



CHEVROLET CARS IN STIFF TESTS

Machines Have Already Been Driven Upwards of 5,000,000 Miles.

Chevrolet test cars at General Motors proving ground have already been driven upwards of five million miles, according to James M. Crawford, chief engineer of the company, who declared last week that one of this vast outdoor laboratory has been one of the principal reasons for Chevrolet's consistent success.

"An average of 12 test cars are in constant operation, plying up steep inclines, plowing through sand, mud and snow, driving into the teeth of heavy winds, testing speed and endurance on the track and subjecting themselves to every known performance trial," he said. "These cars are not retired until they have been driven between 2,500,000 and 5,000,000 miles."

"After an experimental model attains this mileage it goes to the experimental laboratory to be dismantled. Every part is inspected, all evidence of wear noted. If a detail is not as it should be, work starts immediately developing a new part or process to replace the old."

"The new feature is then built in an entirely new car or three new cars if the operation is vital and this in turn is subjected to the proving ground tests. This cycle continues until we have complete satisfaction. In the case of the new six, 100 different experimental models were tested over a period of four years."

"In addition to using the proving ground to develop new models and engine features, Chevrolet uses it constantly for checking production cars, and it is this phase of the work that is perhaps the most interesting to the public."

"In order to get an unbiased opinion of these production jobs, they are selected at random from the shipping platform at Flint and put directly on the proving ground. Here they are given a general check before going on the regular schedule."

"After every thousand miles for the first 5,000 miles they are ridden by the engineers. After this they are ridden at only 5,000 mile intervals. Performance checks are carefully computed after 2,000, 5,000 and 10,000 miles. At the end of 20,000 miles they are completely dismantled, and all parts are thoroughly inspected."

"In this way a chart is set up showing the progress made in design and manufacturing practice from month to month and year to year."

"Follow up work on these production cars brings out forcibly the cooperation that exists between the manufacturing and engineering departments. Not only do the engineers have reports on these cars, but the manufacturing division receives separate reports from its own organization inspecting these tests. This changes in manufacturing methods can be effected almost immediately."

A two-dollar bill may not mean much to you, but you don't have a lot of luck trying to buy something with it.

Chevrolet Serves Longest News Route



Here with Old Faithful Mountain in the background, is the car that, for the past two seasons has been daily delivering between 600 and 800 pounds of newspapers over a 160 mile route in Yellowstone Park. Residents of the park's isolated camps and hotels are dependent on this service for their home town newspapers. During the past two years the Chevrolet has traveled 42,000 miles. The daily jaunt is completed in five hours driving time.

Less Moisture This Year Than In 40 Seasons

OREGON STATE COLLEGE, Corvallis, Nov. 9.—Unusual weather is the usual thing in the west, easterners frequently observe, but weather records at the government station maintained here by the state department reveal that this year is generally unusual as to lack of rainfall, never having been equaled in the 40 years of record keeping.

Combined rainfall for July, August, September and October at Corvallis amounted to less than an inch, compared with a normal of more than four inches. Never before has such a prolonged drought been recorded here, and approximately the same conditions are reported from other sections of the state.

Since January 1, less than half the normal rainfall has been received and from May 1 to November 1 less than one third. The Portland station reports a deficiency for the crop year beginning September 1 of 4.57 inches.

Farmers both east and west of the mountains have been unable to meet business to carry out their usual fall planting schedules, and are now faced with the question of what to do with land usually devoted to fall grain, says D. D. Hill, acting head of the farm crops department. The experiment station itself is faced with a similar problem as its normal plantings are seriously interrupted.

For western Oregon Professor Hill advises against any later planting this fall, granting that rains soon would make this possible. Extensive tests show that grain planted after November 1 is a poor gamble at best.

On land not too heavy, he believes, it is best to delay seeding until February or even later, using then a variety like Jenkin club rather than one of the true fall wheat varieties. On land not work-



A teacher was instructing her pupils in the use of a hyphen. Among the examples given by the children was "bird-cage."

"That's right," encouragingly remarked the teacher. "Now, Paul, tell me why we put a hyphen in a bird-cage."

"It's for the bird to sit on," was the reply.

Now let's try the blindfold test and see whether famous ladies can recognize the kisser.

A man from the cellar always comes up smiling.

"Why worry?" asked the flapper. "Men are like street cars. If one slips by, there'll be another one along in a few minutes; and if you wait long enough the first one always come back of their own accord."

Lipstick and typewriter, they're much alike; they catch the careless creatures that pause to investigate.

It is better to know today that any murderer who doesn't plead insanity is acquitted as being insane.

Being a total abstainer doesn't always keep an aviator from taking a drop too much.

Wife: "It says here that a man eats his wife's cake and then goes to the hospital."

Hubby: "Stomach trouble, or did the poor fool make some remark about it?"

After then he suggests plowing rough this winter and then working down early and seeding to a high yielding barley such as O. A. C. No. 7.

PUBLIC'S LIKES GOVERN TRENDS

Manufacturers of Cars Constantly on the Alert For New Ideas.

