddenly opened to the fullest. The speed increase is also steadily maintained over the entire range of throttle opening."



purpose to test motor fuels and motor lubricants.

A close study of the various districts served by the Standard Oil company disclosed that in the northwest, including Oregon and Washington, in particular, the climatic conditions are such during the winter that a special motor fuel is desirable. In the development of this new motor fuel, a product has been produced that will start and operate under the colder conditions existing during the winter months in a way as closely as is practical to the operation of the engine on regular Red Crown Gasoline during the summer season. This has been accomplished in the new Winter Grade Red Crown gasoline without the sacrifice of power or mileage, without an increase in the tendency to detonate and with a minimum of crankcase dilution.

The standards of inspection and control established in the Standard Oil company refineries are so well maintained that the high quality of Red Crown gasoline can be absolutely depended upon, always and everywhere. Whether you fill your tank at a service station in the city, or stop at a lonely garage in some isolated country town off the main routes of travel, the gasoline that is sold

at the "Red Crown" sign or that comes out of the red, white and blue pump is always uniform, always reliable.

The new winter Red Crown will give all that should be expected from good gasoline—easy starting and smooth acceleration, and the maximum power and fuel mileage that the car was designed to develop. Every drop vaporizes rapidly and uniformly in the carburetor and is completely consumed in the cylinders, so that carburetor adjustments are unnecessary and there is practically no fuel dilution of the crankcase oil no matter what the weather.

Immediately after the newspapers carried the advertisements announcing this new product, dealers everywhere experienced exceptional increases in their gasoline sales, and the big demand by the motoring public made it necessary for the Standard Oil Co. to press into service every available piece of their delivery equipment in order to supply all their dealers with this new product. The demand for this gasoline—which is already felt—is a strong indication that a special product to meet specific winter requirements, has been a long-felt need.

### IRISH AUTO PAPER PRAISES CHRYSLER

#### "T. K. T." Widely Known Irish Auto Authority, Tells of Chrysler

Europe apparently has taken the Chrysler Six to its heart equally as much as has America. Chrysler Motor corporation officials say, judging from reports reaching them from those countries abroad in which the car has been introduced.

"T.K.T." widely known Irish automobile authority, writing in the Belfast News Letter, one of Ireland's leading newspapers, has this to say of the car:

"I hint last week that the new American Chrysler was expected in Belfast. It is here, and I have had a run. I expected to find it a very fine car, but the reports of its performance did it scant justice. On the road I was impressed with the fact that it was the finest car I have ever driven or been driven in, irrespective of price.

"The engine is undoubtedly a masterpiece. Thirty-five to forty miles an hour can be maintained right up the Horse Shoe, which is a fair indication of the car's power on hills.

"The most remarkable part of the car is the fact that were it not that the speedometer is in front of you, when travelling at 40 miles an hour you would feel certain that the speedometer is more than 25. And so fine is the suspension that the roughest roads can be travelled over without any sensation of discomfort. At 55 miles an hour the car appears to be just getting into its stride and there is the complete absence of vibration of any kind. There is not a trace of hesitation when the throttle is suddenly opened to the fullest. The speed increase is also steadily maintained over the entire range of throttle opening."

"Readers will possibly have gathered from past references to hour-wheel brakes that I am not enamoured of them. But I really for the first time enjoyed using the four-wheel brakes on the Chrysler. They are free from all the work like a velvet. There is a reason of course. They are hydraulic. Therefore compensation on account of one of the elementary laws of the science of hydraulics must be perfect. There are no rods to break and rattle; the braking power applied at each wheel must be equal and proportional to that exerted by the fluid compressed. It is comparatively simple to arrange matters that sufficient pressure will be applied to the front wheel brakes to afford the fullest retardation effect without danger of locking them, and it follows that once this happy result has been arrived at this adjustment is not like to alter. In fact, I cannot see how the compensating principle can be deranged. In use these brakes are a revelation of smoothness of action combined with powerful operation. They add to the delight in driving a car that apart from braking ability is quite out of the common."

Washington correspondents in Washington usually are subjected to an avalanche of "handouts" as they affectionately term the formal press releases that come from organizations innumerable.

With the recent political campaign in full swing, headquarters of the major parties kept their typewriters and mimeographs busy turning out copy, that appreciably increased the flow of free information.

The National Press club, which is the focus point for the announcements, is unable to gauge their number. Organizations that send them in must be authentic, but otherwise, the Press club says, no tab is kept.

Practically all the government departments resort to this system to keep the public officially informed. Even the White House uses this channel occasionally.

Sundry organizations have adopted the method as their own. Units for and against prohibition periodically issue press notices. In fact, well nigh every national body represented here brings the "handout" into play when desiring to impart some tidbit of information.

