

TEST CHEVROLET SIX IN COLD ROOM

General Motors Research Laboratories Used to Determine Ability.

The cold room of General Motors research laboratories designed to put cars through tests in freezing temperatures is one of the chief reasons for the heralded ability of the Chevrolet six to start easily and quickly no matter how frigid the weather. The cold room was the first of its kind in the automobile industry and was originated and developed six years ago by General Motors engineers, since which time it has been used as a pattern by other manufacturers.

The object of the cold room, obviously, is to furnish Chevrolet engineers an opportunity to study at intimate range the reaction of the Chevrolet car to the temperatures an automobile must withstand in winter, whether left overnight in an unheated garage or parked for hours alongside the curb of a street. It is, in short, an indoor "proving ground" where winter "weather" can be produced at will. Through the use of ammonia gas, much after the manner in which it is employed in cold storage plants or in establishments devoted to the manufacture of ice, the thermometer readings can be raised or lowered by the engineers within a short space of time. For instance, when the mercury at zero, the temperature can be dropped to 45 degrees below zero in three hours.

Use Electric Dynamometer

The use of an electric dynamometer, which is both motor and dynamo, is a part of the program which follows when a Chevrolet car is lowered on an elevator and rolled into the cold room. By means of the dynamometer it is possible to furnish a road torque for the car, when its rear wheels are placed against a set of steel rollers set in the concrete floor of the room. The torque can be made to parallel the resistance the car would encounter when driven on a highway in the same temperature. In other words, the car can be made to haul its load in the cold room. To add to the severity of the test, a blast of air is directed against the radiator, to simulate the wind resistance which the car would have to conquer on traveling in the open.

It is no easy road that a Chevrolet car travels when it is being tested in sub-zero weather by earnest but unfeeling General Motors engineers. Even though it remains inside of four concrete walls for hours, when the test is completed the car knows that it has "been somewhere."

Experiments in the cold room can be made singly—and are with one unit of the car—the manifold, the universal joint, the action of the rear axle in low temperature, the performance of the fan, the starter, the carburetor, and so on. Likewise, the engineers are able to make a detailed study of how the motor itself reacts to the frigid atmosphere, and what effect 45 degrees below zero has on the lubricants and on the gaskets that are in the machine. Or, if they wish, the engineers can make a blanket test of the car as a whole under the same circumstances. Any car, in order to meet a thorough test, must remain in the cold room for a period of five days.

Capable Engineers

The "cast of characters" in the cold room consists of capable engineers, backed by aviation outfits, even to helmets, patterned after the costumes worn by round-the-world fliers, as the temperatures in which their work is done is on a par with the bitter cold which our fliers are made to undergo at an altitude of 10,000 or 20,000 feet. Passers-by in the busy and more or less congested area of Detroit, where the General Motors laboratories are located, are more or less puzzled on a hot summer's day, when they see these heavily clothed young men standing about taking the sun bath treatment. The engineers are merely enjoying a respite from extreme cold, in order to get warm after having worked in "weather" that would give credit to a first-class arctic blizzard in our more temperate climes.

Chevrolet Engineers

Chevrolet engineers are constantly engaged upon experiments similar to the one outlined. Not all of these, however, are conducted in the laboratory. General Motors Proving Ground is used summer and winter for test purposes so that the car will be as nearly a perfect product as automotive science can produce.

SHELL OIL CO.

AIDS IN FIGHT AGAINST BUGS

Among the organizations helping to rid the West of insects during "National Insect Killing Week" is the Shell Oil company, which has just put on the market the newest of the "modern weapons." This is a special spray with many advantages and a new-type sprayer that makes your campaign easier than ever before.

According to the chemists who perfected Shell Fly Spray, it contains a powerful toxic ingredient deadly to insects but harmless to humans and other warm-blooded animals. This it can be used freely even where there are babies.

The makers of Shell Fly Spray also stress the point that when it is used as directed it can not stain even the most delicate fabrics. As an effective moth killer as well as a fly killer you can safely use it around your curtains, your tablecloths, your dining room linen, your finest clothing.

Millerand Warns

That New Menace Threatens Peace

ALENCON, France, (AP)—"Stand up, you dead! And tell this living Frenchman of the new peril that menaces," exclaimed Alexander Millerand, ex-President of France, as he climaxed a warning of a new war with Germany. He used of Perrou, a village near here

UNIQUE VACATION PLAN ANNOUNCED

Chrysler Motors Officials Close Down While Employees Take Trips.

