

OLDS COMPANY NOW USING NEW PLATING

Brilliant Blue-White Job Is Obtained by Newly Invented Process

A brilliant blue-white plating that is unaffected by climatic conditions and is practically rust and wear proof has been perfected by Olds Motor Works in cooperation with the General Motors Corporation, and now is being used on all Oldsmobile Six automobiles. This new plating is considered the most forward step in enhancing the appearance of a car and lengthening the life of its beauty since the development of Duco finish, which also was pioneered by General Motors.

Chromium, one of the hardest metals known, is used instead of nickel for plating such parts of Oldsmobiles as radiator shells and caps, bumpers, gear shift levers, crankhole caps, instrument board fittings, etc. It coats these parts with a metal covering approximately as hard as a sapphire and one that has high resistance powers against any kind of rust or corrosion.

From the automobile owner's viewpoint, the outstanding advantages of chromium over nickel plating are its durability; non-corrosive qualities; its brighter luster, and the fact that it never requires polishing. The only care required during the life of a car is an occasional washing to remove dust or mud.

The idea of plating with chromium is not new, but heretofore no method has been developed that would lend itself to industrial application. In fact its status was more theoretical than practical until slightly more than a year ago when development work was started by W. M. Phillips, a member of the staff of the works managers committee of the General Motors Corporation. He was assisted by experts of the General Motors Research Laboratories and the Oldsmobile organization, and the experiments were conducted in the Oldsmobile metallurgical laboratory and plating department.

The initial steps of chromium plating follow the identical process used in nickel plating. The part to be plated is taken as it comes from the stamping machine and polished on emerywheels to give it as smooth a surface as possible. It is then cleaned in solution developed by General Motors after which it passes through an electro-plating bath composed of copper cyanide base solution. A high electrical amperage is used to give a smooth, close grain to the plating.

After passing through a wash-

Leaves Fastest Train Far Behind



Studebaker "Sheriff" car makes fastest time ever attained by man in overland travel between Los Angeles and Salt Lake City.

Leaving the swiftest railroad train far behind and establishing the fastest overland travel record ever accomplished between Los Angeles and Salt Lake City, a Studebaker "Sheriff" automobile recently made the upgrade from the Pacific to the Utah plateau in 16 hours, 17 minutes.

Only the air mail planes which know no hills, no turns, no muddy roads, have beaten that time. Abbe Jenkins of Salt Lake established the record, which is 8 hours 20 minutes faster than the previous record and 3 hours, 45 minutes faster than ever traveled between the two towns by car on the reverse trip, which has the advantage of being from the plateau down to sea level. The new time is also 8 hours, 9 minutes faster than the seediest railroad schedule.

The car had gone only 1,000 miles before the 765-mile run. Its average speed, elapsed time included, was 47.8 miles an hour. No additional water and less than

a quart of oil were required on the journey. Gasoline consumption was 14 miles to the gallon. Mr. Jenkins' log of the trip shows a heavy rainstorm near San Bernardino; more rain near Barstow; detouring for a bridge and two bad road sections; considerable road without gravel surfacing; more rain in a series of miniature cloudbursts between Las Vegas and St. George. From Los Angeles to Cedar City, Utah, the car rose from sea level to an altitude of 6220 feet.

Mr. Jenkins turned the Western Union time sheet confirming his time over from Al de Garmo, air pilot, who was making his initial trip over a new route running from Salt Lake City to Los Angeles. So it happened that this Western Union time slip made the fastest time ever attained between Los Angeles, Salt Lake City and back to Los Angeles, a total of 23 hours, 17 minutes. This pleased de Garmo, for he also is a Studebaker owner.

