

Monday's Chamber Meeting to be of Interest to Motorists

TOURIST TRADE TOPIC, CONWAY

Will Discuss Cash Value of Tourists, Encouraging Taking of Side Trips

What tourists mean to Oregon will be outlined at Monday noon's Salem chamber of commerce luncheon meeting by Ray Conway of Portland, secretary-manager of the Oregon State Motor association. Conway will be introduced by Grover W. Hillman of Salem, association director for this district.

The address will deal in facts and figures showing the value of the tourist trade. Its formal subject will be, "The Oregon Tourist Industry."

The motor association this year is urging the public and civic groups to join in encouraging tourists in Oregon to see all there is to see in the state—stay in the state as long and take as many side trips as possible. Association officials are pointing out that every side trip taken by tourists, prolonging their stay in the state, brings in all the more cash trade to local businesses, thereby benefiting the entire communities they visit.

"Sell Them an Extra Day" is the association's campaign slogan, referring to tourists. Conway will give figures showing how many dollars and cents keeping tourists in the state an extra day will amount to.

CLUB FLORAL SHOW TO OPEN SATURDAY

The Salem Garden club announces that its annual spring flower show will be held Saturday and Sunday, April 7 and 8, in the Ekatory building, 708 State street. It will open at 9 a. m., and all exhibits should be in place by 11 a. m., Saturday.

This promises to be an unusually fine show because of the favorable early growing season. Tulips will be at their best and many other spring flowers and shrubs are in bloom. For the first time, beautiful ribbon awards will be offered with the club's insignia in gilt. First, second and third place ribbons will be given in each class, also merchandise prizes in some classes. Printed programs will be available at the book stores in a few days.

The Franklin cup is offered as a grand prize for the six best tulips, three of each kind in a vase. The show will be open evenings as well as in the day time. There will be no admission charge.

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NEW LOCATION
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248 Chemekeeta Telephone 4098

Announcement

James H. Maden Co.
Sales and Service

Nash and Lafayette Automobiles
International Motor Trucks

have moved to the S. & M. Garage at 235 S. Commercial St. We are now prepared to give you service on our entire line.

OPEN DAY and NITE....
Come in and See Us

Test Helps Produce New Fuel



Three men who know cars and the stuff it takes to make 'em go and keep 'em going are here seen registering amazement as they inspect the General Petroleum-Security-Turbo Test Car which made the run from New York to the Pacific Coast minus radiator and cooling system. The run was one of the tests which resulted in production of General Mobils. Left to right, above, E. W. Gieseler, plant manager; Al Miller, secretary-treasurer; and J. M. Hunt, supervisor of planning and training in the Chrysler Corporation. The Pacific Coast Chrysler plant is shown in the background.

Testing grounds, where experimental models of automobiles are subjected to merciless abuse deliberately designed to break them down, have long been an accepted fact among motor manufacturers. Only in this way can defects in design and construction be brought to light and a perfect model produced. Now, for the first time in the history of gasoline manufacture, the same principle has been applied to the production of a new motor fuel, according to A. H. DeFries, vice-president in charge of sales of General Petroleum Corporation.

Nation as Lab. "Inception of this revolutionary idea for a gasoline did not occur yesterday," DeFries declared in a recent interview. "For several years past petroleum scientists employed by Socomey-Vacuum Corporation, of which General Petroleum is the Pacific Coast affiliate, have been engaged in making a series of tests of motor fuels quite as drastic, as regards gasoline, as those to which motor makers have subjected their product. Cars, their tanks filled with test fuels, have been driven up and down the North American continent from the Arctic Circle to the torrid heat of southern Mexico; from the Atlantic to the Pacific in all kinds of weather, running at

PLAN TO IMPROVE WEST SIDE HIGHWAY

MONMOUTH, March 31.—H. W. Morlan who attended a meeting last week of the West-side highway commission at McMinnville, reports that plans are in progress for improving the westside highway thoroughly as soon as the eastside highway operations are completed. It is assertedly planned to straighten the road and lessen the grade at Hellick Park, to relocate the road between Monmouth and Rickreall to eliminate two turns, going from Clow Corner to Rickreall which will necessitate moving several buildings in Rickreall. New officers of the Sunbeam Thimble club were elected Wednesday afternoon when the club met at the home of Mrs. C. C. Yeater. Mrs. H. E. Sharrow, who was reelected president, was presented

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REGULAR TEST OF TIRES IS ADVISED

"It is well worth the motorist's time to drive to a service station for regular inspections of his tires, brake lining, battery, spark plugs and other equipment," Mr. Ward, Firestone dealer of this city points out. The inspection costs little or nothing, he said, and any necessary adjustments more than pay for themselves in preventing greater costs later.

"The tires should be checked for inflation, repair of small cuts and removal of small tacks or pieces of glass," Mr. Ward said. "If worn too thin or smooth for safety, they should be traded in. New tires are the best automobile accident and life insurance you can obtain."

"The front wheels should be checked for alignment so the treads will not be scuffed away. The battery should be checked to see that it is not operating half charged—in which condition its life would be greatly shortened. The generator charging rate should be checked. The lights should be checked for focus, connections and bulbs."

