

Pontiac Presents Its 1938 Models

Front End Styling, Shift Lever Remote Control Notable Advances

Retaining the distinctive badge of the "Silver Streak," the new Pontiac models for 1938, stressing safety in many styles and mechanical refinements, went on public display Saturday at dealer showrooms the country over, including those of Doolittle Motors, 339 North High street, Salem.

Built on both a six and eight cylinder chassis, the two lines are each offered in a choice of eight body styles.

Outstanding features of both lines are complete new treatment of front and styling, optional remote control gear shift lever which frees the front compartment of all obstructions, enlarged generator ample for every electrical need, relocation of the battery beneath the hood for greater cleanliness and accessibility, improved silent synchro-mesh transmission, complete new treatment of the Fisher Body interiors, and a host of minor changes designed to increase the beauty and safety of this latest offering of the second largest producer in General Motors.

The same body types are available on both six and eight cylinder chassis: 3-passenger standard coupe, 5-passenger sport coupe and cabriolet, 6-passenger 2-door and 4-door sedans, 2-door and 4-door touring sedans, and convertible phaeton. Curb weight of the 4-door sedan is 3415 pounds on the six and 3555 on the eight.

With the six built on a 117-inch wheelbase and the eight on 122, the two chassis are powered by motors delivering 85 and 110 horsepower respectively, and with piston displacements of 223 and 249 cubic inches.

Front Restyled

Most striking in the new exterior appearance is the restyled front end. The chromium grille popularly known as the "Silver Streak," which leaped into instant public favor when Pontiac first introduced it on the 1935 model, is retained in all its individuality, and becomes the focal point of a new hood side grille and new radiator horizontal grille design which gives the impression of extreme power and beauty.

The new shift lever is Pontiac-designed and exclusive to this car among 1938 models. It is a simple, easy, and safe mechanical device for utilizing the standard shift by remote control. Beneath the steering wheel, and mounted on the steering column is a hand shift lever with four speed locations similar to the "H" pattern in conventional use.

In the new arrangement, however, the shift lever is moved up and down instead of sideways in transferring from the reverse-low to the second-high position through the neutral range. A series of cable controls and ball and socket joints transfer this movement into the transmission by remote control just as under the old arrangement it was done by direct action. Automotive experts have pronounced this new development as one of the outstanding mechanical inventions of the new season.

Drop in Gasoline Sales Registered

Gasoline consumption in Oregon took a downward dip during the first six months of this year when compared with purchases during the similar period in 1936. Secretary of State Snell reported yesterday.

Last month's sales of nearly 22,000,000 gallons were approximately 85,000 gallons short of those in September, 1936. The tax paid on gasoline sales during September this year was \$1,192,352 or \$4000 less than in September last year and \$125,000 less than in August.

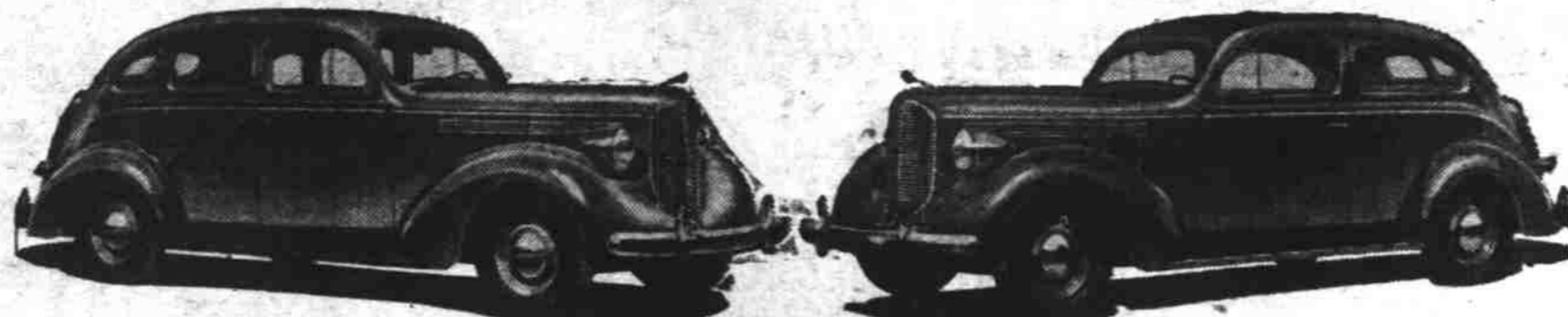
For the year to date gasoline sales have totaled 169,875,000 gallons, compared to 160,201,900 for the same period last year.