The Scotch Woolen Mills is a first class store to order your new spring and summer suit. Suits hold shape and color. Best dressers wear 'em. 426 State St. (*)

The Square Deal Hardware Co., 230 N. Com'l. Most elegant and practical lines of mechanics' tools, uliders' hardware, entery, etc. Go there and save the difference. (*)

Director's Department Store is building up a reputation for guaranteed merchandise, conducting a real department store; making steady progress, too. (*)

Gabriel Power & Supply Co., lumber, building materials, paints and varnishes, roofing paper. Get prices there and make a big saving. Office, 175 S. Com'l. (*)

After the part is taken from the chromium bath, all that is done to it is to rinse it in cold water. No final buffing or polishing is required; in fact the chromium plate is so hard that a buffing wheel would have no effect on it. A glass like finish nearest describes this new plating surface.

One of the tests chromium plating was subjected to before adopted by Oldsmobile was to place it under a salt spray formed by injecting a 20 per cent solution of

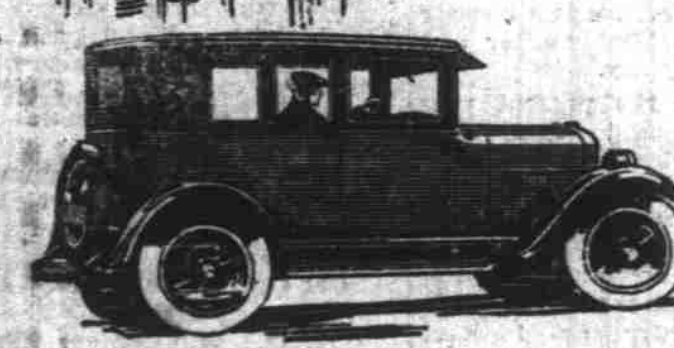
for Economical Transportation



You know—

SERVICE

What it will cost . . . When you will get it



Our prompt, speedy, efficient service is one of the many advantages you enjoy in owning a Chevrolet.

Whether your car requires only a minor maintenance operation or a complete overhauling, these are the things you know before the work is started:

- what the total cost will be.
- when your car will be ready.
- that the work will be done in a capable manner.
- that all new parts will be of genuine Chevrolet manufacture.

Using the flat rate system of service charges, employing only trained and experienced mechanics, maintaining an adequate stock of parts, and having equipped ourselves with numerous special Chevrolet tools, we have made Chevrolet service a source of genuine satisfaction to Chevrolet owners. And that is a thing to consider in buying a new car!

New Low Prices

Touring	\$510	Sedan	\$735
Roadster	510	Landau	765
Coupe	645	1/2 Ton Truck	395
Coach	645	1 Ton Truck	550

(Chassis Only)

Newton Chevrolet Company
Opposite City Hall Telephone 1000
EVERYONE IS TALKING CHEVROLET
QUALITY AT LOW COST

USE REAL DIAMONDS IN BUILDING MOTOR

Costly Gems Only Material Hard Enough to Insure Absolute Accuracy

Add diamonds to the list of materials used in the manufacture of automobiles.

Such a list has frequently been compiled by those seeking to show how great an influence the motor car has on other industries, from steel and rubber, gasoline and oil, down to scores of other commodities. Now diamonds must be included, for the Paige-Detroit Motor Car company has found them invaluable in machine operations on connecting rods to insure finishing within the close limits required for perfect operation in the engines.

In the final reaming of the bronze bushings in the small end of the connecting rods, it is necessary to prevent the least vibration in diameter, for these bushings, which surround the wrist pins, are vital elements in the engine. They carry the varying loads imposed through the piston pins during the power, exhaust, intake, and compression strokes. Not only must they fit perfectly, but their bores must be absolutely true in order that the piston may operate freely.

With the diamond reamer now used by Paige, bushing after bushing is turned out without the least variation. Other cutting materials cannot give the same re-

Has Radio Waves in New Harness



L. William Skala, Chicagoan, discoverer of a device whereby, it is claimed, radio transmission on the same wave length can be separated, making it possible for several stations to use the same wave, is being deluged with rich offers for the manufacturing rights. He is a Bohemian by birth, educated in Prague.

...suits, because only the diamond—the hardest substance known—can be so used without wearing down. Any other material will wear enough to cause a difference in the diameter of the bores. As turned out of the Paige factory, the bushings, diamond reamed, are virtually perfect.

