

Many New Features in 1934 Plymouth Displayed Here

NEW PLYMOUTH ON DISPLAY HERE

Plymouth Line for 1934 Introduces Many New Features to Low Price Field

The new Plymouth line for 1934 which created such a sensation at the New York automobile show, is on display here for the first time at all Dodge, DeSoto and Chrysler dealers. The new Plymouth cars climax the meteoric rise in popularity during which Plymouth sales have more than doubled in just the past year.

Introducing radical new improvements and smart new styling to the low price field, the new cars are the Plymouth six and the new De Luxe Plymouth. The De Luxe model has all the improvements of its lower priced companion car, plus additional De Luxe features.

The new Plymouths have even greater performance, remarkable riding comfort, and many innovations never before found in motor cars in their price class. They have a new type of individual front wheel springing with coil springs of a new alloy steel declared to be practically unbreakable under prolonged tests; more powerful 77 horsepower motors with floating power engine mountings; smart new bodies of low, rakish design; new interiors with luxurious trim, and many other style and mechanical advantages.

The new Plymouth six and the new De Luxe Plymouth retain all of their basic Chrysler Motors engineering features, including hydraulic self-equalizing brakes and new safety-steel bodies reinforced with steel.

In announcing the new Plymouth line, B. E. Hutchinson, chairman of the board of the Plymouth Motor corporation, declared:

"The new Plymouths for 1934 represent the highest achievement of Chrysler Motors engineers in the field of low priced motor cars. These new Plymouths have every mechanical advantage found in the past on our highest priced Chrysler Motors cars. We believe that the new Plymouths will be an unqualified success, received by the motoring public which, during the year just passed, has accorded Plymouth the greatest sales increases in the low price field."

Many New Features
There are more than 21 new features and improvements in the new Plymouth cars. Briefly outlined, these advantages are as follows:

Individual front wheel springing of an advance type and standard Plymouths. The new springing system banishes wheel shimmy, "wheel lift" and gives the new Plymouths amazing riding qualities. In addition to the new system of individual wheel springing, the new cars have a newly designed steering gear with cross steering and individual tie rods.

A bigger, 77-horsepower motor which combines sparkling performance with economy. This is accomplished through many motor refinements, and downdraft carburetion.

A new ventilating system. Both the Plymouth six and the De Luxe model have a new type of "coil wind" windshield control—a small handle directly above the center of the instrument panel opens the windshield with a twist of the wrist. There is also a cow ventilator. In addition, the De Luxe Plymouth has a perfected ventilating system which is declared to be the "last word." Ventilators in the side windows may be adjusted to any angle to control air currents, and when desired, they can also be lowered with or without opening the window out of sight into the door itself. There are also two rear window vents on the De Luxe sedan models.

The efficiency of Plymouth's four-wheel self-equalizing hydraulic brakes have been further improved, with the brakes area increased by a third on the De Luxe models.

The safety-steel bodies reinforced with steel have also been strengthened to an even greater degree, through several structural design improvements incorporated for the first time in the new cars.