By Allen Quinn
Automobile Editor
(Associated Press Feature Service)
DETROIT (AP).—Keen competition in the automobile industry keeps manufacturers constantly on the alert.

Design, performance and innovations of competitors are watched closely and when one car comes out with superlative performance, or a change in construction which takes the public fancy, it is imitated closely in other makes of cars.

This tendency to match performance has been apparent for years. Several years ago it was found that only two makes of cars in America could climb a certain experimental hill in high gear. Engineers went to work and as a result there were only two cars the hill defied the next year. Now every car made in this country will do it.

The same was true of four-wheel brakes. When the first four-wheel brakes appeared a few years ago, they immediately caught public fancy. Some manufacturers felt them unnecessary and said so, but the public will prevail.

Competition to keep in public favor is seen also in similar body types. When a distinctly new body style appears, it is watched closely. If it "takes" with the public, similar body designs are certain to appear soon afterward. The straight-eight engine was an example. It took public fancy and other straight-eights followed rapidly.

Production methods in the factories too is followed closely. Automotive engineering laboratories constantly are striving to create new machinery and devices to speed production and increase durability.

In all, the public, and not the engineer, determines the trend in automobiles.

HUMORIST IS ENTHUSIASTIC BUICK DRIVER

George Herriman, the famed humorist whose "Krazy Kat" series have been one of the most closely followed of all comic strips, is just as enthusiastic a motorist as he is an artist. And there are no half way measures about it. When he buys motor cars he buys Buicks. This was shown when he purchased two new 1929 Buicks in Hollywood—a coupe for Mrs. Herriman and a roadster for himself.

"I know how to keep peace in the family," explained Herriman. "You can't do it with one car, no sir. But with the wife having her own Buick—the coupe of her choice—and I having a roadster, then that's all friendly like."

Both of the new Buick models that Mr. and Mrs. Herriman chose are equipped with special wire wheels, two extra wheels being carried forward in front fender wells. The beautiful Herriman home in Hollywood, when planned, was laid out from the beginning with a double garage Buicks. It was figured would fit in just right amid such artistic surroundings.

"I don't claim to be the oldest engineer of an automobile," said Herriman, "but for quite some years I have been doing considerable bits of motorizing here and there and now and then I leave the desert and nothing pleases me better than to hit the cactus trails. But it is when out in these spaces that they want to be sure they are motorizing instead of walking. With the Buick that I don't have to take my hiking boots regardless of the character of the roads."

Somewhere in New York there must be a superhuman. Or how did he find out that there are 32,000 speakies in that town?

Willys-Knight Cars Popular; 2 Lines Offered

TOLEDO, O., Nov. 9.—Coupled with the popular Willys-Knight "60-B" the new Willys-Knight Great Six line has struck the most popular public accord in Willys-Knight history. This is indicated by the continued wide acceptance of the "60-B" line which was introduced earlier in the year and the high sales volume for the new Great Six which made its debut but a few weeks ago.

The introduction of the new Great Six line, which is entirely different in appearance from any model heretofore presented by Willys-Knight, places the Toledo company in a strategic position in the field of cars that range from \$1,000 to \$2,000. With the Willys-Knight "60-B" ranging upwards from \$1,045 and the new Great Six listed at \$1,595, the advantages of the Knight sports-value type of car are now available, not alone in the lower price brackets but in the quality car field as well.

Usual attention has been centered in the new Great Six, not alone because of the distinctive individuality of design but because of the marked luxury and outstanding performance. Motor car designers have carefully studied the striking lines of the new Willys-Knight model and see in the quality car field as well.

Usual interest also has been shown in the new treatment of the molding on the Great Six models, which is outstanding as departure in motor car design. The molding on the side of the car by means of a sweeping curve, is brought

up to the center of the oval and then directly forward to a diminishing width at the radiator cap. This distinct feature permits the effective color treatment employed. In the recent nation-wide Fall showing of the Willys-Knight lines, thousands of persons took advantage of the opportunity to drive the new cars in order to obtain first hand evidence of their performance ability. These persons selected their own "proving ground" and put the Willys-Knight through every type of test which included climbing rugged hills, speeding over rough and rutted roads, acceleration and deceleration and top speed over smooth paved highways. In each instance the cars gave an outstanding exhibition of power, speed and smoothness.

STRIPING GUN IS INGENIOUS MONEY SAVER

Among the many interesting inventions of the automotive industry designed to cut down production costs and at the same time improve quality, none is more ingenious than a little device known as the striping gun used by Studebaker in its South Bend factory, according to M. J. Goss, Studebaker-Erskine dealer here.

"The striping gun, as the name implies, is employed for striping

in the final finishing of cars—a job which formerly was accomplished laboriously by a highly skilled hand. Though of small proportions—the entire device fits snugly into the palm of an average man's hand—the striping gun does perhaps more in speed up work and cut down manufacturing costs than any other machine of its size and weight.

"The gun consists of a container for paint, a diminutive pump, a nozzle and a guide wheel. The clever feature of its simple construction is found in the direct leading of the guide wheel with the pump, assuring a constant, uniform flow of striping fluid irrespective of the speed at which the device is operated."



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