HUPP ADDS COUPE TO LINE OF SIXES

2-4 Passenger Car, in Ocean Green and Black, Is Now in Production

A new 2-passenger coupe for its rapidly selling six-cylinder line of cars, with rumble seat for two additional passengers, is announced by the Hupp Motor Car Corporation. The car is already in production. Shipments to distributors and dealers are now being made.

In line with prevailing styles the coupe is finished in two color tones, of genuine Duco. Body is of a rich shade of ocean green with superstructure in black. A double bead with gold stripe at the body moulding accentuates the sweeping and pleasing curves of the body lines. Wood wheels are standard, with steel ones of lighter green, harmonizing with the body colors, optional. Standard upholstery is hand crushed genuine Spanish leather. Platinum velour is optional.

The car is built with an exceptionally comfortable and wide seat in recognition of its all-around suitability as a salesman's car for long distance driving. It is designed also, to carry three passengers inside when that is preferable. The seat is 47 inches wide and is painstakingly constructed for contour, upholstery and cushioning. The rumble seat is unusual in several respects—its

accessibility, comfort, 36-inch width and the ease with which the cushions may be removed entirely to make the entire rear deck available for suit cases, bags or bulky packages. Two aluminum steps are provided to facilitate easy entrance and exit.

Behind the interior seat and running practically the entire width of the car is a compartment for tools, packages and shoppers' bundles. The rear window may be fully lowered by regulator when desired. A golf compartment, with lock, is also built into the rear compartment, opening at the right side.

Equipment on the new model includes four wheel brakes, gasoline gauge on dash, patented vision-ventilating one-piece windshield with automatic cleaner, rear view mirror, snubbers, rear signal light and balloon tires. Chassis features also include

thermostatic control of engine heat, patented vibration damper, gasoline filter and purulator oil filter.

Decision to produce the car follows the large sales of the 2-4 passenger coupe in the Huppobile Eight line. Demand from distributors and dealers for this new Six model will necessitate immediate heavy output the company reports, plans for which have already been drawn.

GOOD SALES REPORTED
Truck sales are good, says C. H. Patton, special truck salesman for Vick Brothers. He reports the following sales of new Moreland trucks: Cherry City Milling Company, Salem; J. A. Ferris, Salem; Stayton Canning Company, Stayton. These trucks are of the dual tire, six cylinder models which are becoming so popular with truck owners.

