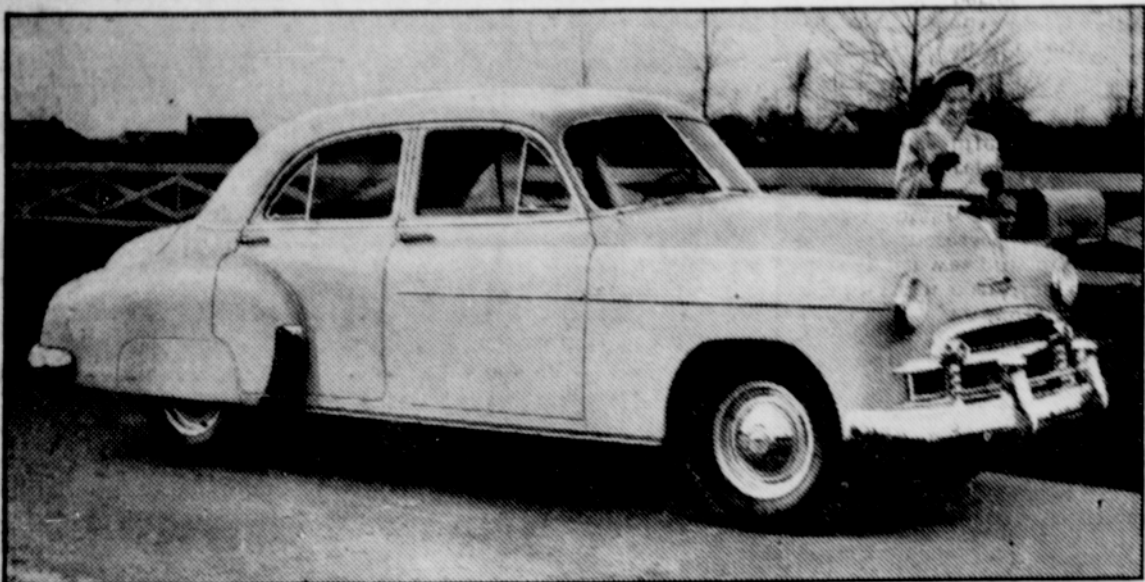


One of Two Sedans in 1950 Chevrolet Line



The Styleline, one of two individually designed sedans which have achieved immense popularity with Chevrolet owners, will have new beauty in 1950. Improved grille work, sturdier bumper guards and more tasteful ornamentation are some of the exterior improvements. New Chevrolet also offer increased power and comfort with the Powerglide automatic transmission as optional equipment on De Luxe models.

CITY BRIEFS

Guests over the holidays at Mrs. Ercei Yirak's home in Grass Valley, California were Mr. and Mrs. Earl Helms of Portland, parents of Mrs. Yirak, and her brother, Lester Carroll and family of Auburn, California.

On December 30 in the evening Mr. and Mrs. Ronald Gray entertained at dinner Miss Marie Hohmann, sister of Mrs. Gray, who was here from Seattle, Washington, on vacation. It was a delightful occasion, enjoyed by all.

Mr. and Mrs. Gray also entertained for Mr. and Mrs. Milton Turay and sons who were here from Montesano, Washington. The Turays formerly lived here, and were visiting several of their old friends. Jeffery Turay spent most of his time here with Michael and Robert Gray, at the Gray home.

Mr. and Mrs. Amil Thies recently returned from an enjoyable three weeks vacation trip spent mostly at El Paso, Texas with their son, Floyd and family. They also went to Old Mexico, Carlsbad Caverns in New Mexico, and returned home via Los Angeles.

Dewey L. Burrows of Cottage Grove was among the 13 enlistees in the U. S. Army during the past month. They enlisted through the Eugene Army Recruiting office. Four youths from Elkton also enlisted: Kenneth H. Gossel, Glen E. Hahn, Ernest W. Esslinger and Donald D. Gossel.

Mr. and Mrs. Warren Gillis and little son Larry have returned to their home in Pasco, Washington after spending the holidays with Mrs. Gillis' mother, Mrs. Joe Young, and her sisters, Mrs. Jonny White and Mrs. Reason Longfellow.