Families Making Moves, Union Hill

UNION HILL—Mr. and Mrs. Shipman and two children from Iowa have moved into the house on the Jack Richards farm. The children are attending the Union Hill school.

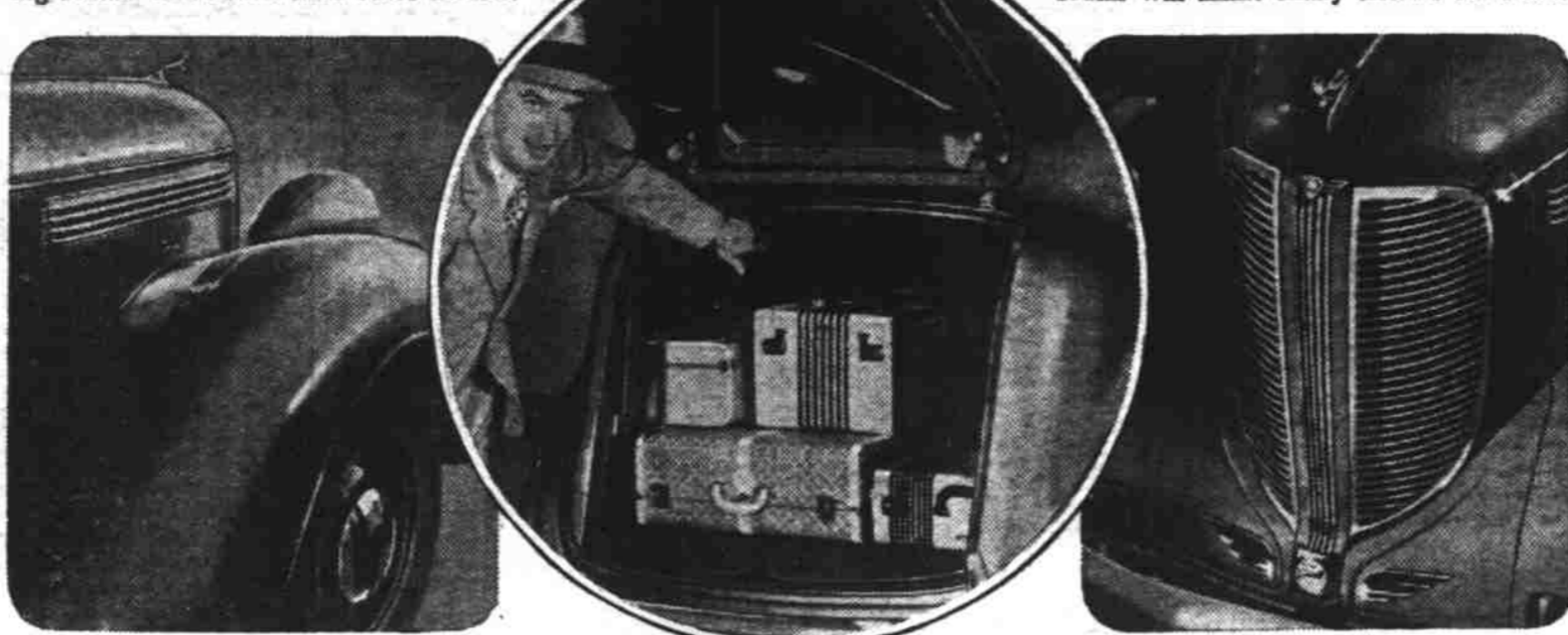
Mr. and Mrs. Pemberton and family have rented the farm recently vacated by the Porter Dowling family. Mr. and Mrs. Dowling and son, Lee Roy, moved to a place near Turner.

