

FARM WORLD EYES INSTITUTE

Fifth Summer Session Will Draw Delegates From Many Sections

BATON ROUGE, La.—(AP)—A symposium of world thought on the cooperative farm movement virtually will be gained when the American Institute of Cooperation holds its fifth summer session on the campus of Louisiana university during August.

The institute is expected to draw leaders from all over the world in the movement of agriculture to help itself through cooperative production and marketing.

In the United States this movement has been accelerated by the appointment of the federal farm board, whose members are expected to attend the general sessions opening July 29 and continuing 10 days.

It will be the first time the south has entertained such an important gathering of leaders in the cooperative movement.

C. O. Moser, of Dallas, Tex., is chairman of the institute, and the speakers include R. A. Ward, general manager of the Pacific Cooperative Wool Growers; Nils A. Olsen, chief of the federal bureau of agricultural economics, and many other prominent figures in agriculture.

C. C. Teague, Santa Paula, Cal., president of the California Fruit Growers Exchange and the California Walnut Growers' association is expected to attend with other members of the farm board. Teague originally was on the program with several others who have withdrawn with their appointment by President Hoover to the board.

While the general sessions last only 10 days, other sessions continue to Aug. 24.

The meeting will provide ample time for academic courses and sectional conferences.

There also will be special conferences lasting five days each week for teachers of vocational agriculture and a non-credit course in membership relations of cooperatives which will place particular stress upon local problems.

The general sessions will close with an automobile tour of Louisiana rice and sugar plantations and a visit to New Orleans.

Previous institutes have enrolled from 370 to 600 persons, including delegates from Canada and nine European countries.

The institute, incorporated under the District of Columbia, is supported solely by voluntary contributions. Its chief purpose is to collect and make available knowledge concerning the cooperative movement in America and other lands.

Read the Classified Ads.

NO DUDES HERE



Riders of the Dude Ranches of the West have no place with these cowpunchers whose annual Rodeo season begins in July and August. The spectacle of these annual affairs staged in true Western fashion as shown above brings visitors from all parts of the country. Notice how a cowboy has roped the young lady in the Pontiac sport coupe.

Heard Along Auto Row

(Continued from Page 9) Nestor, zone sales promotion manager, and A. E. Smith, Chevrolet dealer at Madero, California, spent several hours Friday afternoon at the Douglas McKay Chevrolet company.

Mr. Siemens, well known business man of Dallas, was in Salem Friday afternoon on business connected with the Valley Motor Co. Mr. Benz, of the Benz Spring company, Portland, was a business visitor at the Valley Motor company Thursday evening and Friday morning.

During the past week, Loder Bros. have opened a new used car lot directly across from their showrooms and shop on Center street. Since they entered the automobile business in Salem this spring, their stock of used cars

has so increased as to necessitate more display room than the shop and parking spaces which were formerly utilized for this part of the business.

Dave Johns, Stayton Hudson Essex dealer, spent Wednesday morning at State Motors.

Peter Jensen, 565 S. 21 St., had poor luck last week. He bought a new Ford and before it had been driven more than nine miles had a repair bill of eighty-five dollars to pay as the result of a collision with a truck. A member of Jensen's family was trying out the new car when the accident occurred. Jensen himself was thrown against the windshield and would have been badly cut had it not been for the unbreakable shield which is one of the features of the new Ford. As it was he was slightly bruised and the windshield which is leaning against the wall in the Valley Motor sales manager's office is rather splintered.

METHODISTS START CHILDREN VILLAGE

DETROIT.—(AP)—A village for the temporary care of homeless children of all denominations has been opened by the Methodist Episcopal Children's Home society.

In addition to orphans, it will receive children taken from their homes by courts and children of poor parents.

The village is situated on 28 acres on the outskirts of Detroit. Ultimately 80 children may live there while efforts are made to find homes for them. Special emphasis will be put upon social adjustments, personality problems, character building and training for responsibility.

DOLLAR FOR AUTO BUYS MORE VALUE

Although it costs 33 per cent more to live today than it did in 1914, the purchasing power of the automobile dollar has increased 13 per cent in that period, according to leading statisticians.

"By contrast with 15 years ago, the \$1,000 spent for an automobile today buys exactly \$1,130 worth of car," said L. G. Peed, general sales manager of the De Soto division of Chrysler Motors, in a recent interview at the company's head offices at Detroit.

"Cost of living figures prepared by the National Industrial Conference Board, Inc., a short time ago, show the dollar has fallen to 62 cents in purchasing power during this time. On the other hand, there has been a marked increase in the value of the dollar invested in the automobile, the computation of the car dollar's purchasing power being arrived at by dividing the annual production into the total annual value of output in the industry.