Mr. and Mrs. William Freed of Longview, Washington and Mr. and Mrs. Lawrence Biggerstaff and daughter Sherron of Eugene were Christmas Eve and Christmas visitors of Mr. and Mrs. Thomas Biggerstaff, parents of Mrs. Freed and Mr. Biggerstaff.

Mrs. Matt Smith suffered a stroke at her home near Roseburg two weeks ago. She is reported recovering satisfactorily. Her mother-in-law, Mrs. Grace Smith, made a trip down to visit her.

Mr. and Mrs. Lee Baldwin and children Nikki Lee and Mark Allen of Salem visited several days last week with Mr. Baldwin's parents, Mr. and Mrs. Ernest Baldwin. Mr. Baldwin is doing graduate work at Willamette University.

Last week Mr. and Mrs. Larry Kent attended a banquet at the Umpqua Hotel, Roseburg, for employees of the Oregon Journal. They also visited with Mr. Kent's cousin, Mrs. Marvin Doty, while there.

Dr. W. C. Glaede and family moved to Springfield this week where Dr. Glaede took over the practice and office of Dr. Leslie Johnson. Dr. Glaede has been associated with Dr. Bill Earl here and has been a resident of Cottage Grove for a year or more.

Mr. and Mrs. O. E. Whiting and granddaughter, Marjorie Watkins, all of Longview, Washington, came last week for several days visit with their son-in-law and daughter, Mr. and Mrs. Lawrence Kent, and family.

John Swenson S. L. c. stationed on the USS Franklin Knox at San Francisco, spent the New Year holiday visiting his sister, Mrs. Don Carver and Mr. Carver and family.

Jerry McCornack, Roy Aubrey and Vera June Mason were home from San Jose Bible college, San Jose, California to spend the holidays with their parents.

Mr. and Mrs. Gordon Elfving of Dayville spent the Christmas holidays at the home of their parents, Mr. and Mrs. Harry E. Elfving and Mr. and Mrs. Charles Mornhinweg of Eugene.

Norman Johnsen of New West Minster, Canada returned to his home Thursday after spending Christmas with his two brothers, Lehman Johnsen and family and Harry Elfving and family.

Mr. and Mrs. George A. Dalton of Englewood, Colorado spent the holidays with his parents, Mr. and Mrs. George Dalton of Curtin. They left for their home Monday.

Week end visitors at the home of Mr. and Mrs. A. H. Beagle were his son and family, Mr. and Mrs. J. D. Beagle and two sons Gale and Larry of Vancouver, Washington. Joining them on New Year's day were another son and family, Mr. and Mrs. Clare Beagle of Marcola.

Mr. and Mrs. William Carr and three children Jerene, Geraldine and Patty came from Estacada to spend the New Year's holidays with Mrs. Carr's parents, Mr. and Mrs. H. B. Breedlove.

Mrs. Maxine Garris, a resident of Delight Valley for the past two and one-half years, has been employed as operator and manager of Catherine's Beauty Center. She was formerly from California where she was a beauty operator and shop owner for 16 years in Pasadena and in the San Fernando Valley.

Mr. and Mrs. Harry Skelton, Douglas and Roger, accompanied by Mrs. Skelton's mother and brother, Mrs. Ruthie Caldwell and Louis Caldwell, spent the holidays in Caruthers, Long Beach and San Diego, California. One day was spent in Tijuana, Mexico.

Mr. and Mrs. Sid Sameulson and family formerly of Eureka, California have recently located here and are domiciled on North 5th Street. It was erroneously reported last week that Mr. Sameulson was from Coos Bay, in mentioning the fact that he had purchased the Lee Lumber Co. at Walden.

The Rev. and Mrs. Oscar Arnesen and two daughters, Barbara and Karen of Boise, Idaho arrived December 21 to spend the Christmas holidays with Mrs. Arnesen's parents, Mr. and Mrs. C. Mulvihill, and sisters Genevieve and Audrey.

The automatic transmission hailed as the most revolutionary driving aid since the advent of the self starter, makes its first appearance in the low-price automobile field, Saturday, January 7 with the introduction of the 1950 Chevrolets.

