

**Trade Marked Gasoline Sales Good**

A NEW development of great interest to motorists has recently put in its appearance in the form of trade-marked, certified gasoline. This is a new innovation and a radical departure from the old methods of merchandising gasoline. The trade-mark feature is extremely novel. In the past it has been necessary for car owners to depend solely on the honesty of the gasoline dealer

to supply him with the proper gasoline. This new feature, however, makes all substitution impossible as the gasoline has been given a distinctive blue green color. So that the motorist may be assured that he is getting what he calls for this gasoline is sold only from pumps having visible glass bowls so that the color may be seen.

Another unusual feature of this idea is that while the gasoline itself is colored it will not stain or injure even the finest fabric. The idea of tinted gasoline should prove extremely popular as the car owner is "certified" against substitution of inferior grades of gasoline and as a consequence will always be assured of a uniform grade of fuel no matter where he may be.

**NEWTON CHEVROLET SHOWING NEW CAR**

Many From Salem and Vicinity Call to See Latest Improvements of Car

From 300 to 500 people have visited the display room of the Newton Chevrolet company each day since the arrival of the new car. Only the touring model and a chassis is here but there has been almost a continuous string of people in to see them. The closed models are expected to be here soon. An article taken from the "Automobile Topics" about the new Chevrolet follows: Chevrolet, most prolific producer of the General Motors string and one of its mainstays as a money maker, enters 1925 with a brand new series of cars. The line is complete, built on a single chassis, materially improved in appearance, and priced at figures carefully calculated to assure its position in the hotly contested field of low-priced competition. With its improvements, the line is now destined to attract an even greater volume of buyers from the ranks of products of higher cost, and dealers holding the franchise are congratulating themselves on

the opportunity that it holds in store for them in this respect. For it is an undeniable fact that with the increased crowding of streets and highways former buyers of larger and more luxurious cars are now leaning toward the compact, light and good looking car that is easy to buy and cheap to run. Another opening in the ranks of higher-priced car purchasers is that of the owner of a fine car who wants a second machine to run about in, saving wear and tear on the more costly machine. All told the market for cars in this field is widening very rapidly, and the engineering and sales forces of the Chevrolet Motor Co., have completed plans for making a big dent in it. This is how the new line has been disclosed to the dealers: "A new Chevrolet, more beautiful in body lines, more roomy and comfortable, with a host of new mechanical and body features—has been announced this week by the Chevrolet Motor Co. The new cars come in five body types, the touring, roadster, coach, coupe, and sedan, and are being shown for the first time at the New York show. "There is hardly a feature of the Chevrolet that is not new, improved or re-designed, while most of these features are of the type and quality characteristic of higher priced cars." The following outstanding features are to be found on these cars: "All models have full streamline bodies, with refinements in design which makes them the most beautiful cars Chevrolet has ever produced. "New clutch of the dry plate disc type, completely enclosed with fly-wheel. "New axles—rear axle is entirely new of banjo type construction and with one-piece pressed steel housing. "New springs of the semi-elliptical type, longer and easier riding. "New and heavier channel steel frame 38 inches longer, with five sturdy cross members. "New improvements in the already famous Chevrolet motor, such as heavier crankshaft with larger connecting rod bearings, longer and larger center main bearings, shorter intake manifold bringing the carburetor closer to the cylinders, insuring better carburetion and easier starting; rocker arms and valves completely enclosed. "New Harrison radiator shell of highly polished, non-rusting airplane metal. "All open models have re-designed windshield, with very large upper panel to permit unobstructed vision. "All closed bodies equipped with 'VV' one-piece windshield and automatic windshield wiper. "All closed bodies built by Fisher. "New bodies roomier. "New instrument board, with more convenient and beautiful grouping of instruments." While the new radiator remains the same in size and capacity, the material and appearance of it shell has been radically changed. In place of the former enameled steel shell, the new radiator shell is made of airplane metal, which is non-rusting because of the composition of the material used, and has all the beauty of nickel. The clutch has been changed from a cone type to a perfected single plate, dry disc design, which requires no lubrication. This new type makes for easier operation, smoother engagement, more positive drive and longer life. The rear axle is entirely new. In its construction, the differential complete with the ring gear and pinion are mounted as an integral part of the third member in what is known as the differential carrier. The new stamped, one-piece axle housing—known as the banjo type—is similar in design and construction to that used on the more costly cars. New Departure ball bearings are used throughout. The front axle has been greatly strengthened. The springs are of the semi-elliptical type, instead of the distinctive pattern heretofore employed. They the longer and fabricated easy riding. They are fabricated of Chrome Vanadium steel, one of the toughest types of steel so far developed. The rear springs are undergoing to improve roadability. Alemite fittings insure positive lubrication. By the use of bronze bushings the life of the shackles bolts is greatly lengthened. The new channel steel frame is 38 inches longer than the old type. It is also stronger and has five sturdy cross members instead of four. Many features which make for comfort and convenience have been incorporated in the new bodies. The open bodies are roomier; the front seat has been tilted back at the top for more comfortable seating; the spring construction in the seats has been substantially improved; the rear cushion seat has been lowered at the back; the tonneau floor boards have been lowered and the front section placed at an angle to serve as foot rest. All closed bodies have the rounded curves, and graceful lines that have come to be associated with all products of the Fisher Body Co. They have the "VV"