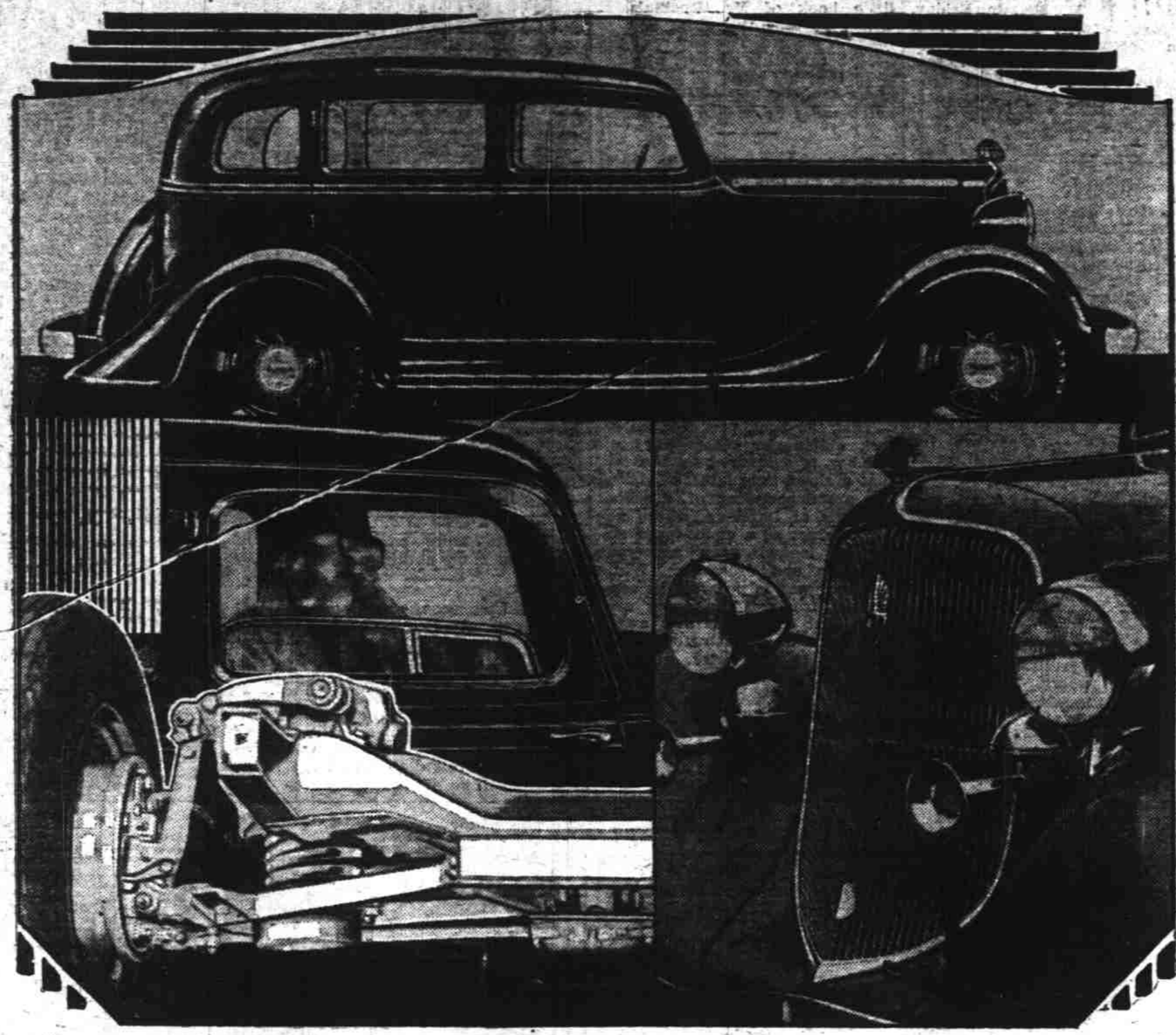
The new Plymouths have a new, smart and distinctive appearance. Both cars are big cars. And their styling sets a new pace in the low price field. Besides the new Vee radiator, and graceful sloping "skirted" fenders, the windshield has been further streamlined and rear decks have been smartly tailored, combining to give the new cars a low, dashing appearance.

Zobel Operates Service Station In New Location

Bern Zobel, new owner and manager of the Texaco service station at Court and Church streets, is more enthusiastic about the automobile service business than ever before, he said yesterday. "It's been mighty pleasant to note the response of our old friends and customers to the new set-up," he said. Zobel purchased the station three weeks ago from R. D. Woodrow.

BOY TO R. KELLYS
NORTH SANTIAM, Jan. 27.—Mr. and Mrs. Russell Kelly are the parents of a nine-pound boy born January 24.
Mr. and Mrs. Dan C. Phillips moved from the W. Lansing place this week. Phillips went to Longview where he expects to have employment.

1934 Plymouth Cars on Display Here Today



Presenting an array of new mechanical and style features, the 1934 Plymouth line is on display today at all local Dodge, DeSoto and Chrysler dealers. The new cars have many revolutionary advantages never before found in the low price field. Above is shown the low-priced Plymouth six 4-door sedan. Note the smart new lines, the Vee radiator, and the skirted fenders. To the right is the new radiator of the De Luxe Plymouth Model. The horns are special equipment. Left is shown a portion of the new De Luxe Plymouth Ventilating System. Both front side windows have swinging vents that can be raised or lowered either with or without the window. When desired, they can also be lowered into the door. Below is a portion of the advanced type of individual front wheel springing, which is on even the lowest priced Plymouth models. The new coil springing gives the cars amazing riding ease. The new Plymouths have more powerful motors. They retain such basic Chrysler Motors engineering features as Safety-Steel bodies, Hydraulic Brakes and Floating Power.

CARD PARTIES HOLD SWAY AT ST. PAUL

ST. PAUL, Jan. 27.—The fifth card party of a series was held recently at the St. Paul's academy. There were 25 tables of bridge and 500 in play. Miss Genevieve Pluson won the door prize. High scores in bridge went to Herb Van Valin of Newberg and Miss Alice Davidson and consolation to Mrs. Peter Kirk. In 500 Mrs. Steve Merten received first prize and Mrs. L. P. Gooding second. The men's first prize was won by Laurence Bunting and second by Frank Brentano.