Chevrolet's application is an exclusive development known as Powerglide. A product of company research covering the entire post-war period, it is the chief element in an optional, extra-cost "power-team." Included is a larger, more powerful engine and many refinements that extend throughout the line of new passenger car models.

Also presented for the first time to the retail automobile market is the Bel Air, a luxurious, six-passenger coupe possessing the swank of the convertible with the practicality of the solid top. With the Bel Air as leader, the latest series contains two individually styled two-door sedans and two four-door sedans, a sport coupe, business coupe, convertible coupe and all-steel station wagon. As in the 1949 models, when Chevrolet set new volume records to once again lead the industry in sales, most of the bodies are available in "special" and de luxe" treatments.

Improvements through the 1950 chassis and bodies are many. A new "Power-Jet" carburetor eliminates the "lean" periods in gasoline feed and affords quicker warmup in cold weather. Larger exhaust valve capacity helps power output. Each of the six-cylinder passenger car engines follows the traditional, economical valve-in-head design. In the new bodies, stylists have accomplished striking effects with smart, two-tone upholstery and freshly fashioned exterior metalwork.

The Powerglide automatic transmission makes use of hydraulic torque conversion, a method of smoothly transmitting power to wheels that received considerable impetus during the war in the search for more maneuverable armored vehicles.

Torque, or the force of rotation generated at the engine crankshaft, is now transferred through rapidly whirling oil. The force is increased in direct proportion to throttle pressure, as with the conventional clutch and gear transmission. However, instead of the "steps" involved with mechanical gear linkage to reduce engine speed as the car gathers momentum, the flow of power to the rear wheels is fluid and variable. Once the car is moving with the lever in "Drive" position, no shifting action is necessary regardless of the number of traffic stops-and-goes.

To develop an automatic transmission, Chevrolet engineers had two major problems even after the fundamental principles had been determined. The first was to design a unit that would meet Chevrolet's high-volume, quality standards. The second was to assure the economical operation for which the car has been famous.

Solution to the first problem involved an entirely new manufacturing setup and the construction of huge batteries of special purpose machinery. The mechanism, especially in the vanes which multiply the power of the fluid, require exacting workmanship. A new plant was opened at Cleveland and manufacturing departments added at Flint, Michigan. Starting slowly, the company forecasts a steady rise in production to a level never previously attained with precision parts of this description.

The so-called "power-team" answered the second problem. Here engineers designed a chassis to take full advantage of the responsiveness of an automatic transmission and yet at the same time maintain operating efficiency. More power was provided by a new engine. Increased cooling and greater intake and exhaust valve capacities were introduced. The manifold was repositioned and hydraulic valve lifters installed. The axle ratio was reduced from 4:11 to 3:55 to lower engine speeds. The result, together with exclusive features of the Powerglide, the company claims, is "the most satisfactory performance ever achieved with an automatic shift."

Birth Announcements
— The Sentinel —

SEE! FREE!

The Beautiful New CHEVROLET Saturday, January 7th - 8:30 A. M. to 6 P. M. at the Cottage Grove Motor Company.