Officials of Chrysler motors have announced an important innovation in the control of production as effected by the establishment of uniform vacation periods for all employees during the coming summer.

All employees in the manufacturing and shipping departments of the Dodge, Plymouth and Chrysler Corporation are taking their vacations during the two weeks from July 1 to July 15. Similar arrangements have been made to allow all employees in those departments at the Dodge Brothers plant to take simultaneous vacations from August 1 to August 15.

According to K. T. Keller, vice-president in charge of production, "The officials of the Chrysler Corporation developed this plan whereby vacation periods might be simultaneously enjoyed by all employees only after a three-year period, which is extended over a three-year period."

Production experts in many industries have long been aware that production suffered during the summer months, due to the fact that crews at work over the six to eight weeks period usually necessary to complete vacations, necessarily had to be skeletonized and occasionally had to include temporary employees not always fully familiar with the working operations. The result production and sales plans were sometimes seriously upset.

"In order that all employees might have full vacations with the minimum effect on production, we planned after careful study to effect a closure of the above plants."

"Dealers orders are necessarily in our hands several weeks in advance of deliveries. This year, when all production and sales record for Chrysler Motors have been broken, dealers orders in advance exceed all previous years. We are able, therefore, to anticipate accurately the sales requirements of the fifteen day vacation periods in the various divisions, and thus to maintain our retail deliveries."

"While this one-time vacation policy is admittedly an innovation," declares Mr. Keller, "it is one which we have undertaken to pioneer after exhaustive study of the problem from a production viewpoint. The receipt of orders in advance of normal have given us this year our first opportunity to give the new system a practical trial. If the plan works as anticipated it will not only be followed by the Chrysler Corporation in the future, but will, we anticipate, be generally adopted by other large manufacturers."

De Soto Six's Record Shows Car Appreciated

If every person in the United States were to take his summer vacation at the same time, and decide to go on an automobile tour simultaneously, sufficient accommodation for all would be found in the passenger cars operating throughout the nation.

Few countries, however, are in a position even remotely approaching this situation in the matter of personal transportation, an American being well in the lead of all others so far as the number of persons per motor vehicle is concerned, according to L. G. Peed, general sales manager for the De Soto Motor Corporation division of Chrysler Motors. China, for instance, has but one motor vehicle for each 17,000, the United States one for every 4.3 people in the country.

"In spite of this unusually high per capita ownership of motor cars," he continued, "the remarkable achievement of the De Soto Six proves there is ample room for a new car that definitely exceeds other in its price class. Since the De Soto Six was introduced to the public it has gained a following and reputation unequalled by any first year car in the history of the automotive industry."

"A year ago there was not a De Soto on the road. Today there are sufficient De Sotos in operation to service the entire population of Detroit—a million and a half people—to New York in fewer than three trips and in less than a week."

"Owners and company officials are enthusiastic over the performance of the De Soto Six and the way it is maintaining the reputation of Chrysler built products. Pilot records show that many of these cars have run up mileage of more than 40,000 and still are operating smoothly and in perfect condition—a mileage at which many low priced autos have outlived their usefulness. The reason for this remarkable performance is that the De Soto Six has been built to Chrysler Motors specifications, engine chassis and body manufactured to closer limits of precision with a high standard of material seldom used in any except costlier cars."

"The wearing qualities of the De Soto Six have long since passed the experimental stage. Thousands of experienced motorists have testified to its endurance and low cost of maintenance in letters to officials of the company."

Millerand Warns That New Menace Threatens Peace

ALENCON, France, (AP)—"Stand up, you dead! And tell this living Frenchman of the new peril that menaces," exclaimed Alexander Millerand, ex-President of France, as he climaxed a warning of a new war with Germany. He used of Perrou, a village near here

Perrou is one of those villages of grave this in an address at the dedication of a monument to the war old men, children and women, where nearly all the young men were killed in the war.

"How the voice of Foch would have denounced the new pretensions of Germany," said Mr. Millerand. "In spite of his protests we have seen all guarantees of peace swept away. The Rhineland has not become the independent buffer state needed between the two countries. And now the responsible voices of Germany have begun to preach openly the abrogation of those treaties which were to have kept peace for France."

"How we could wish for a durable peace with Germany! But how can we close our eyes to the evidence?"

"You who died for France, let me hear your voices. Unite them with the voice of the great chief who led you to victory."