The Washington correspondents read enough of this material in a day to fill a fair-sized volume, and often get little real information for their pains.

### PRICES OF AUTOS ARE COMING DOWN

#### Word Has Been Received of Three Makes of Cars Dropping in Price This Week

The announcement of price reduction this week by at least three different makes of automobiles has caused considerable interest. Early in the week Henry Ford announced a small reduction. The new factory prices may be found in this issue of the Statesman. The Dodge Brothers have announced a reduction but the new prices have not been announced as yet, but can be obtained from the local dealer, Bonesteel Motor company. The Forsell Hupmobile company have received word that there will be a drop in the Hupmobile club sedan and two passenger coupe of \$100 after January the third.

#### France Will Honor Poet in All Corners of World

PARIS, Dec. 6.—(By the AP.)—A special postage stamp has been issued by the postal authorities to mark the fourth centenary of the birth of the celebrated French lyric poet, Pierre de Ronsard, who was born in September, 1524.

The stamp, which is blue, bears the head of the poet, with the dates 1524-1924. Its denomination is 75 centimes, the amount affixed to letters going abroad, so it will be seen around the world. The issue will be withdrawn from sale December 31.

WEST INDIAN OIL STEADY  
PORT-OF-SPAIN, Trinidad, B. W. I., Oct. 31 (AP)—The petroleum industry of Trinidad, started 19 years ago, has shown an increase from 368,834 gallons in 1905 to 196,780,531 gallons in 1923. The total production during this period of time, has been more than 688,000,000 gallons. Only twice has the steady increase in production been arrested, in 1915-16 and in 1919.

The exportation of crude and refined oil in 1923 amounted to 85,136,457 gallons.

### Old Aristocrats Perform Menial Work for Red Army

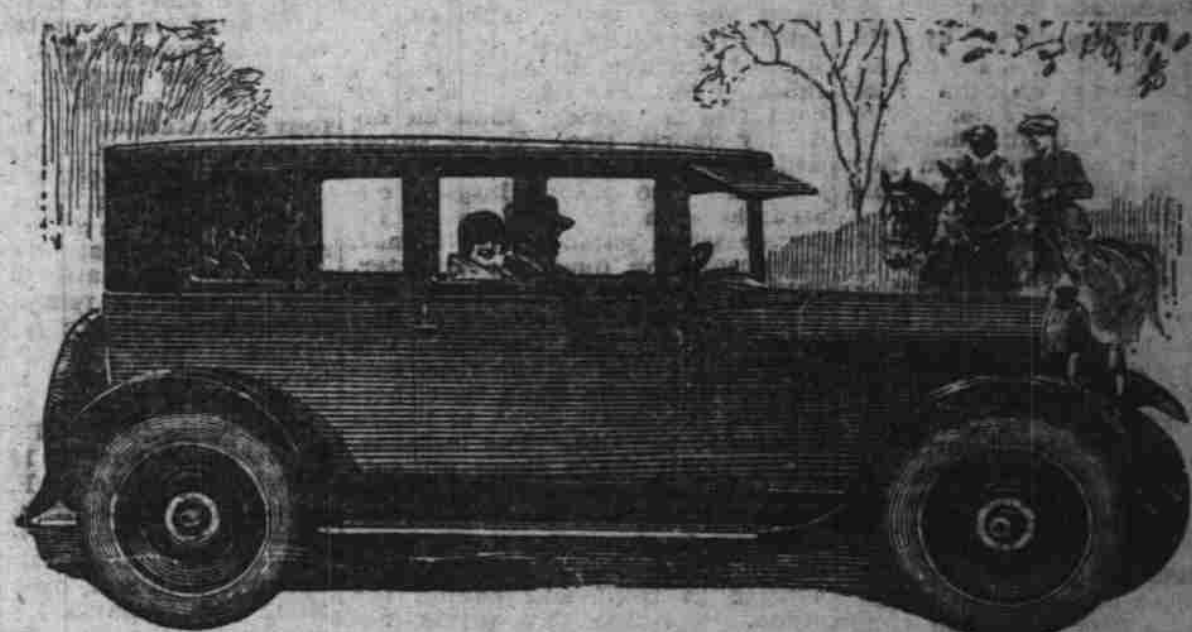
MOSCOW, Oct. 26 (AP)—Soviet Russia makes no secret of the fact that the Red Army is a "class" army. That is, it consists entirely of men from the ranks of the proletariat. Members of the so-called "bourgeoisie" and of the old aristocracy are excluded as officers or soldiers from the army. Trotsky, the Red war minister, says such persons must be regarded as hostile to the proletarian dictatorship.

and cannot be trusted with arms. The services of such men, however, are not permitted to go wholly unused. It has been decreed that the shall serve in what the Bolsheviks term "auxiliary labor groups" in the army. This means they must serve the real Red Army soldiers. They keep the barracks clean, attend the horses, repair roads, supervise army messes and do other menial tasks, which are considered beneath the dignity of a real Bolshevik soldier. The "labor groups" now include

many former princes, counts, generals, colonels, nobles, and officers of the old imperial regime.