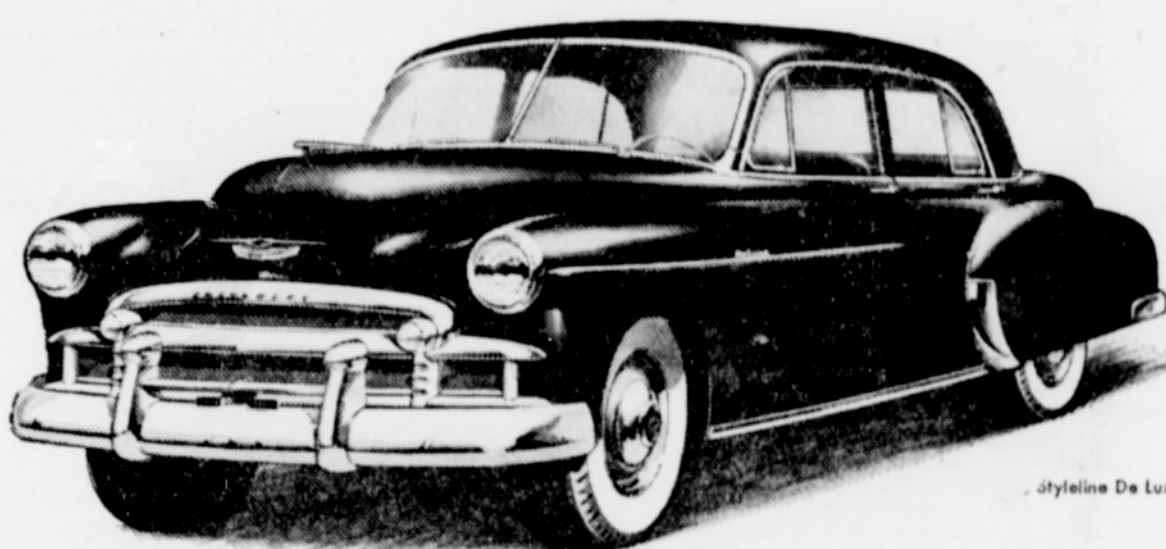
Giant 'Comic-Game Puzzle' Books for the Kiddies! Produced by Chevrolet especially for this Grand Showing of the 1950 Model. Don't fail to get one for your children Saturday.

On display Saturday—

1950 CHEVROLET

introducing **POWERglide** automatic transmission

Optional on De Luxe Models at Extra Cost



Styleline De Luxe 4-door sedan

FIRST...and Finest...at Lowest Cost!

Chevrolet for '50 brings you the best of everything at lowest cost . . . greater beauty . . . finer performance with economy . . . outstanding driving ease, comfort and safety!

Here, in Chevrolet for '50, are the finest values the leader has ever offered to the motoring public.

These thrilling new Chevrolets are available in 14 surpassingly beautiful Styleline and Fleetline body-types. They bring you a choice of two great engines and two great drives—the Automatic Power-Team* and the Standard Power-Team—described

in detail below. And they also bring you quality feature after quality feature of styling, riding comfort, safety and dependability ordinarily associated with higher-priced cars, but found only in Chevrolet at such low prices and with such low cost of operation and upkeep.

Come in. See these superb new Chevrolets for 1950—the smartest, liveliest, most powerful cars in all Chevrolet history—and we believe you'll agree they're FIRST AND FINEST AT LOWEST COST!

ONLY LOW-PRICED CAR TO OFFER A CHOICE OF STANDARD OR AUTOMATIC DRIVING

THE AUTOMATIC POWER-TEAM*

(Built by Chevrolet—Proved by

Chevrolet—Exclusive to Chevrolet)

NEW POWERGLIDE AUTOMATIC TRANSMISSION—for finest Automatic Driving (with no clutch pedal—no clutch pushing—no gearshifting). It combines with Chevrolet's new Economy High-Reduction Axle to bring you an entirely new kind of driving . . . low-cost automatic driving that is almost 100% effortless . . . it's the simple, smooth and thrifty automatic transmission. NEW 105-H.P. VALVE-IN-HEAD ENGINE (with Power-Jet carburetor and Hydraulic valve-lifters). Here's the most powerful, as well as the most thoroughly proved engine, in the low-price field . . . giving performance extraordinary . . . together with traditional Chevrolet economy in over-all driving.

*Optional on De Luxe Models at Extra Cost

THE STANDARD POWER-TEAM

(Outstanding for Standard Driving Ease

. . . Performance . . . and Economy)

HIGHLY IMPROVED, MORE POWERFUL VALVE-IN-HEAD ENGINE (with Power-Jet carburetor and larger exhaust valves). The fine standard Chevrolet engine now made even finer . . . giving you more power, more responsive pickup, greater over-all performance . . . plus the outstanding economy for which Chevrolet has always been noted. THE FAMOUS SILENT SYNCHRO-MESH TRANSMISSION (with Extra-Easy Hand-E-Gearshift). Long recognized, by automotive engineers and the motoring public alike, as the pattern of smooth, quiet gear transmissions . . . assuring extremely simple and easy gearshifting . . . in fact, owners say easiest car operation, next to automatic driving itself.

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