DOUGLAS, Isle of Man, (AP)—The Queen Elizabeth clock at Castle Rushen, which has kept time for more than 300 years, is being repaired. It was presented by the Virgin Queen in 1557 and has only one hand and three wheels. The hours are struck on a bell presented by the Earl of Derby in 1729.

Ray Cottle, 78-year-old Los Angeles policeman, has completed 40 years on the force without missing a day.

Whippet Beats Classy Field In New Zealand Race

Since the introduction of the original Whippet four-cylinder model three years ago, it has established an outstanding reputation for its speed, stamina and roadability. Even in its initial year it was subjected to numerous tests in stock car races and hill climbs in every section of the country and because of its remarkable performance, quickly became the center of attraction among the cars in the lower priced field.

Not alone did it prove its ability to come with cars even far beyond its price class in this country but it continues to maintain the reputation it has held for three years in the foreign countries.

The latest accomplishment of a Whippet four was in three races against twelve other cars of both American and European make in a race program at Auckland, N. Z. Entered in three of the events, the Whippet four captured two firsts and one second, even though pitted against six cylinder cars, several of which had been specially equipped for increased speed. The car that won the race in which the Whippet finished second was an American built car of six cylinders selling in

the \$1500 price class.

The races were run over a half and a half track, the major event, which was won by the Whippet four, being a distance of 10 laps or 15 miles.

In the two races which the whippet crossed the finish line ahead of the pack, it obtained the lead at the very start of the race because of its fast pick-up and get-away and never gave way to any of the other entries. Because of its low center of gravity the Whippet was able to round the curves with safety at full speed whereas the other cars were forced to slow down.

The Whippet that showed the way home to its classy field of competitors in these races was a strictly stock model except for a change in carburetor and an exhaust manifold and the construction of a small racing body. Otherwise the car was the same as the thousands that already are in the hands of the driving public.

Oldsmobile Adopts New Safety Slogan

"Think, Is it safe?" This safety slogan has been adopted by workers in the Oldsmobile-Viking factories. Due to the careful training of the personnel and the use of safety appliances wherever possible, accidents in the factories are comparatively rare.

BRUSSELS, (AP)—Prince Charles, Count of Flanders, has been made a lieutenant in the army. The promotion came after he had served three years as a sub-lieutenant. He also possesses a navy commission for which he trained in the British fleet.

SYDNEY, (AP)—Police of this Australian city are struggling with gangs of drug addicts and vendors. The illicit trade in narcotics has increased greatly of late, and in their efforts to run down the loaders of the gangs the police have arrested a number of physicians.

ROSTOV-ON-DON, (AP)—Icebergs larger than steamers, were sighted recently on the Sea of Azov, the result of an unusually cold winter. It is supposed the sea froze to the bottom in places and these ice masses were not freed by the normal spring thaws.

NASH '400'

Leads the World in Motor Car Value

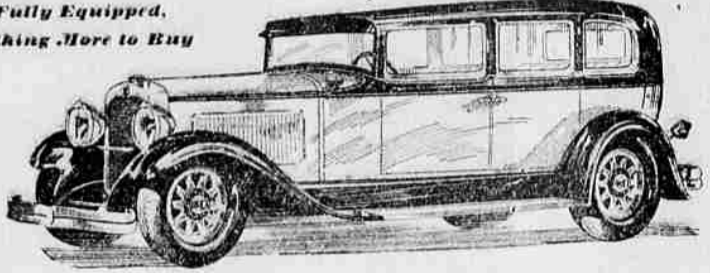
Delivered, Fully Equipped Prices of 23 "400" Models, \$1066 to \$2249

"400" Advanced Six 4-Door Sedan

\$1570

DELIVERED Fully Equipped. Nothing More to Buy

Including Touring, Roadster, Coupe, Cabriolet, Victoria and Sedan Models



PRICED TO GIVE YOU GREATEST VALUE

CONSIDER the delivered, fully equipped price of this charming Nash "400" Sedan, and you'll see immediately it is a car you certainly should consider, when you get ready to buy.

For here, at a delivered, fully equipped price much lower than you would expect to pay for a car of its size and character, is an Advanced Six "400" Sedan with the Twin Ignition, high compression, valve-in-head, 7-bearing motor—with the beauty and style that have made the "400" a heavy favorite among all the year's new cars—and with a host of other costly-car features never available before in this price field.