### FRENCH IS ILL

PARIS, Dec. 5.—(By the AP.)—The Earl of Ypres, formerly Field Marshal Franch, who was commander in chief of the British army, was taken suddenly ill while passing through Paris today. After an operation at a hospital surgeons reported his condition as satisfactory.



The new Oakland Coach with body by Fisher is now on display in our showroom. Its beauty and roomy comfort mark an advance in coach construction as impressive as its low price.

### The New Coach At factory \$1215

- Features that are winning and holding good will
- Roomy comfort for five
  - Duco finish in Sagebrush Green with orange striping
  - Four-wheel Brakes
  - One-piece V.V. Windshield
  - Balloon Tires
  - Disc Steel Wheels
  - Unit Instrument Panel
  - Automatic Windshield Cleaner
  - Automatic Spark Control
  - Controls on Steering Wheel
  - Permanent Visor
  - Rear-View Mirror
  - Transmission Lock
  - Dome Light
  - Extra Wide Doors—34 inches

#### Vick Bros. High Street at Trade

### OAKLAND PRODUCT OF GENERAL MOTORS

## IT IS EASY TO PAY FOR A CHEVROLET



for Economical Transportation

Everybody wants an automobile. Everybody can pay for a Chevrolet. Everybody can afford to own a Chevrolet.

You can buy a Chevrolet just as you buy any other important necessity. Not one family in a thousand pays cash in full for a home. They make a substantial down payment, then pay off the mortgage, with what they need to pay for rent, plus other savings, and in a few years obtain full title to a home of their own.

This most popular and most economical family car is just another home—but on wheels. It takes the whole family evenings and holidays to where they are eager to go, and daily transports one or more of the family's workers to and from their business, therefore all the family gladly helps to pay for it.

It can be bought just as you buy a stationary home. It earns its own way and you ride while you pay.

It is the best paying investment any family can make because it provides transportation, saves time, and makes all outdoors your playground, bringing health and happiness to the whole family.

When may we show you the different models and explain how easy it is for you to get, use and pay for—



Superior Touring, \$638 Delivered in Salem



Superior Roadster, \$620 F. O. B. Salem



Superior 4-Door Sedan, \$920 F. O. B. Salem



Superior DeLuxe Touring, \$780 F. O. B. Salem



Superior Utility Coupe, \$830 F. O. B. Salem



Superior Sedan, \$990 F. O. B. Salem

The World's Lowest Priced Quality

### NEWTON-CHEVROLET CO.

Corner Chemeketa and High

Phone 1000

### Says Free Service Costly to Buyers

(Continued from page 1)

could be done only by raising the list price of the car—and this they refused to do.

"So, under Dodge Brothers policy, the buyer pays ONLY for his car.

"Under the so-called 'free' service policy, every owner pays a maintenance fee for the upkeep of every other part of the car—and he pays this fee in advance.

"Under Dodge Brothers policy, the owner is not so penalized. He pays a fair, pre-determined price for service, but he pays only as he needs it—and he pays only for his own.

"The logic of the proposition is perfectly plain. That is why most people have no difficulty in understanding why 'free' service is not as 'free' as it looks, and that our charges are entirely reasonable and wholly justified by the principles under which the car was sold."

Increase Comfort And Greater Power  
(Continued from page 1)

automobiles, or 1 to every 100 persons, but the one big, mass-production manufacturer of France, making a light moderate-priced car, advertises that he is turning out 300 machines a day and will produce 500 daily next year.

Little Real News Lurks in Formal Press Notices  
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THE UNIVERSAL CAR

## All Prices Reduced

Effective December 2nd, the Ford Motor Company announces new low prices on all Ford cars — a reduction of Twenty-five Dollars on the Fordor Sedan, and lower prices on all other types make Ford Cars—even greater value than ever before.

### NEW PRICES

Runabout	\$260
Touring Car	290
Coupe	520
Tudor Sedan	580
Fordor Sedan	660
Chassis	225
Truck Chassis	365

(All Prices F. O. B. Detroit)

These are the lowest prices ever offered in the history of the Ford Motor Company. They create a new standard of value for motor car transportation.

SEE THE

### Valley Motor Company

264 N. High Street

Salem, Oregon