Dodge Line for 1938 Presents Its Claims to Public Approval



Forty-seven progressive improvements are embodied in this new Dodge 4-door touring sedan—and in the nine other models.

Beautiful, comfortable, and economical to operate—this new Dodge 2-door touring sedan will make many friends for itself.



The graceful, sturdy fender construction of the newest Dodge car is seen here. Headlamps are embedded in the fender arches.

Twenty per cent more luggage space is achieved by carrying the spare tire vertically, and by other changes in trunk construction.

Air-streamed beauty of an impressive, and substantial order is noted in this head-on view of the new Dodge models.

The Dodge line is handled in Salem by Herrall-Owens company, 235 South Commercial street.

Tire Failure Held Bane of Motoring

Inconvenience Is Serious Problem Even Aside From Dangers

Aside from the ever-present danger of accidents caused by worn tires, particularly at this time of year, the actual inconvenience of tire failure reaches staggering proportions as a motoring expense, declares Walter Zosel, manager of the Goodrich Silvertown stores at 193 South Commercial street.

Zosel said a nationwide survey just completed by the American Automobile association shows that members of the association in themselves last year had 8,500,000 breakdowns calling for emergency road service.

Tire failure, due to driving on rubber past the danger point, the association said, was the principal source of all trouble encountered on the highway by all members.

Zosel pointed out that the club members represent a minority of motorists, and conservatively figuring the cost and inconvenience of their tire failures on the highway at \$2 each, he said the indicated total loss for club members would total \$17,000,000.

"Multiply this loss by the experience of motorists everywhere, the total of waste," he advised, "certainly it is economy to replace worn rubber with rugged treads at this time of year when skidding hazards are increased even if we ignore the risk of physical injury from unsafe tires."

Former Resident Jefferson Called

JEFFERSON—People of Jefferson and vicinity were saddened this week by the death of Mrs. Lena Hochspeier Moser in a Portland hospital. Mrs. Moser was a former Jefferson resident, having conducted a dressmaking establishment here for many years. She has been living in Portland for several years, where her husband died two years ago. Funeral services were held in Portland.

Fred Hochspeier of Albany is a brother.

The October meeting of the Mothers' club of the Christian church was entertained at the home of Mrs. Frank Blazek Wednesday afternoon, with ten members present. Mrs. Leon Boyer was a guest. Mrs. Frank Blazek discussed "Undesirable Habits in Childhood." Mrs. Clinton Hart gave a reading and Mrs. Leland Wells spoke on "Voice Infections."

New Linn County Nurse Is Urged

ALBANY—At a meeting of the Linn county health board it was decided to send an application to the state board of health for appointment of a new Linn county health nurse. Mrs. Nova Gouge, who served as county nurse during the latter part of the last school year, is not now available, it has been ascertained by the board.

Announcement was made at the board meeting that sufficient funds are on hand to finance a health program for the remainder of this year.

Board members are A. H. Pengra, Lebanon, chairman; County Judge J. J. Barrett, County School Superintendent J. M. Bennett, and Mrs. Carl Connett, secretary.

Band Possibility At Salem Heights

SALEM HEIGHTS—At the first meeting of the Salem Heights community club which was fairly well attended, it was voted to sponsor a boys' and girls' band if sufficient interest was shown. It was also voted to hold a harvest benefit ball October 29 to raise money for club activities for the coming year. A well received program was then presented by Johnny Croisan, Keano Seranaders, Fricce Carter and a dressing contest which brought down the house.