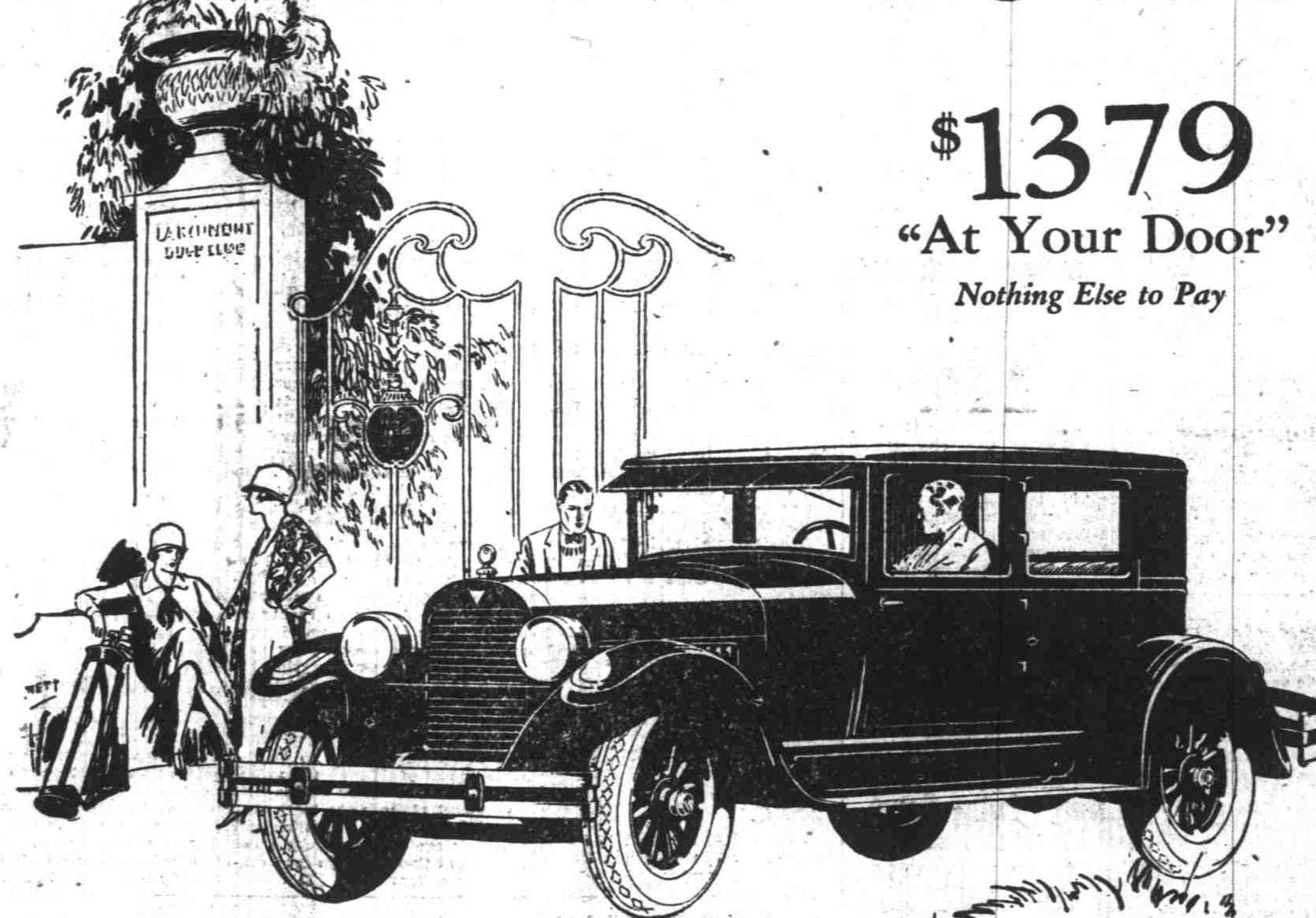


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"At Your Door"
Nothing Else to Pay

All Closed Car Comforts — Masterful Performance — Low Cost

Note Well These Claims—They Are Supported by 800,000 Owners

Lasting pride of ownership comes from masterful performance, ease of operation and maintenance, from reliability and economy. These qualities cannot be revealed by any other test than actual performance over long periods of time and in the hands of every type of user.

Hudson holds first advantage, because of its patented Super-Six—the world's most famous motor. More than 800,000 have been built by Hudson under its exclusive principle. For 11 years it has been outstanding because of distinctive smoothness, wide flexibility, power, speed, and reliability.

Hudson is easy to steer. Its power range is so

great that gear shifting is lessened, and the riding action is so well arranged that long hours at the wheel are not tiring.

Economy is found in low operating and maintenance cost. These are the qualities that make genuine satisfaction. Upon such a chassis is mounted the Coach. It gives all closed car comforts. It is sturdy, beautiful in line, and complete in every practical detail. Its

sale has exceeded that of any closed car priced above \$1,000. That production has led to greater economy and much lower prices. It has permitted many improvements in chassis and body. So today's Hudson Coach is not only the best ever built. It also is priced lower than ever before.

HUDSON BROUGHAM \$1639
HUDSON 7-PASS. SEDAN 1875
All prices include freight, tax and the following equipment:
Front and Rear Bumpers; Automatic Windshield Cleaner; Rear View Mirror; Transmission Lock (built-in); Radiator Shutters; Moto-Meter; Combination Stop and Tail Light.

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