

NEW CHEVROLET IS GREATLY IMPROVED

Gas Tank Opening Now on Left Side of Car; Other Features are Added

African explorers experience more suffering and loss of life from the attacks of insects ranging from the death-dealing tsetse fly to the annoying gnat than they do from man-eating wild beasts. Similarly little annoyances add more misery to automobile driving than do serious breakdowns, which today have become rarities.

This condition is well known to automotive engineers, and the greater part of the time and talents of the best brains in the auto-eliminating these petty annoyances. Thousands of dollars are spent to make minor improvements—one that a layman cannot detect, but one that will add to his enjoyment as an automobile owner.

Some of these "little things" that the average automobile owner hardly notices are described by Mr. O. E. Hunt, chief engineer of the Chevrolet Motor company, who has just introduced newly designed models.

"Former Chevrolet owners who have purchased the new model undoubtedly have wondered why the engineers changed the gasoline tank opening from the right to the left side," said Mr. Hunt. "The real reason is that when driving with a full tank on a crowded road the right side of the car is lowest and gasoline splashes through the air vent,

A Millionaire's Hobby



HERE is scarcely a business man who does not have some hobby to relieve his mind of the tension of his work. These hobbies range from stamp collecting to chasing butterflies and moths, from antique furniture to books. Radio too has taken its place in this list as a means of reducing the strain of business.

One of the strangest hobbies, however, is the one with which Harrison Boyce, automotive engineer and manufacturer, occupies his leisure moments. This hobby is automobiles—automobiles of every

size and description, in every state of preservation and of every vintage. The illustration above shows nine of his pets—he has a number more. His personal cars, if they may be called such, are much more imposing of course. But they are all American made. "I've had practically every make of well-known foreign car," said Mr. Boyce, "but they can't compete with those which come from our own factories."

Each of these cars has its own attendant who carefully compiles figures on gasoline mileage, oil consumption and a thousand and one small details of little interest to the average man. But, from these cars

Mr. Boyce has derived information which has resulted in a number of well-known patents. To him belongs the credit for demountable rims. In studying cars he conceived the idea which resulted in the moto-meter now seen on literally millions of cars. From this source too he saw the need for a new product which resulted in boyce-ite now universally known and used.

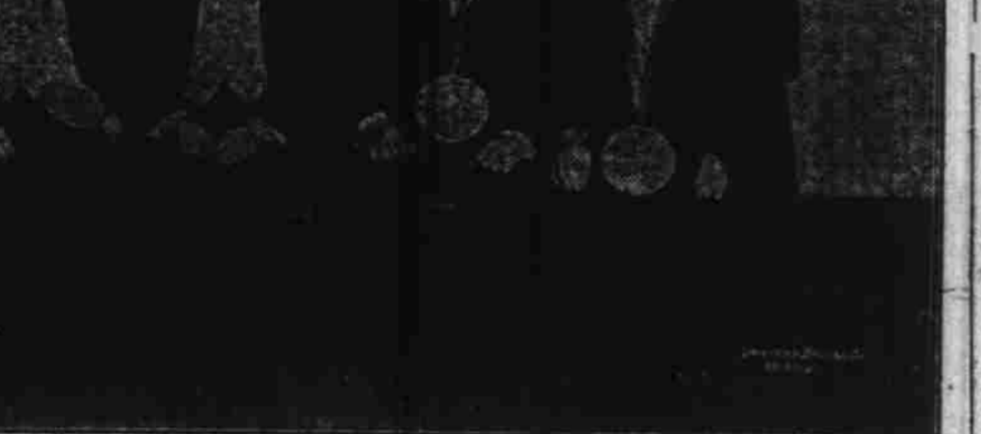
In other words, this strange collection of cars are Harrison Boyce's laboratory where he does his work. They are to him what the laboratory is to the chemist or the studio to an artist. They are his playthings and his source of inspiration.

real purpose is to afford considerably more leg room in the front compartment.

"These improvements are just minor affairs that come unheralded. They are, of course, the more important improvements such as the pressure gun lubricating system that has banished the dirty grease cups from the chassis; the disc clutch, Duco finish and many engine refinements that have added greatly to the comfort of the automobile owner."

causing a loss and spoiling the appearance of the rear of the car.

"Previously it was difficult for an automobile owner to synchronize both brakes so that they would give equal pressure. Engineers devised a simple equalizing device that eliminated this difficulty and greatly enhanced the ease of brake adjustment. "The location of the rubber weatherstrip between the two



PIONEERS IN AUTOMOBILE BUSINESS DECORATED

Pioneers of the automobile business were decorated with silver medals in recognition of their services to the industry at the Silver Anniversary Dinner of the National Automobile Chamber of Commerce held at Hotel Commodore, New York, January 6. The men decorated were from a list of names supplied by the Smithsonian Institute as among those who had done early experimental and inventive work in the development of the automobile. In the center of the picture is Charles Clifton, President of the automobile organization which acted as host to the pioneers. Included among those decorated, though not in the picture, was R. E. Olds.

Top Row: John D. Maxwell, Edgar L. Apperson, A. L. Riker, John S. Clarke, Rollin H. White, H. H. Franklin.

Bottom Row: Charles Duryea, Charles B. King, Charles Clifton, Elwood Haynes, Alexander Winton.