"It is particularly interesting to note that in terms of staple farm products, the car costs the farmer from 38 to 62 per cent less today than in 1913. In other words, the exchange value of wheat, corn, cotton, wool or beef for motor vehicles has become from one and a third to two times as great.

"The new high standard in value is a direct result of modern scientific manufacturing methods. Due to these methods it has been possible to build finer cars and offer them to the public at lower prices than ever before in

the history of the industry. In the De Soto Six unusual value for a moderate investment is found, a graphic example of the increase in the automobile dollar.

De Soto Six is evidence that the public has appreciated the value it offers for a low expenditure.

Read the Classified Ads.

TWO AVIATORS KILLED
DEWITT Iowa, Aug. 2.—(AP)—E. M. Greely and Howard C. Gibson, both of Omaha, Neb., were killed when an airplane piloted by Dixon crashed near here tonight.

Investigate Our Recapping Service Before Buying Your New Tires

Firestone TIRES

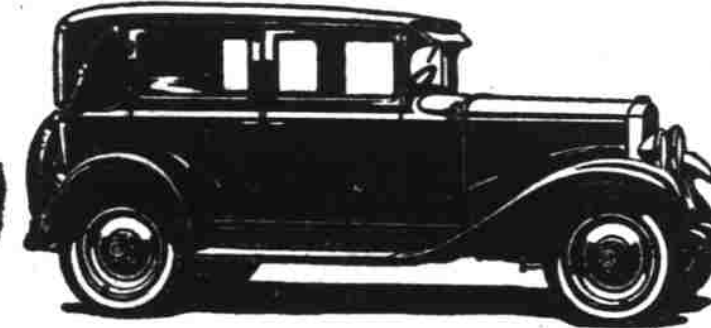
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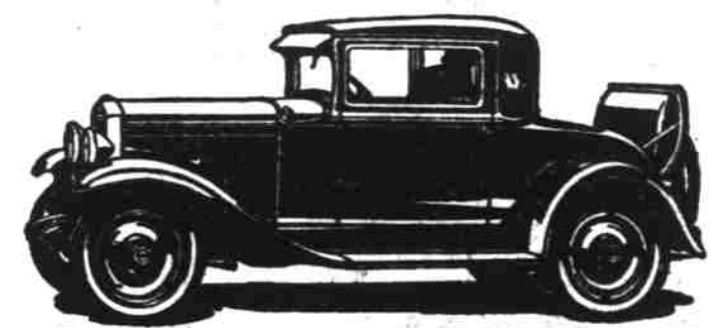
264 N. High Street

Phone 114

An Essential Transportation



The Imperial Sedan



The Sport Coupe

Announcing Two New Models of the CHEVROLET SIX

Broadening the appeal of a line of cars which has already won over 950,000 buyers since January 1st, Chevrolet presents two distinguished new enclosed models of the Chevrolet Six—the Imperial Sedan and the Sport Coupe. With beautiful new Bodies by Fisher available in a variety of striking color combinations and with numerous advanced convenience features—these new models provide, in abundant measure, those elements of distinction ordinarily associated with more expensive automobiles.

When you examine the new Imperial Sedan and Sport Coupe,

you will be impressed by their individuality and completeness. But you cannot fully realize what an achievement they represent until you get behind the wheel and drive! For here are all the qualities of six-cylinder smoothness, power and acceleration which Chevrolet alone provides in the price range of the four—combined with economy of better than twenty miles to the gallon of gasoline!

Come in today. Learn for yourself the new standards of quality and luxury that Chevrolet has made available in six-cylinder cars—at prices within the reach of all!

The Roadster, \$525; The Phaeton, \$525; The Coupe, \$595; The Coach, \$595; The Sport Coupe, \$645; The Sedan, \$675; The Imperial Sedan, \$695; The Sedan Delivery, \$595; The Light Delivery Chassis, \$400; The 1½ Ton Chassis, \$545; The 1¼ Ton Chassis with Cab, \$650. All prices f. o. b. factory, Flint, Mich.

COMPARE the delivered price as well as the list price in considering automobile values. Chevrolet's delivered prices include only reasonable charges for delivery and financing.

Douglas McKay Chevrolet Co.