Veterans Foreign Wars Elect Heads

Boydston Renamed Leader of Post at Dallas; Drive now on

DALLAS—The Dallas Veterans of Foreign Wars post No. 3203 held its regular meeting on Wednesday night at the armory, when election of officers was held, with the following reelected to serve until April, 1938: Ray Boydston, commander; E. Ray, senior vice-commander; William Mott, chaplain; T. C. Stockwell, trustee; Jack Hayes, surgeon; Forrest Martin, quartermaster, and Fred Gooch, past advocate.

A membership drive is now being made by the post. Plans were made for attendance at the district meeting to be held in Salem Wednesday night, October 27.

The post voted to cooperate with the Independence post in observance of Armistice day.

Auxiliary Elections

At the auxiliary meeting election of officers was also held: Mrs. William Mott, president; Mrs. Forrest Martin, senior vice-president; Mrs. Del Hayes, junior vice-president; Mrs. Ray Boydston, treasurer; Mrs. Charles Plesner, chairman; Mrs. Isabel Berisford, conductress; Mrs. George Eggert, guard; Mrs. Wayne Schriver, trustee.

OSC Student Has Headache Cure

CORVALLIS—That the "water balance" in a person's body may be the key to prevention of migraine or nervous sick headache is the theory advanced by Frank Thompson, graduate student in chemistry at Oregon State college, who recently reported his experiments and conclusions on this subject to the Oregon section of the American Chemical society at its meeting in Portland.

His study of his own case and those of a number of others has finally convinced him that the secret of prevention of these headaches lies in keeping the intake of water or liquid at a minimum.

Stayton Rebekahs Set Supper Event

STAYTON—Eva Rebekah lodge No. 93 will enjoy a potluck supper at 6:30 Tuesday evening. At 8 o'clock Mrs. Sara Wright, noble grand, will conduct the meeting, after which a program will be held.

The American Legion auxiliary met at the home of Mrs. Dick Knight last Tuesday. Plans for the year were made. Two quilts will be started. The next sewing meeting will be November 16. At the close of the afternoon, tea was served.

Those present were Mrs. Marjion Hunt, Mrs. Joe Pleser, Mrs. Oscar Hagen, Mrs. Oliver Forrette, Mrs. Gabe DeJardin and the hostess, Mrs. Knight.

Grangers' News

LYONS—The Santiam Valley Grange Home Economics club met at the home of Mrs. Barry Hiatt Wednesday afternoon. Plans were made to hold an apron sale for the benefit of the club. The date is to be announced later.

47 Improvements In Lodge for '38

Ten Body Selections Are Listed; Changes Made in Most of Units

Announcement description of the 1938 Dodge passenger car models, handled in Salem by Herrall-Owens company, 235 South Commercial street, will make interesting reading to the many followers of this popular make, especially in view of the fact that the new line, offering ten body selections, is said to incorporate some 47 progressive improvements affecting appearance, comfort and performance.

Coups come in three styles—business, rumble seat and convertible. Sedan and touring sedan models include two and four-door closed types and a convertible style. There also are two 132-inch wheelbase vehicles—rated as seven-passenger sedan and seven-passenger limousine, but in reality accommodating eight passengers.

Changes and improvements distinguishing the 1938 models from their immediate predecessors are found in nearly every major element of the new series—in the power plant, transmission, brakes, steering mechanism, clutch, wheels and other components.

Outstanding engineering features such as floating power and other engine details, silenced all-steel safety bodies, hydraulic brakes, hypoid rear axle, and a variety of automatic operating features are either retained or used with modifications. Entirely new are such units as the radiator shell and grilles by which the head-on appearance of the new cars is beautified.

Montanan Departs

ORCHARD HEIGHTS—Mrs. R. W. Clarke and her sister, Mrs. D. M. Eby, motored to Portland where Mrs. Eby boarded the train for her home at Missoula, Mont. She has been a guest of relatives here since September.

Union Hill Women Meet, Mrs. Potorff

UNION HILL—Mrs. David Potorff was hostess to members and friends of the Union Hill Woman's club on Thursday afternoon at her home.

