



Auto News of the Day



RADIO — BICYCLE — MOTORCYCLE

NEW CHEVROLET IS NOW ON DISPLAY

Many Improvements Interest Many Salem People in Popular Car

The announcement of the arrival of the new Chevrolet in Salem has created much interest in Salem. The new car arrived during the week and has been on display in the show rooms of the Oregon Chevrolet company, local dealers.

Perhaps two of the most important improvements on the Chevrolet are the new springs and the new disc clutch. Other features of the car are:

New double ventilating windshield has a very low bottom glass panel affording uninterrupted vision. All open models have rubber

Here's The New Hupmobile Eight-In-Line



The widely heralded Hupmobile Eight, given its premiere at the New York Automobile Show, is the newest addition to the Hupmobile line of successful four cylinder cars. It is built in four body styles—roadster, touring car, four-passenger coupe and five-passenger sedan.

Smoothness of performance, at all speeds, all-around reliability and an economy of operation heretofore unknown to the eight-cylinder field are the achievements claimed by Hupmobile engineers in this new eight-in-line.

Among the score or more of fundamental and revolutionary features built into the new Eight are:

1. The shortest, most compact, multi-cylinder engine ever built.
2. More power per cubic inch of piston displacement than any previous multi-cylinder automobile engine.

3. No "roughness" at any point in the speed range.
4. Compactness for handling and parking.
5. Unusual roominess and riding comfort.
6. Balanced combination of speed, jugging power and rapid acceleration with tremendous flexibility.
7. Unusual gasoline economy at all speeds.
8. Outstanding ease of starting, operating and stopping.
9. A combustion chamber particularly designed to produce the highest degree of power efficiency, combined with utmost smoothness.
10. Design of crankshaft, connecting rods and pistons new to American engineering, resulting in inherent smoothness and eliminating crankshaft whip and distortion.

Engine, of the L-head type, in common with advanced engineering practice has small bore and stroke. Bore is 2 1/2 inches and stroke 4 1/2, giving a 266-inch engine displacement from which more than 60 brake horse power is obtained at 2700 revolutions per minute. Taxable horse power is 26.45. The firing order varies decidedly from other eight-in-line engines, being 1-5-3-2-4-7-6. This rotation distributes the firing more uniformly over the crankshaft than the conventional system, minimizing vibration and breaking the sequence.

Brakes are Lockheed hydraulic on all wheels. The emergency brake is of the external contracting type, operating on the transmission. Balloon tires, specially constructed for the car, are of six-ply cord, 33 x 6. Balloon tire spacers both front and rear are standard, as are natural wood wheels. New wheels are available at small extra cost. Wheelbase is 118 1/2 inches.

Safety First
Avoid Accidents
With the New Electric
Sromberg
Windshield
Wiper
Makes Driving
Safe in Rain,
Sleet or Snow
Operates at All
Motor Speeds
Does Not Affect
Carburetor
Equip Your
Car Today

"Jim" "Bill"
SMITH & WATKINS
Distributors
JOE WILLIAMS
The Battery Man
OTTO BUFF
STAR & WHITMORE
GREAT WESTERN GARAGE
MIKE PANEK
WOLGAMOTT & OSTRANDER
—Service Dealers—

STORAGE BATTERY PLAYS ITS PART

Joe Williams, Local Willard Battery Man, Gives Battery Talk

When storage batteries are mentioned, the average person used to think of the automobile through association of ideas. Recently radio has been added to the association. But storage batteries play a far greater part in the nation's life than furnishing the electrical energy for the operation of automobiles and radio sets.

Away from metropolitan centers where the population is not dense enough to support an organization to furnish electric light and power, sample cases, etc. Full weather protection is provided by the specially designed rear cover.

STORAGE BATTERY PLAYS ITS PART

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When your Pullman berth is made up and you retire to read before falling asleep, as your fast express goes tearing across the landscape, storage batteries furnish the light for your reading. Every car in the train has its plant of batteries for lighting. These are subject to charge and discharge just as an automobile battery is. Charging takes place when the car is moving.

er, the storage battery plays a major role. When the farmer rings up his neighbor to ask for the loan of a hay rake, the chances are that storage batteries furnished the electrical impulse that carried his voice over the wire.