one-piece windshield, with regulator located above the windshield and automatic windshield wiper, controlled from the dash. This new windshield affords unobstructed vision and perfected ventilation. All closed cars have new type metal door checks, operating at the top of the doors. The windshield in the open body has been so changed that the rubber weather-stripping between the upper and lower windshield can in no way interfere with vision. There are dome lights in coach and sedan and robe rail in the sedan. All body types are equipped with cow lights and new instrument board, refined and designed for maximum leg room. All bodies are finished in Duco, the new and lustrous finish which retains its glass indefinitely and is practically impervious to damage. Chevrolet is the lowest priced car to introduce Duco finish on all its standard body types. Another innovation, particularly in the low-priced field, is the finishing of all Chevrolet cars in colors. The touring, roadster and coach are finished in a rich, dark blue; the sedan is aquamarine blue with upper panels in black; while the coupe is sage green on the lower panels and hood and black on the upper panels. Fenders on all the models are enameled in black.

**SALEM DEALERS GO TO CONFERENCE**

Star Dealers Assemble at Oakland for Sales Conference

Fred Delano and A. I. Eoff, of the Salem Automobile company, local Star, Flint and Durant distributors returned during the week from attending a Star sales conference in Oakland, California. Dealers from the northwest were in attendance including men from Washington, Oregon, Nevada, Arizona, Utah and California. In speaking of the trip Mr. Delano stated that they were very much enthused and thought that the line-up for 1925 Star car was wonderful. "We can't help but believe more than ever in the slogan of the Star ('Tomorrow's Car Today'). The fact that manufacturers of other makes of cars are re-designing their's like the Star is gratifying," said Mr. Delano. While in Oakland, the dealers were guests of the Durant Motors company of California at the Oakland hotel. The Oakland factory was visited and according to Mr. Delano, they are running full blast and turning out cars as fast as possible. Mr. Delano and Mr. Eoff, drove a Star sport touring on this trip and reports the roads in good condition but they ran into some fog and slippery roads. At Orlando they report having seen oranges on the trees.

**YOU'VE PROBABLY HEARD OF THE ONE-HOSS SHAY**

You've probably heard of the one-hoss shay. That ran so well and then one day just fell in a heap of quick decay. Your motor car is going that way!

With "Step and prop-iron, bolt and screw. Springs, tire, axle, and linch pin too. Steel of the finest, bright and blue; Boot, top, dasher, from tough old hide. Found in the pit when the tanner died."

In the shay or the car there is always a spot Where the elements gain a chance to rot.

"There are traces of age in the ten-hoss shay. A general flavor of mild decay. But nothing local as one might say." Mist and the dews have won in the test. Rust and ruin have done for the rest.

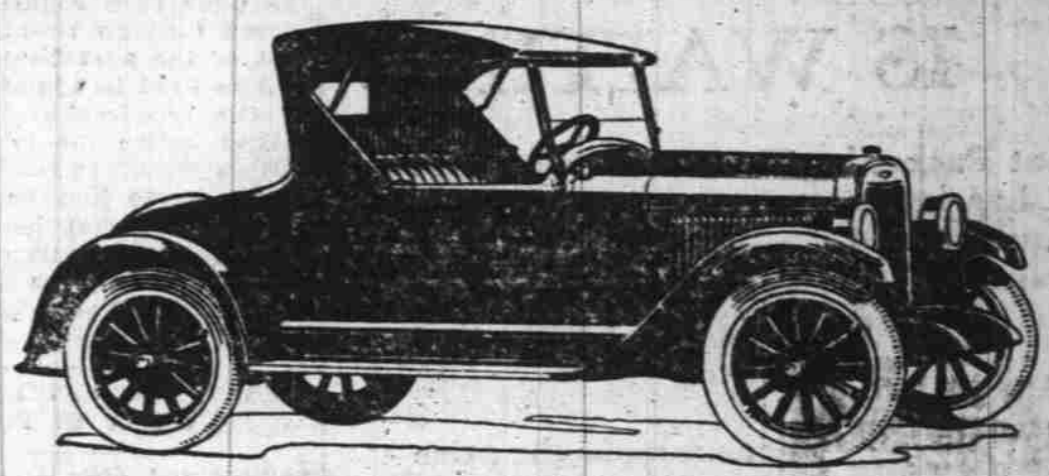
Till "First a shiver and then a thrill. Then something decidedly like a spill.— And the parson was sitting upon a rock. At half past nine by the meetin'-house clock:— The poor old shay in a heap or mound As if it had been to the mill and ground!"