"The spark plugs should be tested for motoring efficiency and economy, to see if they mis-fire or lose power, wasting a gallon of gasoline in every 10. The eye of the experienced service man will catch any existing service needs that will improve operation, give added safety, or save money."

"Brake testing is free and necessary—adjustments cost very little. In a recent traffic survey it was found only 16 per cent of automobiles were safe for operation and that the two greatest danger factors were defective brakes and tires."

"There have been tremendous advancements in brake lining—for instance Firestone engineers have perfected a process of manufacturing brake lining impregnated with a solvent that makes it impervious to dampness or water. This lining also gives new revelation in 'soft pedal' action for quick, easy stopping."

EASTER CANTATA SET FOR TONIGHT

WOODBURN, March 31.—An Easter cantata, entitled "Palms of Victory," and a pageant will be given by the choir and young people of the Methodist church Sunday evening at 7:30. Mr. George Landon is director of the choir and Mrs. B. O. Brown will be in charge of the pageant which tells the story of Easter in both drama and song.

There are to be several abridged solo numbers and an especially beautiful number with full choir on the chorus entitled "He Giveth His Beloved Sleep."

An Easter program consisting of musical numbers and a one-act play was given at the Church of God Friday night at 8 o'clock.

This entertainment was presented by the young people's society and included the following numbers: Solo, Earl Neal; selection by the Shrock quartet; duet, Clifford and Noble Shrock; selection by a duet, Mrs. H. Hatch, and the one-act play entitled "The Easter Lily," written by Elwyn Helinger of Oregon City.

The program was arranged by Miss Ruth Shrock and the play was directed by Miss Hazel Shrock.

Children Have Easter Party

HAYESVILLE, March 31.—The children of the primary room enjoyed an Easter party Friday morning at the home of Mrs. Kenneth Robertson. Alko Abe and Charles Love were on the program committee.

Kenneth Robertson received first prize for finding the most eggs. Other prizes were won for egg-carrying relay, egg rolling and egg eating contests.

The children of both rooms were presented with candy rabbits by their teachers.

The Hayesville Baptist church will observe Easter Sunday with a special program during the Sunday school period.

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CHEMEKETA AT LIBERTY

Auto Routes for Week-End Trips

DISTANCES GIVEN FOR COAST LOOP

By RALPH H. KLETZING
Motorists going to the coast are advised to go by way of Amity and Sheridan on account of the reconstruction of the west end of the Dallas-Wallace bridge cutoff. This will add some 12 miles to the distance but it is considered better than making the detour from the cutoff which adds seven miles to the original distance.

The following log will give distances by way of Rickreall, Amity and Sheridan and covers the coast loop trip to Hebo, Neskowin, down the Coast highway to Otis and back by way of the Salmon River cutoff.

The distances given are taken from the car speedometer and might vary slightly from the actual mileage.

Leaving Salem, crossing the Willamette, and passing through West Salem we arrive at Rickreall, which is 10 miles from Salem. Here we turn north along the

on the Anderheide ranch. The pupils to Swegle enjoyed the usual Easter egg hunt and exchange of gifts.

Mrs. Sizemore, who has been sick for the past six weeks is not showing much improvement. Mrs. Clarence Meyers is up and around after an illness of three weeks with the flu.

Set New Date for School Play
TURNER, March 31.—The student body play, "Sound Your Horn," a three act comedy, has been postponed until Friday, April 13. The cast includes Eddie Schmidt, Lorene Griswold, Emma Denyer, Albert Jensen, Clarissa Clark, Ruth McCoy, Emma Parr, Everett Hansen, Anna Johnson and Robert Laird.

The Eastern Star chapter met Wednesday night, with the men putting on the program and serving the eats. Arthur Jones prepared the program. Reading by Hazel Bones, Mary Kelly and W. W. Oglesby; instrumental music by Mrs. Jones, L. W. Robertson and Charles Clark. Arthur Edwards, James Bone and J. C. Peterson served the refreshments.

The Home Economics club of Surprise granted met Tuesday at the home of Mrs. T. T. Palmer, who served a chicken dinner. After the business meeting the time was spent in quilting for the hostess. The next meeting will be held April 24 with Mrs. A. B. Webb.

The Methodist ladies' silver tea will be held at the home of Mrs. C. A. Bear Friday afternoon, April 6.

Wiener Roast for Swegle Club
SWEGLE, March 31.—The Swegle community club will hold its regular meeting Friday, April 6 at 8 o'clock. The program will be sponsored by William Kroepelin. A wiener roast will be served by the women under the supervision of Mrs. R. A. West. The Burke family has just moved.

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12:55 P. M. to Tillamook, Astoria, Newport, Coos Bay and San Francisco via Oregon Coast Highway.
7:35 A. M. to Tillamook, Newport, Coos Bay via Oregon Coast Highway.

Also frequent service to Dallas and Monmouth (5:55 P. M. schedule makes connection for Tillamook, McMinnville and Waldport).

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