

PROCESSES IN MANUFACTURE OF AUTO FENDERS

When an automobile owner endeavors to straighten a fender bent or dented in a collision he is apt to wonder how such heavy and resisting sheet metal, as is used for fenders in the better automobiles, ever was formed in such smooth, graceful curves.

It requires the largest and heaviest machinery in an automobile factory to accomplish this work, according to Oldsmobile engineers who explain the various processes in the manufacture and finish of automobile fenders.

"Giant presses mold the heavy steel fenders used on Oldsmobiles as easily as a housewife cuts dough for cookies. An oblong sheet of steel is laid upon the under die of one of these presses and a lever is thrown. The upper die closes down, pressing the steel between the two die faces with its own ponderous weight, and the added power of large electric motors. The combined pressures exerted in 255 tons. When the upper die raises the steel has been changed to a perfectly formed fender with the superfluous metal neatly trimmed from the edges.

"All other sheet metal parts are similarly formed, including radiator shells, rear axle cover plates, fender skirts, step housings, and lamp brackets. Some of the stamping machines and presses used in this work are from 30 to 40 feet in height.

"Where two sheet metal parts are joined together it is the practice in the Oldsmobile factories to use electric welding for this purpose. Electric welding fuses the metals into one solid piece.

"The finishing of the full crown Oldsmobile fenders is typical of the processes used on the various enameled sheet metal parts. When the fender comes from the final buffing it is inspected for perfection of line and form. Then starts the washing process to assure that the enamel is firmly and smoothly baked to the metal.

"The fender is hung on an overhead conveyor that carries it slowly through the first cleansing bath. As it enters the washing compartment it is deluged with a special washing compound that removes any particles of oil or dirt that might have adhered to the metal. Further along in the compartment the conveyor carries the fender through sprays of live steam.

"By the time the fender reaches the further end of the washing compartment it has been washed, steamed and rinsed. Workers then give it a 'rough dry' with compressed air. Then it is switched to a second conveyor which carries it through long drying ovens from which it emerges with all vestiges of moisture evaporated. But as an added precaution it is thoroughly wiped before entering the enameling room.

"An alcohol bath and rubdown given the fender just prior to hanging it on another conveyor that carries it through a series of enameling baths, drip tubs and ovens. It is first dipped in enamel, then carried over the drip tubs and then into an oven so long that it requires an hour and fifteen minutes for the conveyor to pass from end to end. Then follows a second enamel bath, drip and passage through the ovens."

LABORATORY TESTS FOR MOTOR OILS

"Ever stop to think how much difference there is between an automobile purchase today and a horse trade yesterday," says a Shell Oil Co. representative. "Buying a horse—well, there was a deal where you had to keep your eyes open! But now, widows and orphans and all the rest of us buy automobiles with perfect confidence. Advertising and prestige have put the automobile business on a high plane of mental trust.

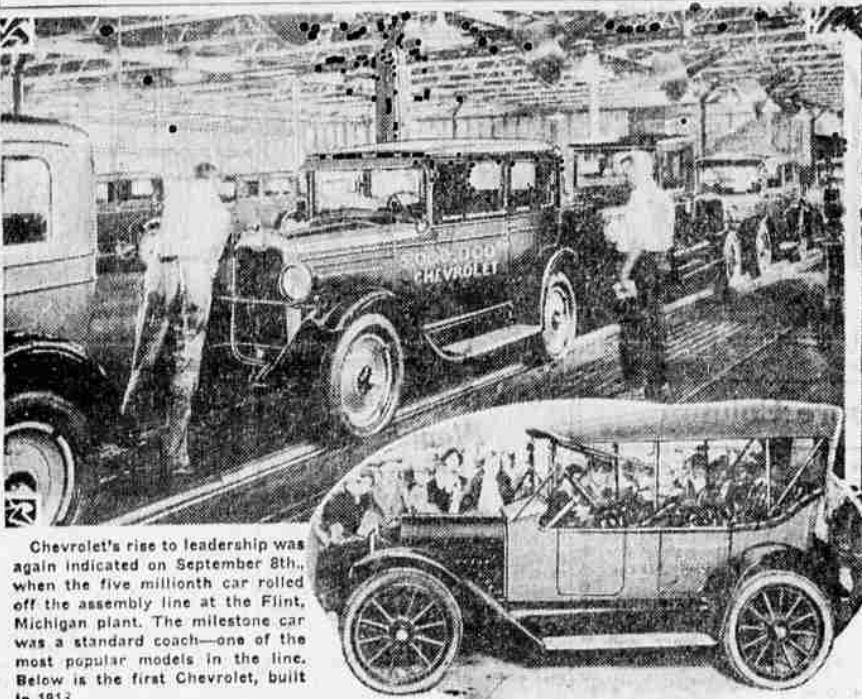
"And it was inevitable that essentials for the automobile, such as oil and gasoline, should be put on the same level of assurance. To maintain this public esteem, exhaustive tests which keep its products unchanging in quality and performance are carried out by our company.

