

RIDING COMFORT DEVICES SHOWN

Chrysler Gets Many Reports of Inquiries About New Uses of Rubber

Reports from national and local automobile shows throughout the country indicate a widespread interest in devices recently developed by our manufacturers for ride in riding comfort.

The use of rubber for this purpose in cars of the medium and lower price classes is especially a subject of repeated inquiry by visitors to the shows, says L. W. Weeks, local Chrysler dealer, and the ingenious methods by which the pliable substance is adapted for cushioning vibration, absorbing road shocks and stimulating action due to contact of metal with metal rarely fail to elicit interested inquiry.

Chrysler representatives at the shows report an exceptionally large number of such inquiries, due, it is believed, to the leading part played by Chrysler engineers in the search for new uses for rubber in chassis construction.

First developed for the Imperial "40," and until the last few months found only in cars of the highest luxury type, rubber spring mountings have been passed along by the operation of Chrysler's standardized quality principle to other Chrysler models, the "32" and "36." Their remarkable enhancement of riding ease was thus made available for the first time in the moderate priced automobile field. Metal shackles are entirely dispensed with, spring ends being anchored in blocks of live rubber.

In addition to this use in spring suspension, rubber is effectively applied by Chrysler engineers in other ways to insure quiet, long-lived operation and a high degree of passenger comfort. Among the uses of rubber recently devised by them is its application to cushion engine vibrations, also a development primarily for Imperial "40" cars, and transmitted from there to the other Chrysler models. Here, also, direct metal-to-metal contact is avoided, sound vibrations are kept from passing through the frame into the body of the car, and much improved riding ease is achieved.

* To assure the maintenance of

OUT OUR WAY



the high quality demanded by Chrysler standards, a specially designed and highly ingenious machine has been added to the company's laboratory equipment, by which all shipments of rubber received are subjected to one of the many rigorous tests imposed on all material in Chrysler production. With this machine, its tensile strength is definitely determined. Rubber intended for use in Chrysler cars must stretch at least 250 per cent before it will break, and at the moment of snapping it must show a strength of at least 3,500

pounds per square inch—a real test, far in excess of any strain that could ever be put on it in actual driving.

One of the most important tests made in the Chrysler laboratory is the "cold flow" test of the ability of rubber to withstand different pressures and temperatures. In 24 hours a test is run which approximates two years of service, the results being measured in the dimensional change in shape after pressure has been applied at a given temperature.

Drive Dodge On Cobblestone At Forty Miles Per

This challenge is made by Dodge Brothers who recently brought their new Victory six to the light of day. Ordinarily the challenge would be in the line of unrealistic abstractions, but with the technical originality displayed in the construction of this new model, almost

By Williams

GARAGE GOSSIP

E. L. Ledbetter, local Hudson-Terrace dealer, is displaying two new Essex super-six coupes and two sedans of the 1928 models. Mr. Ledbetter is delighted with the many new features of the 1928 car.

Here From Seattle—
H. E. Hargy, representative of the Hudson-Terrace for this district, with Mr. Tuttle, of Seattle, who is now a company representative and Mr. Woodhouse, of the Montana district, are business visitors here this week and are business guests of E. L. Ledbetter, local Hudson-Terrace dealer.

Oldsmobile Man Here—
H. K. O'Donnell, special sales representative of the Oldsmobile company of Oregon, is in La Grande this week, driving one of the new Oldsmobile models. He is a business visitor at the Blue Mountain garage and at the Oldsmobile Sales company. Mr. O'Donnell's home is in Portland.

Receive Chrysler—
A shipment of Chrysler was unloaded here for the Weeks & Buchanan garage this week. The shipment included a "32" sedan, a "36" coupe, a "36" business coupe and a "36" coupe.

In Idaho—
Crude hunting is in Idaho taking care of the interests of the Hunting Tractor company, which distributes Caterpillar tractors in Eastern Oregon and Southern Idaho.

Here from Walla Walla—
J. W. Tiesper, of Walla Walla, who is representative of The Texas company, is a business visitor here this week and is transacting Texas company business matters with Charles Pyle and son, Audmer Pyle, of the Pyle, Okla. company here, distributors of Texas products in this district.

Receive Chevrolet—
M. A. Harrison, of the Blue Mountain garage here, reports receiving several new Chevrolets this week, which give him a complete showing of all the new Chevrolet models, including the open car, standard sedan, imperial sedan, coupe, coupe and cabriolet.

Drive Home Ford—
Mr. and Mrs. W. C. Perkins went to Portland by train Tuesday night, driving home Thursday with two of the new Ford models, one a Tudor and one a sport coupe, which makes their total of Ford display models three. Their first model was a coupe.

Reports Sale—
Frank Aping, manager of the Oldsmobile Sales company here, reports the sale of an Oldsmobile sedan to W. R. Evans recently.