Such features, for instance, as Bijur Centralized Chassis Lubrication which oils 29 chassis points at the pressure

of a pedal. And alloy steel springs individually designed for its size and weight, correlated with Houdaille, double-action, outboard-mounted, hydraulic shock absorbers. And the "world's easiest steering"!

These are only a few of the features of this Nash "400", but they give you an idea of its greater value and the extraordinarily fine performance you may expect from it.

The delivered, fully equipped price on this, and on all "400" models is lower, for the simple reason that all this equipment—Bijur Centralized Chassis Lubrication, Houdaille hydraulic shock absorbers, bumpers, spare tire lock, and tire cover—is installed at the factory and included in the factory price. Some dealers charge as much as \$50 to \$60 extra for bumpers alone.

McKennon Nash Motor Co.

806 Adams Ave.

Ph. M. 650

Keeping up with the Joneses

A larger income may make it possible for the Joneses to have a much finer home than the Browns—but the Browns can own just as fine a car. For it does not require a big income to own a De Soto Six. And with a De Soto Six the Browns have the pride and satisfaction of driving a Chrysler-built automobile—with the ability to out-perform most other cars on the road.

De Soto Six is obviously smart and stylish; up-to-the-minute in mode. And it has not taken the motoring public long to find that De Soto Six is also exceptionally comfortable and easy riding, powerful, speedy and safe. Record-breaking sales figures for a first-year car are proof enough of its established and growing popularity.

Combine these qualities with low price, low maintenance cost and assured long life. The reason is plain why these who insist on smartness and performance, but must consider economy, are finding De Soto Six the most satisfactory car.

De Soto Six
CHRYSLER MOTORS PRODUCT

BUCHANAN-MUNHALL MOTOR CO.
Jefferson and Elm Sts.

\$845
and up at the factory

Futon	\$345
Roadster Español	545
Sedan Coupe	545
Coupe Business	545
Sedan	585
Coupe de Luxe	585
Sedan de Luxe	935

All prices at factory.

Take A Chance? SURE! --Go Ahead

It won't cost you much MAYBE. Can you get by with it? Wondering whether you can or not is source of worry and discomfort.

Go ahead and take your chances but let us cover you against accident so your bank account will be the same afterward.

The man that takes these chances is always sorry he did not have insurance, but being sorry don't pay the fiddler.

No self-respected citizen will go on the highways these days without insurance.

Get your insurance at this office where you know claims will be paid promptly.

STRAIGHT AND TO THE POINT

AN UNINSURED CAR IS SURELY A PATHETIC LITTLE PIECE OF MECHANISM

For Gold Seal Insurance see **R.V. COPSEY**
PHONE 86
The LaGrande Insurance Agency

GOOD WILL GOOD WORDS FOR A FINE CAR

THE good opinion of Oldsmobile that is invariably expressed when the discussion turns to motor cars is conclusive evidence of the increasing public favor this fine car is winning throughout America.

Such priceless good will can be achieved in only one way—the continued satisfaction of thousands of owners over a long period of time.

This satisfaction and enthusiasm on the part of Oldsmobile owners have been expressed time and again—not only from one neighbor to another—but in the multitude of written messages which flow constantly into the Oldsmobile factory.

Oldsmobile owners are loyal because they know that Oldsmobile is loyal to its owners. The exhilaration of Oldsmobile performance—its brilliant speed, power, and getaway—is theirs to enjoy, day after day. The roomy comfort of Oldsmobile's bodies by Fisher—the restful riding ease provided by wide, deep-cushioned seats and four Lovejoy hydraulic shock absorbers—the luxury of richly furnished interiors add infinite pleasure to their motoring. And above all, they have absolute confidence in their cars—confidence that is born of months and years of faithful service.

Yet these splendid qualities—and the additional advantages of handling ease, parking ease, and operating economy—are available in Oldsmobile at a remarkably low price.

Good will—good words—and universal good opinion unmistakably stamp this Oldsmobile as a fine car—an automobile that will serve you long and well. Study the facts yourself. Drive the car and examine its many points of merit. Make critical comparisons. And then you will agree, with thousands of owners, that Oldsmobile has fully earned this widespread popularity.

TWO DOOR SEDAN
\$875

Consider the Delivered Price. Consider the delivered price as well as the list price when comparing automobiles. Delivered prices include only reasonable charges for delivery and financing.

OLDSMOBILE

Oldsmobile Sales Co.
1428 Adams Ave.
Hamilton Service Station
Enterprise, Ore.