"Shell motor oil, for instance—you know, it will keep your engine functioning at its best. You buy this oil confidently because Shell tests every lot of it in actual use before it is offered to you.

"Motors of every kind—automobile, bus, tractor, airplane—have been set up in the Shell laboratories at the big refinery in Marlborough and here our oil is constantly being tested in just such an engine as you may be using. What's more, automobiles and buses in road service, tractors in agricultural service, airplanes in trial flights, also test Shell motor oil, thus confirming the laboratory tests.

"Wherever and whenever you buy Shell Motor oil, you will find the quality always the same. Our oil will always add to the life of your motor, forming less carbon than even the most expensive oils and only soft carbon that blows away through the exhaust. Shell has put Shell motor oil and Shell 100, the new 'dry' gas, on the same level in public confidence with the standard makes of automobiles."

Chevrolet Passes Five Millionth Milestone



Chevrolet's rise to leadership was again indicated on September 8th, when the five millionth car rolled off the assembly line at the Flint, Michigan plant. The milestone car was a standard coach—one of the most popular models in the line. Below is the first Chevrolet, built in 1913.

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HOME EDUCATION

"The Child's First School Is the Family."—Froebel
Issued by the National Kindergarten Association, 8 West 40th Street, New York City. These articles are appearing each Sunday in the Mail Tribune.

UGLY FACES
Cora M. Silvius

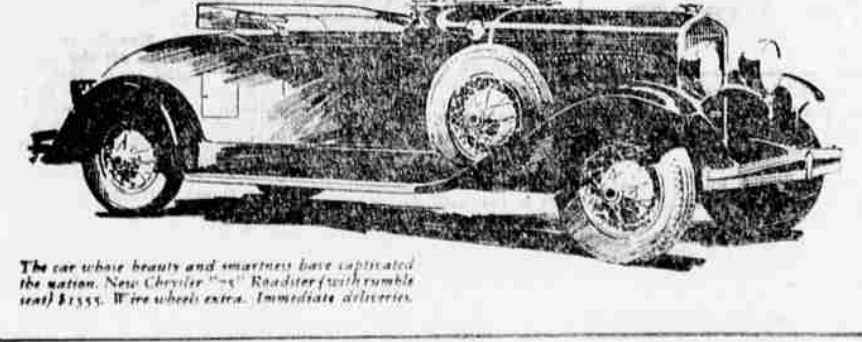
Daisy was naturally a very pretty little girl. She could be very sweet, too, but alas! she was not always sweet. However, being vain, she was sure she was attractive and pretty no matter what she did.

Her worst habit was making ugly faces at any one to whom she took a dislike, often at strangers. She might not like their dresses, their hats or their voices, therefore she made a grimace at them. Unfortunately she never looked in the mirror while she was doing this or she would have seen how unlovely she was at the time.

One day, however, she did learn it was a good lesson for her. She resolved then never willingly to make an ugly face at anyone again. A new photographer came to the city. He had formed the habit of going to homes and taking pictures of the little ones while they were at play. "Who children did not know what he was doing until the pictures were shown to them.

Mrs. Glass, as well as several other mothers on that street, engaged him for a certain day. Daisy was very much interested in the man who was taking the lawn free of leaves. Her father usually did that. She was curious, too, regarding the small box he had strapped to his waist. He did not tell her what was in it, though.

One very good picture of her



The car whose beauty and smartness have captivated the nation. New Chrysler "65" Roadster (with rumble seat) \$1555. Wire wheels extra. Immediate deliveries.

Pyramiding sales records re-affirm CHRYSLER the style authority..

WHAT is the true significance of the universal approval of the new Chrysler—"65" and "75"?

Doesn't it simply prove once more that whatever Chrysler does marks the way for all automobile design?

How else explain that in a few brief weeks these new cars have established sales records in practically every city in the country—records that continued to grow week by week until today there are ten times as many orders for Chrysler-built cars as a year ago?

Doesn't this demonstrate that what Chrysler

builds establishes the vogue of the industry even more emphatically than did the first Chrysler of four years ago?