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WESTERN OIL IS GOOD AS EASTERN

Union Oil Sales Manager Claims Only Difference Is in Price

Declaring that every time western motorist put a quart of Eastern oil into his crankcase, he pays fifteen cents for pure prejudice, C. L. Tostevin, Oregon sales manager for the Union Oil company, has inaugurated a special drive among his salesmen to promote the use of western oils by western motorists.

"So far as their actual lubricating value is concerned," said Mr. Tostevin, at a special meeting of his organization, "the only difference between eastern and western oil is one of price. The difference is from natural, economic causes and has nothing whatever to do with quality. The eastern product costs less for two very simple reasons; first, the volume of production is much greater, and second, being produced in the west from western crude, the freight rates are naturally much lower than for the imported eastern pedigreed oil."

"The fact is that western motor oil is made from some of the finest crudes for the purpose which this country produces. As a motor lubricant, it has the endorsement of automobile engineers of the highest standing. The inclination toward Eastern oil is explained by the fact that many automobiles and the majority of motorists are of eastern origin. With characteristic tenacity, they cling to the Eastern oil habit, though it is an unwarranted, extravagant prejudice.

"We might as well face the fact that all motor oil deposit some carbon. What we want to remember is that there are two kinds of carbon. Thousands of users of Aristo Motor Oil testify to its residue being soft and fluffy—not the hard and gritty abrasive which scores and scratches and must be removed every few thousand miles at considerable cost."

Aristo Motor Oil, according to Mr. Tostevin, is a product of the finest crude from the wells of the Union Oil company—one of the oldest pioneers of petroleum in the West. The Union started operations in 1883 with one well in the first western oil fields. Gradually it has grown until at present seven modern refineries are required to cope with the demand for Aristo, Union non-detonating gasoline and other products manufactured. The refining practices used by the company are the result of forty years of research and development.

Mrs. Asker—That Miss Brag claims that she studied under Caruso in Paris. Do you believe it?

Mrs. Teller—Yes, I believe she stayed one day there in a hotel where the great tenor was stopping, and her room was on the floor below his suite. The studying she did was in the guide book, as she was on a three weeks tour of Europe.

Kansas City Star—The New York telephone directory is issued this year in two volumes. Vol. I, we presume, for the Cohens, and Vol. II for the Smiths.



NEW MAXWELL CAR SHOWN IN SALEM

New Car Designed to Fill the Need for Light Speedy Use

O. B. Gingrich Motor company, local Maxwell dealer, is exhibiting for the first time in Salem the Maxwell Merchants car, a new offering developed by the Maxwell Motor corporation working in conjunction with the Martin-Parry company, world's largest builders of commercial car-bodies.

The new vehicle which is designed to fill the needs of merchants and others that require a light speedy car for delivery and general utility service, carries the standard Maxwell chassis, re-designed to conform to commercial car requirements.

The bodies are of exclusive design and are furnished in enclosed panel and high side open express models. The latter type is particularly adaptable to the uses of the farmer as well as the city merchants. The panel body car, which is of unusually attractive appearance, will undoubtedly find a ready sale among department stores, florists, grocers, bakers, tailors, laundries, dry-cleaners and in fact, wherever a delivery service is required. The vestibule doors on this model form a new feature in commercial car design. Instead of swinging on hinges they slide on ball bearings, parallel with the body.

Other features which add to the comfort and convenience of the driver are innovations found only in the Maxwell offering.

The cars are designed to carry a load of 1000 pounds. They are said to be much lower in price than any other high grade commercial vehicle of like capacity.



Ralph DePalma Uses New Fuel

RALPH DePALMA recently drove two motor cars for world's records at Exposition Park, San Luis Obispo, Cal. One of these records was a stock car record and was won by DePalma in a Chrysler Six. The other record was the world's dirt track record and was won in a Miller car.

In both these races DePalma used a good grade of gasoline which has been treated with a new super-fuel ingredient. In the past there has been considerable agitation against treated gasoline but it is apparent that the tide of public opinion is turning and only during the last year a product of this type has swept the country with a tremendous wave of popularity. It is only reasonable to expect that a product of this sort should prove extremely popular for there is much to be desired in present day gasoline. The demand for gasoline has been so great and the refining facilities so over-taxed that it has been impossible for the refiners to supply a grade of gasoline comparable with the fuel that was supplied a few years ago. It was therefore only logical that a treated fuel which would actually accomplish what was claimed for it should prove extremely popular.

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Its smooth, quiet performance is a matter of common observation.

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New value—new quality—a new line of Chevrolet models even better than ever before. Chevrolet has become the world's largest producer of automobiles with modern, 3-speed transmission by making quality cars to sell at low cost. Now this Chevrolet quality has been greatly increased.

New chassis—with larger, stronger frame; new semi-elliptic, chrome vanadium steel springs; stronger axles, rear axle of the finest construction—banjo type housing with greatly strengthened gears; improved, fully enclosed dry-plate disc clutch requiring no lubrication; extra heavy brake bands; and many improvements on the powerful Chevrolet motor.

New bodies—of even greater beauty and comfort. All models have new radiator of more beautiful design, made of non-rusting airplane metal. All closed models have new and exceptionally beautiful Fisher bodies with the new VV closed-body one-piece windshield and automatic windshield wiper. Balloon tires on all closed models and disc wheels on the Sedan and Coupe.

New finish—all models are now finished in Duco—the new finish that retains its color and lustre almost indefinitely and withstands the severest usage. These are but a few of the quality features of the new Chevrolet—quality features that you would expect to find only on cars of much higher price.

Newton-Chevrolet Co.

Opposite City Hall

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