CARS crowded to the gunwales never make a bit with a regular fellow, for he prefers the bicycle way of getting to and from work—the clean, wholesome, joy-of-living way that promotes health and strength and a zest for the job.

Our showing of the latest models is ready for you. Save money, be happy. Come in and see them.

\$10
Down, Buy a Bicycle, Balance Can Be Paid on Easy Terms—

Harry W. Scott
"The Cycle Man"
147 So. Com'l St.

NEW TYPE STAND FOR MOTORCYCLE

Local Cycle Man Demonstrating New Device to Take Place of Stand

Harry W. Scott, "The Cycle Man," has just received a new type quick-acting stand to attach to Harley-Davidson motorcycles.

It differs from the regular stand in that it attaches to the front of the frame and with a light kick with the foot will swing the stand out to one side on which the motorcycle rests. This does away with the necessity of lifting the machine on the other type regular stand which is somewhat difficult for a short or small rider to do.

THEY WANT TO RIDE ON RUBBER

The progress in the use of motor houses is amazing. In 1922 there were 60 railway companies operating 340 buses, and today there are more than 168 companies operating over 2500 vehicles of this type. These figures do not include the great number of independent bus lines, some of them very sizable. In New York City, for instance, there are approximately a thousand motor buses.

Federal expenditures for highways have amounted to only 45% of the total received from special federal motor vehicle excise taxes.

F. W. Bliss Moves To West State St.

Among the business changes starting with the new year in Salem is the removal of the F. W. Bliss auto top shop to new quarters at 329 West State street. Mr. Bliss is one of the old time established business institutions of Salem, having located here in 1911. His business has expanded so as to demand larger and better quarters, which is the motive of the removal. He is now located in large airy and well lighted quarters in a fire proof building well adapted to his business. The front of the building has been re-painted and new signs installed and the place has the air of stability and progress which appeals to the public.

Harley-Davidson Adopts Flat Rate Charge on Repairs

Flat rate charges for labor on most motorcycle repair jobs has been put into effect by Harry W. Scott, of the local Harley-Davidson agency.

This system enables the rider to know in advance just what the charge will be on the particular job he wants done.

The standardized Harley-Davidson motorcycle with systematic work, factory tools and factory trained mechanics makes it possible to put this plan into effect.

Forty to 60% of a well built road is a permanent investment which does not wear out.

SALEM HAS NEW AUTO TOP PLANT

The Popular "California" Tops Made in Salem Now On Exhibition

The closed car makes a strong appeal to auto users but many of its comforts and conveniences are counterbalanced by disagreeable



and undesirable features. It is top-heavy; it makes a rumbling disagreeable sound; it develops "rattles," and it is awkward and inconvenient to adjust to varying conditions. These undesirable features are all overcome, and none of the desirable features are lost in the celebrated "California" top. This top is so called from its almost universal adoption in California, where it originated. It is light and low; it does not "rumble"; its plate glass panels above each door slide back, instead of

down, and are held firmly in any position desired by a patent locking device which absolutely prevents any rattle. These sliding panels make it possible to instantly change the car at will of the occupants from an open to a closed type or reverse. The cost is reasonable and any touring car may be fitted with the "California" top. The O. J. Hull Auto Top Shop, located on 217 West State street, is now making these "California" tops here in Salem. Their first job is completed and is now on exhibition at their show rooms. It is a piece of work of which Salem may well be proud. It is the equal

in appearance of the finest workmanship of any auto factory and is a "Made in Oregon" product. Even the glass was cut and beveled in Oregon shops.

Quick Starting
SHELL
GASOLINE

Bring Your Car In
If you are having any trouble with the
Starting Lighting or Ignition Systems
for
Auto Electrical Service
IS OUR SPECIALTY
E. H. BURRELL
Battery and Electrical Service
238 North High Street Phone 203

The New Chevrolet Is Here
You Are Invited to Inspect It At Our Show Room
Open Sundays and Evenings
This car has many new features
New Rear End
New Chassis with larger and stronger frame.
New Body of greater beauty and comfort—Duco finish.
New Semi-elliptic Springs.
New Dry Plate Disc Clutch.
You Must See This Car
In Order to Appreciate All The Improvements
Newton-Chevrolet Co.
OPPOSITE CITY HALL
Corner Chemeketa and High Telephone 1000
Open Evenings and Sunday's During January.