**ROBBER USES MOTOR CAR AS DINING ROOM**

BAKERSFIELD, Jan. 17—A closed car served as a dining room and wardrobe for a thief who entered the sedan of W. C. Willis, Bakersfield sportsman, who locked it up while at Pasadena. A large appetizing lunch and his overcoat were placed in the car by Willis who locked it up as he left. Returning Willis found the thief had seated himself in the car while he ate, attired himself in the coat and departed after locking the car again.

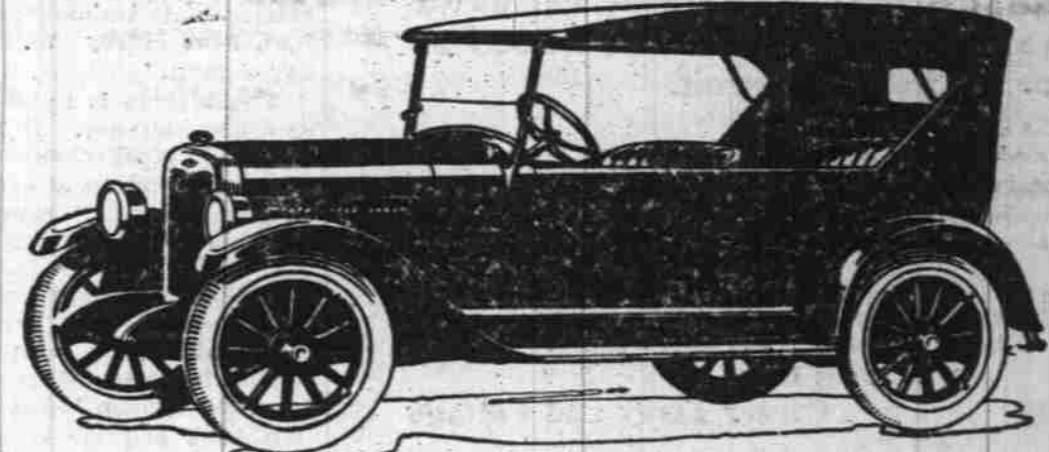
**CHEVROLET New**

**New Radiator**  
Harrison Honeycomb Radiator with shell of highly polished, non-rusting airplane metal adding greatly to the appearance of the car.



The Roadster \$525 f.o.b. Flint, Mich.

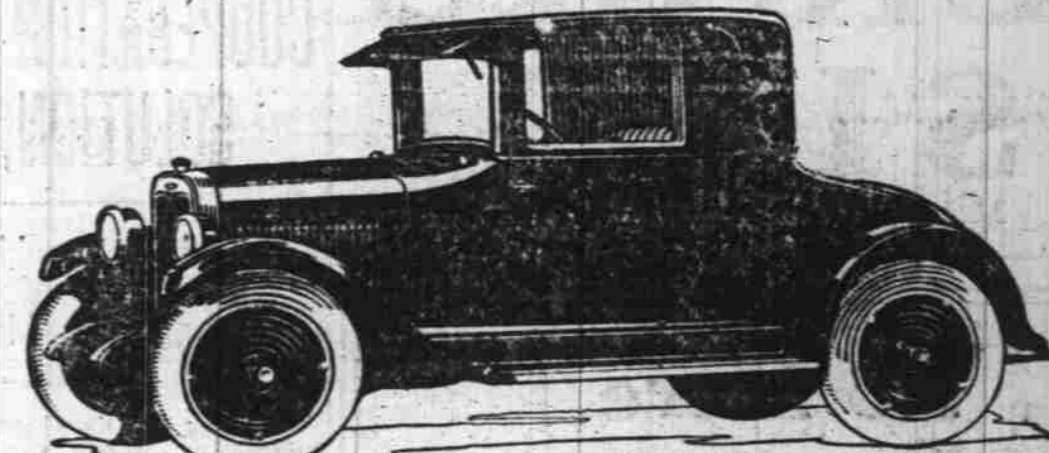
**New Clutch**  
Single plate dry disc type—easier, smoother, more positive, requires no lubrication. Clutch and fly-wheel fully enclosed.



The Touring \$525 f.o.b. Flint, Mich.