Be sure to see these great new Chryslers. We'll be glad to arrange to have you ride in them and drive them yourself. Learn why the whole world is saying, "Chrysler has done it again."

New Chrysler "75" Prices—Royal Sedan, \$1555; 2-passenger Coupe (with rumble seat), \$1555; Roadster (with rumble seat), \$1555; Town Sedan, \$1555. (6-ty full-balloon tires).

New Chrysler "65" Prices—Business Coupe, \$1040; Roadster (with rumble seat), \$1065; 2-door Sedan, \$1065; Touring Car, \$1075; 4-door Sedan, \$1145; Coupe (with rumble seat), \$1145. All prices f.o.b. Detroit. Wire wheels extra.

FITCH MOTOR CO.
Major William M. Coplan, Mgr.
128 S. Riverside Phone 762

WOMEN CALLED MOTORWISE NOW

"A noticeably large proportion of all Chrysler cars sold are going to feminine drivers," says J. W. Frazer, Chrysler and Plymouth sales manager. "They are bought in line with the growing trend of having a second car in the garage for women members of the household. A considerable share of the great popularity of the lower-priced Chryslers and the Plymouth is due to this second car trade."

"Style transcends every other factor in its appeal to the feminine buyer. The finer style in the new Chryslers and the Plymouth has made them outstanding favorites with women. The new and bright colorings also have undoubtedly played a conspicuous part in feminine selection, as have their dashing lines, high quality upholstery, attractive interior fittings, the snap and zest of their typically Chrysler performance, and their unusual ease of handling.

"Women are becoming more motorwise all the time. They know style when they see it, and the zest of performance is coming to mean equally as much to them as to men.

"The combination of power, speed, traffic flexibility and handling ease, combined with the still greater style and luxury of appointments offered in the new Chrysler and Plymouth cars, is unquestionably a leading factor in the increased feminine demand evident in Chrysler sales today."

New Paper Money Aged to Prolong Wear

The life of paper bank notes is about eight months, but this might be increased to a year, treasury officials declare, if the paper were used properly before being circulated, says Popular Mechanics Magazine. The process delays cracking and tearing. Between 1917 and 1920, the calls for currency were so heavy that the bureau of printing and engraving was unable to keep the pace and new money was issued without the usual aging period. The new notes, which are to be about two-thirds the size of the present ones, are to be thoroughly aged before being issued, the treasury department reports. They will resemble those in use in the Philippines.

The electric arc welder will soon displace the foundry as a source of machine parts, according to a recent announcement by the Westinghouse manufacturing company, in opening what is said to be the largest arc-welding laboratory in the world. The company has been experimenting for some time with welded steel buildings, replacing rivets, and has completed two such structures, as well as two large welded bridges.

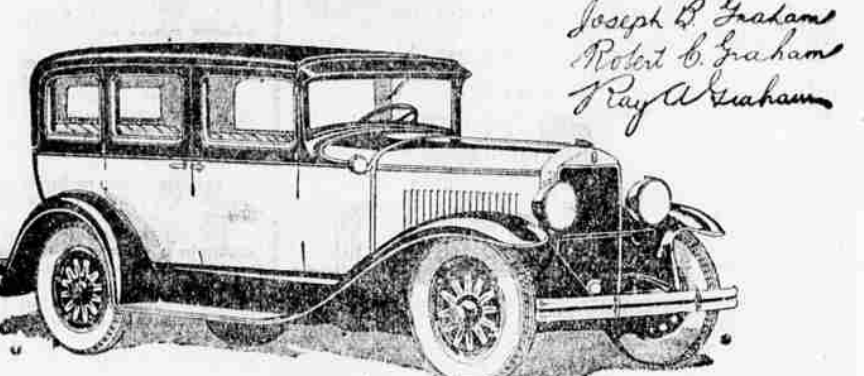
Ordinary envelopes are quickly identified for delivery to the air mail with a stamping outfit that points the words "air mail" in red and blue, conforming to the postal regulations. The contrivance is fitted with a self-contained pad, the rubber die being adjusted for automatic self-inking. In the same manner as most other similar stampers for quick and efficient work.

Rogue River Valley—The scenic paradise of the world.

