

Used Car Sale Is Slated This Week

Great Increase in Volume of This Business Noted by Valley Motor Co.

A surprising increase in volume of used cars handled by automobile dealers has taken place in the last decade, according to information released by W. L. Phillips of the Valley Motor Co., local Ford agency.

"Ten years ago for every two new automobiles sold, the dealer handled one used car," stated Mr. Phillips. "Today for every one new car sold, the dealer handles two used cars. A recognition that a reliable dealer who handles new cars is in a better position to offer used car values that can be guaranteed has been one of many factors in bringing this about."

"Ten years ago the average price of used cars was approximately \$150 each; today the average value for the northwest is approximately \$365, an increase of over 76 per cent."

These figures indicate, according to Mr. Phillips, a much higher standard of value now available to used car buyers. Because improved economic conditions have increased the potential number of used car buyers, he declared, all indications point to 1937 as one of the outstanding sales years in used car records."

Specially Priced
"To make it easy for those who need a good used car, we are holding, beginning this week, the greatest sale of used cars of all makes in our history. Every car in our stock has been priced to make it attractive to the prospective buyer," continued Mr. Phillips. "Now prospective purchasers can find a wide variety of used cars, priced within their budgets and conditioned for many thousands of miles of economical operation."

"Involving the great number of people who are interested in getting a used car they can depend upon, the Ford Motor company is backing our firm and other Ford dealers in a nation-wide R & G used car program."

"In cooperation with the factory, we offer buyers a used car of any make renewed and guaranteed to meet rigid specifications fixed by the Ford Motor company."

Styling, Power, Comfort Enhanced in 1937 Buick



More power, greater comfort and smart new styling feature the 1937 cars offered by the Buick Motor company. Shown above is the new Series 60 Century five-passenger sedan with built-in trunk, one of four new lines of Buicks. It is powered by a 136-H. P. valve-in-head straight eight engine. Wheelbase is 126 inches. Otto J. Wilson, Commercial and Center, is the Salem agency.

May Day Festival Held in Woodburn

WOODBURN, May 14.—The Woodburn high school gymnasium was filled to capacity Friday afternoon when Queen Cecilia I (Cecelia Whitney) reigned over her subjects in the annual May day festival.

Attendants to Queen Cecilia were Betty Davis, Helen Beard, Shirley Townsend, Virginia Miller, Barbara Wekerle, Dorothy Collier, Patty Smith and Lois Morisky. Flower girls were Peggy Donnelly, Brenda Hanvahan, Mary Theresa Piloni and Arline Zuber. Lyle Henderson, Rodney Barrett and Joseph Becker were pages. The afternoon's festivities began with a short address of welcome by Ted Lamsden followed by the entrance of the queen and her court.

Shakespeare's "A Midsummer Night's Dream" was the theme of the afternoon's program directed by Miss Mirrie White. The gymnasium was elaborately decorated with a sky of blue and thousands of silver stars for the night scene in the forest of Athens where the scene was laid. Over one hundred and fifty children

Dodge Manager



D. L. Beck, regional manager for the Dodge Brothers Motor company, with headquarters at Seattle, who assumes a truck operation cost accounting booklet which is offered to all truck owners without cost. Herrall-Owens company, 217 South Commercial street, is the local Dodge agency.

Perrydale People Visit Buick Plant

FLINT, Mich., May 15.—Recent visitors at the Buick factories here included Mr. and Mrs. R. H. Chapin and Mr. and Mrs. H. J. Elliott of Perrydale, Ore. They spent several hours going through the plants under the direction of a guide who explained the various processes in automobile manufacture as each manufacturing department was visited.

One of the most interesting points, according to the Oregon visitors, was the final assembly plant where the complete assembling of the car, from the frame to the finished automobile, is to be seen. Here the shining new cars take form under the visitor's eyes and roll off the end of the final assembly line at the rate of one a minute.

The huge forge plant, where giant machines forge out crankshafts, cam and other parts, and the sheet metal division in which fenders and other sheet metal parts are stamped out on huge presses and costly dies, were among other impressive sights.

Following the inspection trip through the plants, Mr. and Mrs. Elliott took delivery of a new Buick in which they will drive back to Perrydale.

Two Girls Finish Shelburn Grades

SHELburn, May 15.—Shelburn grade school will have two girls finishing the eighth grade this year. They are Una Holm and Bertha Bennett.

Mrs. Kelly and her pupils are planning a picnic for Thursday night, May 27.

The application for the formation of a union high school for Seio was posted in this district this week, as Shelburn is one of the 11 districts which Seio is trying to annex. A remonstrance is now being circulated.

Mrs. Melvin Epley and infant daughter, Johanna Darlene, have arrived home from a Salem hospital.

Graduation exercises at Mun-ners for three eighth grade pupils were held Friday, with Supt. Bennett principal speaker. The eighth graders were Vila White, Frank Kuipers and Alice Light.