Here From Baker—
A. M. Service, of Baker, was in La Grande on business Thursday and Friday. He is owner of the Service garage here.

Mr. Gettings Here—
E. C. Gettings, of the Gettings & Hanks garage, was a business caller here Thursday from Elgin.

Buys Oldsmobile—
Dave Hendrickson is driving a new Oldsmobile which he recently purchased from the Oldsmobile Sales company, of which Frank Aping is manager.

Receive Cars—
The Jennings & Shumate garage are now displaying five new Pontiacs, which they received several days ago. Included in the carload were three four-doors, one coach and one coupe.

Machine Man Here—
Arthur Heintz, of the Washington Machine company, was here on business last week, when he was a business caller at the Leighton Welding and Machine shop.

Drives to Elgin—
W. E. Buchanan, of the Weeks & Buchanan garage, drove to Elgin today on Chrysler business.

Here From Boise—
E. C. Ruppel, of Boise, zone supervisor for Ash Brothers, Willys-Overland distributors, was a visitor with E. C. Gettings and W. R. Hanks this week. Mr. Ruppel, regional used car manager for the Willys-Overland company, accompanied Mr. Ruppel through the territory.

anything is possible. Two radically new principles of construction have been employed. These are particularly interesting in that they put into practice the theoretical opinions recently propounded by the leading engineers and physicists of the country who responded to the question of Percival White, leading engineer, who has just completed a symposium of automotive needs and trends.

The first new principle to be found in the Victory six is the single unit construction of body and chassis. This eliminates body sills and brings the car two inches nearer the ground, with corresponding lowered center of gravity. It eliminates 320 parts and strengthens both sections by making them act together to mutually flexing and mutually supporting what heretofore were jarring stresses and strains. This step insures quiet and smoothness beyond anything in the past.

The second principle is a body construction. Double steel walls, battleship type, are used throughout. This insures complete rigidity and double protection. There are only eight major parts in the entire body. And these are so welded together that there is not a chance for even a single squeak. The car, owing to simplification is lightened 175 pounds. It will make 21 miles to the gallon and 65 miles per hour.

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M. J. GOSS
Adams and Fir

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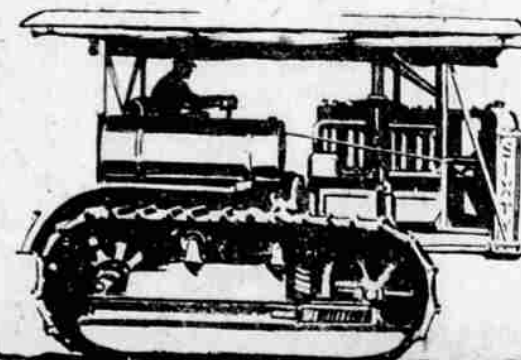
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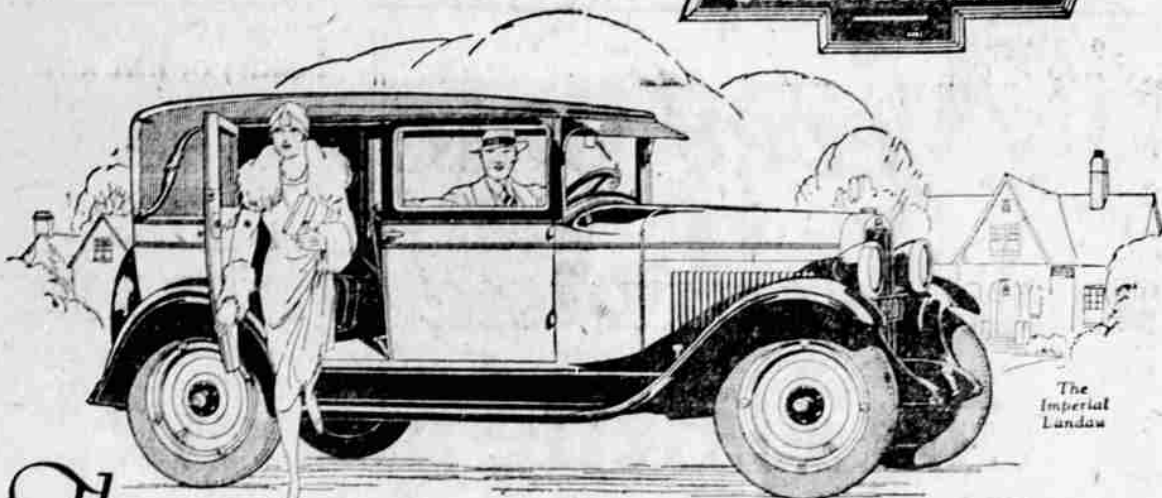
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