Owners Enjoy Four Speeds



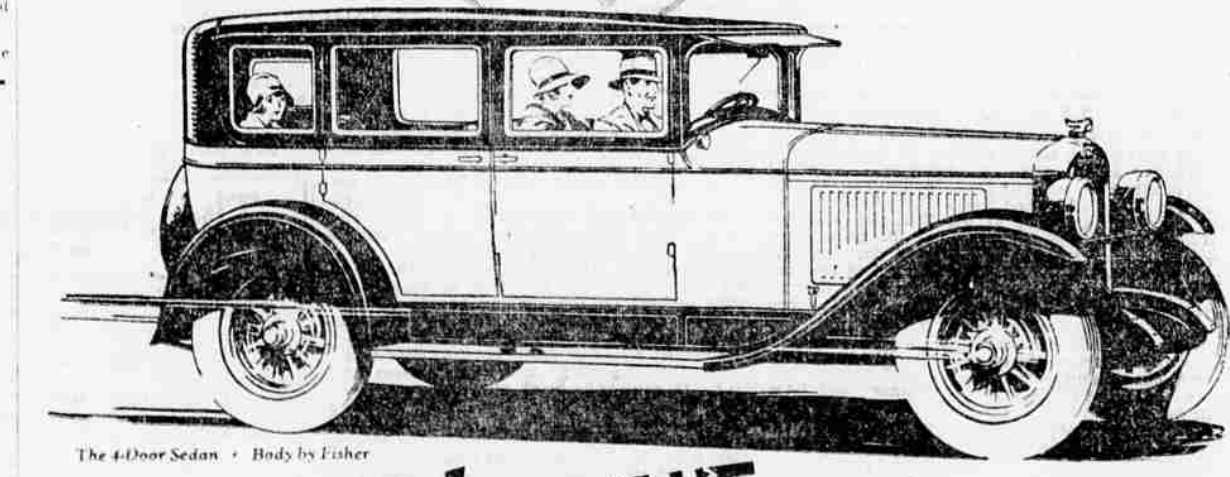
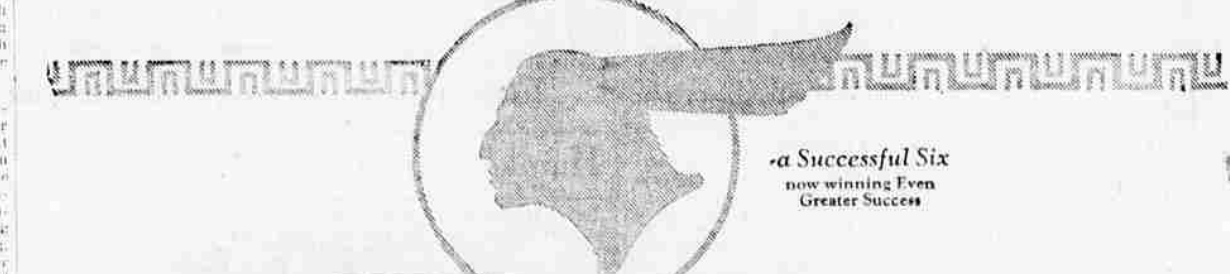
Owners are daily telling how much more they enjoy driving with two high speeds. Third—quiet and quick—for traffic and steep hills; fourth—a new smoothness and swiftness when the road is open. Only personal experience gives you a full appreciation of the Graham-Paige four-speed transmission (standard gear shift). A car is at your disposal.



Five chassis—sixes and eights—prices ranging from \$1065 to \$2000. Car illustrated is Model 614, five-passenger Sedan, with 4-speed transmission (standard gear shift), \$1525; fully equipped delivered in Medford.

CRATER LAKE AUTOMOTIVE CO.
103 South Riverside—Phone 202
J. O. GREY—GRAHAM-PAIGE DEALERS—H. D. GREY

GRAHAM-PAIGE



NEW VALUE Brings New Heights of Public Favor

As a result of the new value offered by today's Pontiac—as a consequence of its greater power, higher speed and smarter style—this low-priced six is winning new heights of public favor.

Pontiac Six now provides new motoring luxury. Staunch, beautiful bodies by Fisher—smaller, sturdier wheels with larger tires—an engine of 186 cubic inches displacement—the cross-flow radiator—the G-M-R cylinder head... all these and many other advancements are emphasized by the performance supremacy resulting from new carburetion and manifold.

That's why today's Pontiac Six is attracting thousands of new buyers. That's why it is winning leadership in the why of the low-priced six-cylinder field.

2-door Sedan, \$745; Coupe, \$745; Sport Roadster, \$745; Phaeton, \$775; Cabriolet, \$795; 4-door Sedan, \$825; 4-door Sedan, \$875. All prices in factory. Check Oakland-Pontiac dealers prices—they include lowest handling charges. General Motors Time Payment Plan available at minimum rate.

SANDERSON MOTOR CO.
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Robinson Motor Co., Ashland, Ore.

PONTIAC SIX

PRODUCT OF GENERAL MOTORS