The last card party will be given Sunday, February 4. The grand prizes will be awarded then. Everyone is invited to attend. The Lady Foresters entertained with a bridge and 500 card party at the home of Mr. and Mrs. Edward Davidson, honoring Mr. and Mrs. John Kirk of Portland on their 50th wedding anniversary. Husbands were special guests, with about 65 persons present. Ladies' high scores in bridge went to Mrs. Lester Kirk and second to Mrs. Clement Van de Wille. Ray Managor received men's first prize and Claude Smith received second. In 500 Mrs. James F. Davidson received first prize and Mrs. John Davidson second. Men's first was won by James F. Davidson and B. P. Stupfel.

Tire President Says Conditions Are Improving

AKRON, Ohio, Jan. 27.—"Business today is definitely better all over the world than it was a year ago with the possible exception of France and Germany," says W. O'Neill, president of the General Tire and Rubber company. "Business is better in England than it has been in 20 years. It was definitely better in the United States during the year that has just closed than it was in 1932."

"All these factors indicate that we are on the upgrade, commercially and industrially. "During 1931 and most of 1932, our company suffered consistently increasing credit losses. However, during the past year and a half, with the single exception of one month, we have collected more money each month than our total sales. This indicates that our dealers are doing more satisfactory business. "Costs are rising; wages are rising; values are rising. There probably will be some interruptions to the trend toward better times, but they will be merely interruptions. "There are some troubles with the M. R. A. codes but, as a whole, they are doing better than any of the pessimists care to admit. The cotton code is helping. The steel men like their code. Automobile men have renewed theirs. Certainly, the rubber code will not be harmful."

STATES FAVOR FACT

WASHINGTON, Jan. 27.—(AP)—Twenty-seven states of the union today had ratified a compact to place their prison industries on a fair competitive basis with outside industries. Announcement of this step was made by NEA, which already had approved the form of the compact.

West Salem News

WEST SALEM, Jan. 27.—The section crew have been working every day of the week excepting Sundays now for some little time and are repairing damage done by the high waters of the past month. Flood conditions necessitate retamping ties, replacing gravel and in many other ways making the tracks safer for travel and freighting.

The Jolly Timers met with Mrs. Edith Wurm Wednesday all day. Pot luck luncheon was enjoyed. Mrs. Harrison will be the next hostess at her Salem home Tuesday.

Girls' Team Loses
Girls of the West Salem basketball team played and lost 25 to 2 to the first team of the Liberty school Wednesday afternoon. Next Wednesday afternoon a return game will be played here, probably with members of the second team from Liberty. On the home team are Dorothy Kaster, Janice Woolly, Alice Goffirer, Eloise Ferguson, Eleanor Brazaea and Marjorie Helbert.

Mrs. Harold Zosel substituted in the first grade room Wednesday in the absence of Mrs. Ethel McCoy who was ill. This is the first day in three years that Mrs. McCoy has had to miss school.

Mr. and Mrs. Vernie Hindman are parents of a baby daughter, Donna Dea, born at their home this week.

F. O. Needham and son are wrecking the charred skeleton of the W. H. Moffitt residence that was destroyed by fire a few months ago, burning the waste and piling the better wood that it may be safe for passers by.

Start Work on Hall
Work was begun and the ground broken Thursday, in the beginning of the excavation for the basement of the new Legion hall that will be situated on Kingwood Terrace. Legionnaires starting building were Robert Adams, Elmer D. Cook, Lester Brannan, Karl P. Mobley, Charles Adams, L. H. Henningsen, Floyd White, Charles Schmitt and Mr. Asher.

Mrs. Nannie Griffin left this week for St. Helens for a visit of a week with her daughter's family, the Merton Millers. She went to make the acquaintance of the new granddaughter, Dixie Lee. A party complimenting their parents was given by pupils of the fourth grade Friday afternoon and a pleasing feature was the health play, "Good Teeth," presented by all pupils. Refreshments were served by the children.

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ren. Miss Roberta Peterson is the teacher.

Cases arising in the West Salem justice court recently were mostly those of violations of motor vehicle laws, several being infractions of the laws regulating lights. E. L. Horn was fined \$2.50 and costs; George H. Werner, Amos J. Perkins, and Gillis Ragsdale were all assessed the sum of \$2.50 and court costs; the case of Claude Martin, charged with destroying personal property was continued.