Eighth grade graduates of Shelburn, Colo., Quenser and Mt. Pleasant schools will gather at the Cole schoolhouse for joint exercises Friday night.

Nash Visits Gasoline Well, Scientific Puzzle



This "discovery" well produces gasoline pure enough to run an automobile from a depth of only 30 feet. It is located in the back yard of a Meekins family in Wilmington, Calif. The Nash Ambassador is shown as it paid a visit to the place recently to get facts about the peculiar enterprise which has puzzled the best technical minds in the oil business. Carter and Church, 255 North Commercial street, are the local Nash agents.

Bethel Plans Community Picnic, Last School Day

BETHEL, May 15.—Monday, May 17, will be the final day of school here, and a community picnic has been planned to take

place on the school grounds. Following a basket dinner, at noon, a baseball game will be played. Mrs. Carmelita Wedde, teacher for the Bethel school, has invited anyone interested in the event to attend.

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You're boss of the bunch when you ease in gas to the great valve-in-head straight eight, ablest engine of its size anywhere in the world. It's soft of voice but it packs authority—there isn't any fooling when it has work to do!

You're the envy of all eyes, garbed in Buick's princely style—handling these ready controls is the softest job in the whole wide world.

You stream down the straightaway—soar over the tallest hills—you sweep around the corners and curves erect as a dowager making her entrance—why even the back seat's chatterproof, so sweetly, smoothly, serenely does this road-wise car conduct itself!

You can't hurt it—it's built rugged and stout as Buick always has been—but still we say, handle with care! For so instant-quick is its lift to your toe-touch, so quietly easy will it outwing the birds, that you never have to force it to make your distance safely with time to spare.

This year say Buick—and whatever you say on the open road will go with the whole parade. Its purchase is as easily managed as its feather-light controls—for today Buick is priced at the lowest figure in history.

Your cue now is to see us. Do that without delay and you'll hold the center of the stage all summer long!

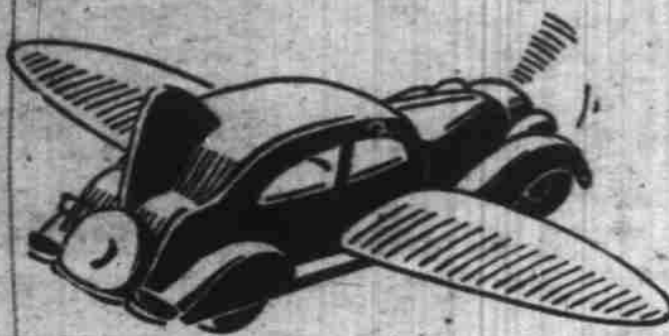
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from the ages of 2 1/2 years to and including high school age enacted the play with many beautiful dances.

In the evening the spring formal in honor of the queen was held in the gymnasium. Committees in charge were music and hospitality, Margaret Lindken, Rose Zak, Lester Herigstad and Charles Shaw; refreshments, and cleanup, Eva Marie Matthews, Juanita Kestel, Andrew Arney, Arthur Edwards and Gilbert Ranage.

Emil Ruhe, 56, Retired Steam Engineer Called

WOODBURN, May 14.—Emil Ruhe, 56, died Thursday afternoon at his home on North Third street, born December 4, 1881, in Omaha, Neb. He was a retired steam engineer and came to Woodburn about two years ago. Survived by his widow, Alma; four brothers, Charles and Fred of Omaha, Herman of Ellensburg, Wash., and Frank of Seattle; two sisters, Mrs. Minnie Lea of Omaha and Mrs. Winnie Larson of Woodburn. Member of Elks lodge of Astoria. Funeral services are in charge of Beecher-O'Hair mortuary and will be announced later.

Baccalaureate Sermon Slated Sunday Morning For Eldridge School

ELDRIDGE, May 14.—The Eldridge eighth grade baccalaureate sermon will be preached by Rev. Enoch Zimmerman of Salem following the regular Sunday school lesson study at the schoolhouse Sunday morning. His subject will be "How to Make the Most of Life."

A dinner, and not a picnic as previously stated, was served by the church group here last Sunday.

Reverend Zook Selected To Give Baccalaureate

SILVERTON, May 15.—Rev. Frank Zook of the First Christian church will preach the baccalaureate sermon for this year's graduation class. The services will be held at the Eugene Field auditorium May 23. A musical program is also being planned for the event.

Mrs. Sadler Visits
HUBBARD, May 14.—Mrs. J. W. Sadler is the house guest of Mrs. Waldo Brown for an indefinite visit.

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*Average difference delivered price Pontiac De Luxe Six two-door sedan and same model three-door four-door cars. Based on 18-month terms in 1937 representative cities. See your Pontiac dealer for exact local figures.

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