**New Axles**  
Rear axle re-designed, strengthened and enlarged; gear contact greatly increased; one-piece banjo type housing. Front axle strengthened.

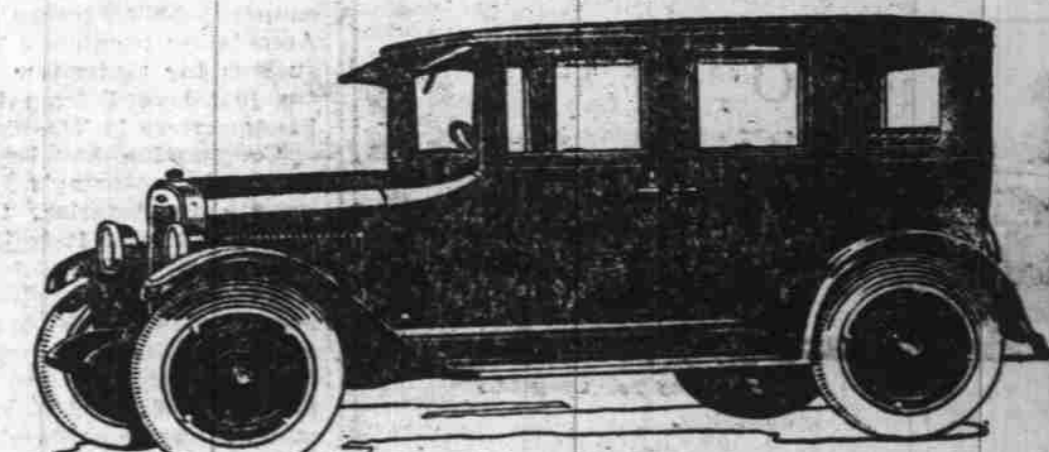
**New Springs**  
Semi-elliptical chrome vanadium steel springs—rear springs underlung—Alemite lubrication.



The Coupe \$715 f.o.b. Flint, Mich. Balloon Tires and Disc Wheels standard equipment

**New Frame**  
Longer and stronger. Five sturdy cross members. Deep channel steel construction.

**New Bodies**  
Open bodies longer and roomier; modern full stream lines; beautiful, durable upholstery on deep cushion springs. Closed models have new and more beautiful bodies by Fisher.



The Sedan \$825 f.o.b. Flint, Mich. Balloon Tires and Disc Wheels standard equipment

**New Finish**  
Lustrous, durable Duco. Open models and Coach in rich dark blue. Sedan, aquamarine blue and black. Coupe sage green and black.

**New Motor Refinements**  
Improved construction for carburetor and manifold. Extra wide crankshaft bearings. Rocker arms and valves enclosed for better lubrication and protection from dust and dirt.



The Coach \$735 f.o.b. Flint, Mich. Balloon Tires and special Artillery Wheels standard equipment

**New Windshields**  
Closed models have new type VV one-piece windshield with automatic windshield wiper. Open models with new pattern windshield with very low bottom panel, rubber weather stripped.

**Now on Display**  
**NEWTON-CHEVROLET CO.**  
OPEN SUNDAYS AND EVENINGS  
Opposite City Hall Corner Chemeketa and High. Phone 1000



**WALTER P. CHRYSLER'S TRAFFIC TALKS**

**RECKLESSNESS NOT SPEED THE REAL MENACE**

A CERTAIN city recently installed traffic towers for the regulation of motor vehicular and pedestrian traffic and for the safety of both. Merchants along the street where the system was put into effect complained that motorists no longer looked at the shop windows but instead watched the signals. Comment is hardly necessary but it might be added that traffic regulation and control is simply the business of protecting human lives. The tendency in America as abroad is to do away with laws limiting the speed of motor vehicles and substituting laws which punish severely for reckless driving. The Committee on Traffic Control of the National Conference on 'Streets and Highway Safety, in its report to Secretary Hoover, urged that reckless driving and other flagrant disregard of the rights of others by any user of the streets or highways should be vigorously and unceasingly prosecuted.

There is a general practice to describe an accident as an automobile accident if the vehicle colliding with the automobile is lighter in weight than the motor car. Under this system an automobile may be parked with no one in it, a wagon may run into it and the accident will be described an automobile accident. That seems hardly fair especially in these days when so many people seem to be busy calling attention to the extent to which people are killed and injured by motor cars. And here is another thing. It is only fair to the industry and to the motor owning public that statistics about motor fatalities should explain where the accidents took place. It will be interesting to note to what extent accidents take place in the crowded cities. The truth is that in most places in the United States the operation of motor cars is notably free from many serious accidents. The automotive industry has a right to ask for fairness in the discussion of automobile accidents.



The road hog is a constant invitation to recklessness and accident.