Night Functions at School in Jeopardy Account Prowlers

JEFFERSON, Jan. 27.—A ruling which it is hoped will put an end to prowling about the high school gymnasium has been made and will be enforced strictly. The ruling: if the gym is broken into again, there will be no more night functions at the high school.

The high school play has been scheduled for February 15. Those interested in organizing adult classes under the CWA should meet at the school house Wednesday night, January 31, at 7:30 o'clock.

CENTRAL HOWELL, Jan. 27.

H. A. Lichty was honored on his birthday anniversary Wednesday night. Four tables of "500" were played. Present were Mr. and Mrs. John Lichty, John Jr., Mr. and Mrs. Alec Lichty, Beulah Grover and Leonard, Mr. and Mrs. Clarence Simmons, Ruth and Max, Nora, Russell, Donald and James Lichty and Mr. and Mrs. H. A. Lichty.

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NEW AUTOMOBILES ATTRACT INTEREST

Evidence of an awakening interest by the American public in automobiles is graphically portrayed in a report by the Ford Motor company that approximately 3,500,000 persons—the greatest attendance for any similar event in American history—have visited the Ford Exposition of Progress during its showing in New York and Detroit.

It New York the exposition brought a total attendance of 2,298,023 and it was necessary to extend the showing for one week to handle crowds that thronged the Fort Authority of Commerce building at the rate of over 100,000 a day. In Detroit the exposition, held during the latter part of October, was extended two days to take care of visitors who jammed into convention hall to see the vast display depicting the evolution of the automobile over the past 30 years. More than 1,200,000 persons attended the exposition in Detroit.

The attendance indicated to Ford officials a pronounced interest in automobile purchasing, as well as a growing public realization of the close alliance of hundreds of other industries throughout the nation with the automobile factory.

Scores of costly exhibits portrayed vividly to the vast throngs of exposition visitors how farms, factories and mines in all parts of the United States and in many foreign countries contributed to the manufacture of the motor car. The display pictured for the first time the vast ramifications of the

motor industry, and showed how, by demands upon hundreds of other manufacturers, as well as chemists, metallurgists, engineers and scientists, the manufacture of automobiles reached out of the automobile plant into practically every section of the country, drawing employment to thousands. The whole panorama of industries which have grown up around the automobile industry, and which had become an integral part of it was portrayed.

Henry Ford was a frequent visitor to the exposition both in Detroit and New York and showed particular interest in the reproduction of the historic one-story brick workshop in which he built his first motor car in 1893.

Joe Williams to Attend Meeting At Los Angeles

Joe Williams, local Willard battery distributor, will leave February 7 for Los Angeles to spend two weeks. While there Mr. Williams will attend the coast convention for the Willard battery distributors. In 1931 Mr. Williams ranked first in this division as a distributor and he has been up near the top several other years. He fully expects that his 1933 record will entitle him to first place. According to Mr. Williams there are between 15 and 20 states represented in the district.

Mr. Williams states that although there has been no cold weather this winter to show up the weaker batteries, the Willard business has been very satisfactory.

STREETS IMPROVED UNDER CWA FUNDS

FALLS CITY, Jan. 27.—The city streets have been ditched, widened and improved in general by the 15 men and foreman employed for the CWA. The men were to work six hours a day for 40 days, receiving 50 cents an hour, but on the 25th day of work work was received from headquarters to cut the work in half, leaving the men 27 days' work.

Mrs. B. Y. Allen was hostess to the Loyal Women's class of the Christian church at her home on Thursday afternoon. These officers were elected for the ensuing year: President, Mrs. F. J. Jobs; vice-president, Mrs. W. L. Russell; secretary, Mrs. F. A. Phillips; treasurer, Mrs. Cora McCoy. Others present were Mrs. Fletcher, Mrs. Bartholomew, Mrs. W. Leterman, Mrs. Dunn, Mrs. R. Paul, Mrs. Dodd, Mrs. N. E. Jones, Mrs. Kenneth Jones, Mrs. R. E. Helm and Mrs. D. J. Ickes. Refreshments were served by the committee in charge.

Thelma Lewis underwent an operation at the Dallas hospital Monday for internal injuries received from a bad fall Saturday morning. The latest report is encouraging.

MRS. MADER VERY ILL
CLOVERDALE, Jan. 27.—Mrs. Fred Schifferer and brother Albert Mader and his wife of Macleay, are in Portland this week on account of the illness of their parents, Mr. and Mrs. P. Mader; the latter seriously ill.

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