ASSOCIATE DEALERS

Ball Bros., Turner
Columbia Garage, Mt. Angel

Hardy Chevrolet Co., Woodburn
Halladay's Garage, Monmouth

F. C. Brown, Falls City
Hollis B. Smith, Dallas

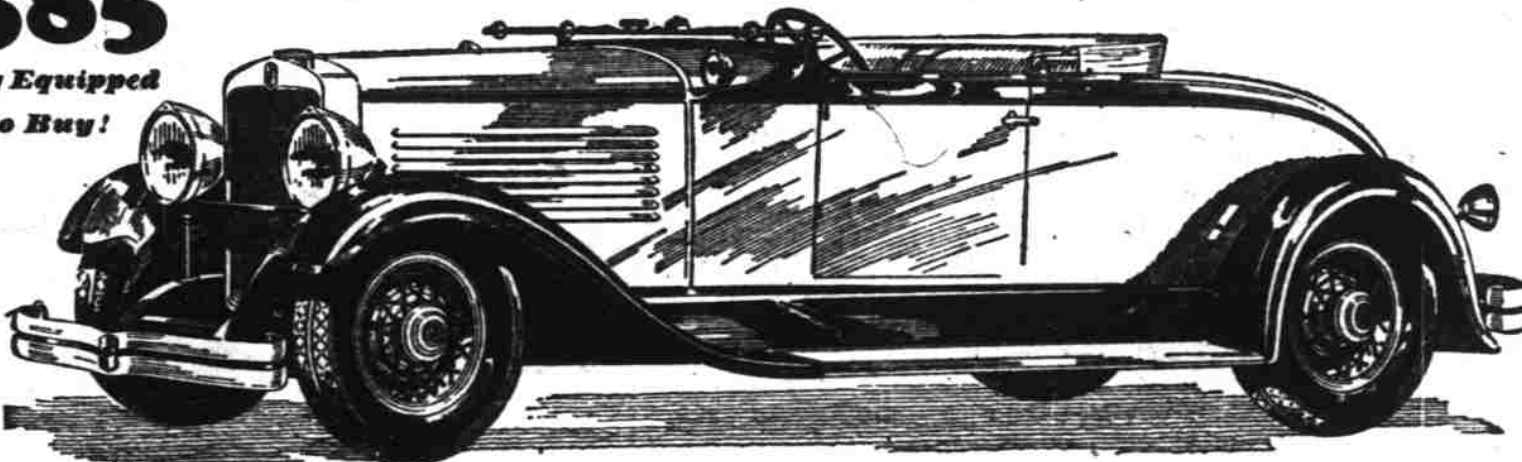
A SIX IN THE PRICE RANGE OF THE FOUR

NASH '400'

LEADS THE WORLD IN MOTOR CAR VALUE

"400" Special Six Roadster
\$1585

Delivered, Fully Equipped
Nothing More to Buy!



IN STYLE, PERFORMANCE AND PRICE — the pick of the roadsters!

FOR the open car enthusiast, Nash builds a roadster that makes all others second choice.

This new Nash "400" has the style, the finish and the sparkling performance that you customarily expect only from roadsters far beyond its extremely moderate price.

The motor is the new Twin-Ignition type which Nash engineering has developed to add exhilaration and economy to motoring. Twin-Ignition means more power, more speed with less gasoline.

Next year's open car fashion is forecast in the finish of this charming "400". The upholstery is pigskin, with a big disappearing arm rest in

the center of the front seat and arm rests on either door. The "400" roadster seats its passengers low, with only head and shoulders visible. Wheels are wire, with big heavy duty spokes, oversize hubs and chromium-nickel rims.

And the "400" Roadster is fully equipped, at the price quoted above, with every fine car accessory, including Lovejoy hydraulic shock absorbers, Bijur Centralized Chassis Lubrication, chromium nickel bumpers, spare tire, tire lock and tire cover.

It's new, it's smart and it is lower priced than any other roadster which remotely compares in style, quality and performance. See it before you buy your Roadster.

IMPORTANT "400" FEATURES

- 7-bearing crankshaft (yellow crank pins)
- Bijur centralized chassis lubrication
- Electric clocks
- Exterior metalware chrome plated over nickel
- Short turning radius
- Long wheelbases
- One-piece Salon fenders
- Clear vision front pillar posts
- Nash Special Design front and rear bumpers

IMPORTANT "400" FEATURES

- Twin-Ignition motor
- 12 Aircraft-type spark plugs
- High compression
- Houdaille and Lovejoy shock absorbers (exclusive Nash mounting)
- Salon Bodies
- Bohnalite aluminum alloy pistons (Tour Street)
- Double-drop frame
- Torsional vibration damper
- World's easiest steering

Delivered, Fully Equipped Price Range of 23 Nash "400" models \$1085 to \$2260 includes Touring, Roadster, Coupe, Cabriolet, Victoria and Sedan Models

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