Roll call, "Various Orphanages in Oregon" was responded to by the members. Reports on "Our Visit to the Children's Farm Home at Corvallis" was given by Mrs. W. M. Tate, Mrs. B. E. Bower, Mrs. C. C. Carter, Mrs. V. D. Scott and Mrs. George Scott. Several visitors were present.

Lunch was served by the hostess, assisted by Mrs. W. R. Heater and Mrs. Edwin Peters.

The next meeting will be at the home of Mrs. V. D. Scott in two weeks.

Talbot Women's Club in Session

Mrs. Claude Johnson has Group at Her Home for Afternoon

TALBOT—Mrs. Claud Johnson was hostess Thursday afternoon when she entertained the Talbot Women's club at her home. Vice-president Mrs. D. E. Blinston presided. Mrs. Delmer Davidson gave a reading.

Mrs. John Jones, Mrs. Mamie Gunn and Miss Thelma Gunn were special guests. Mrs. Johnson was assisted in serving by Mrs. Loyal Johnson and Mrs. Arthur Johnson.

Montanans Arrive

Mrs. Gladys Pelton and daughter Marilyn of Foshtail, Mont., are visiting her parents, Mr. and Mrs. G. W. Potts.

Mr. and Mrs. Loyal Johnson and family have rented a 80-acre farm four miles from Independence and are moving there.

Miss Dorothy Freeman of San Francisco has been visiting her brother and sister-in-law, Mr. and Mrs. E. J. Freeman.

Brush College Helpers Hold First Fall Session

BRUSH COLLEGE—Mrs. Leland Wendt entertained the Brush College Helpers with a social afternoon at her country home on the Wallace road for the first seasonal meeting.

Plans were made for a meeting at the home of Mrs. Fred Olsen, October 28, when officers will be elected for the ensuing year. Mrs. Carl Harritt is president.

Lebanon Freshies Given Reception By Upper Classes

LEBANON—The annual reception for the freshman class was held in the high school gymnasium Friday morning with all classes participating.

Three one act skits were presented by the freshmen. The first one was called "The Wedding" with Ruth Zimbrick as the groom of Lebanon high school Betty Ford was the bride or the freshman class. Mr. Arthur Pengra, school principal acted as minister, using hand-cuffs for a ring. The other two plays were along the same lines.

Joan Knowlen and Joan Schenk gave a tap dance and Miss Schiltz, a new teacher this year, read a school prophecy. For the final event the upper classes held court for the Freshmen who had disobeyed school rules. After the program ice-cream was served all freshmen.

Thief Robs Carl Duncan Place at Turner; Takes 15 of Hens and Pullets

TURNER—Carl Duncan was the victim of chicken thieves Wednesday night when 15 laying hens and a number of pullets were taken.

Mr. and Mrs. Thomas Little, entertained recently for Mr. Little's sister, Mrs. Bruce Bowring and her daughter Grace and son Henry, who were once near residents of Turner. Mrs. L. Hafman of Beaverton was one of the party.

NORGE

Whirlator Oil Burner

GIVES YOU ECONOMICAL HEATING

AS WELL AS CLEANER, CAREFREE OPERATION

Specialized Heating and Air-Conditioning

SIDNEY S. DAY, Inc.
Authorized Dealer, Norge Heating Equipment.
330 N. Commercial Salem, Ore. Phone 4822

The Patented Whirlator principle of combustion control gives a cleaner, hotter fire—utilizes the heat value of fuel as efficiently as possible. Investigate the Norge Whirlator Oil Burner—you'll be repaid in modern, dependable, healthful oil heat. Both first cost and operating cost are low. Get full details today.

Values of 1937

4-DIAMOND ENSEMBLE

Yellow Gold Both Rings \$19⁷⁵

The Joyful Bride Deserves Fine Jewelry to Commemorate the Day. These Rings Will Be Treasured Through Years

Other Diamond Sets \$12.45 to \$350.00

As Little as \$1.00 a Week

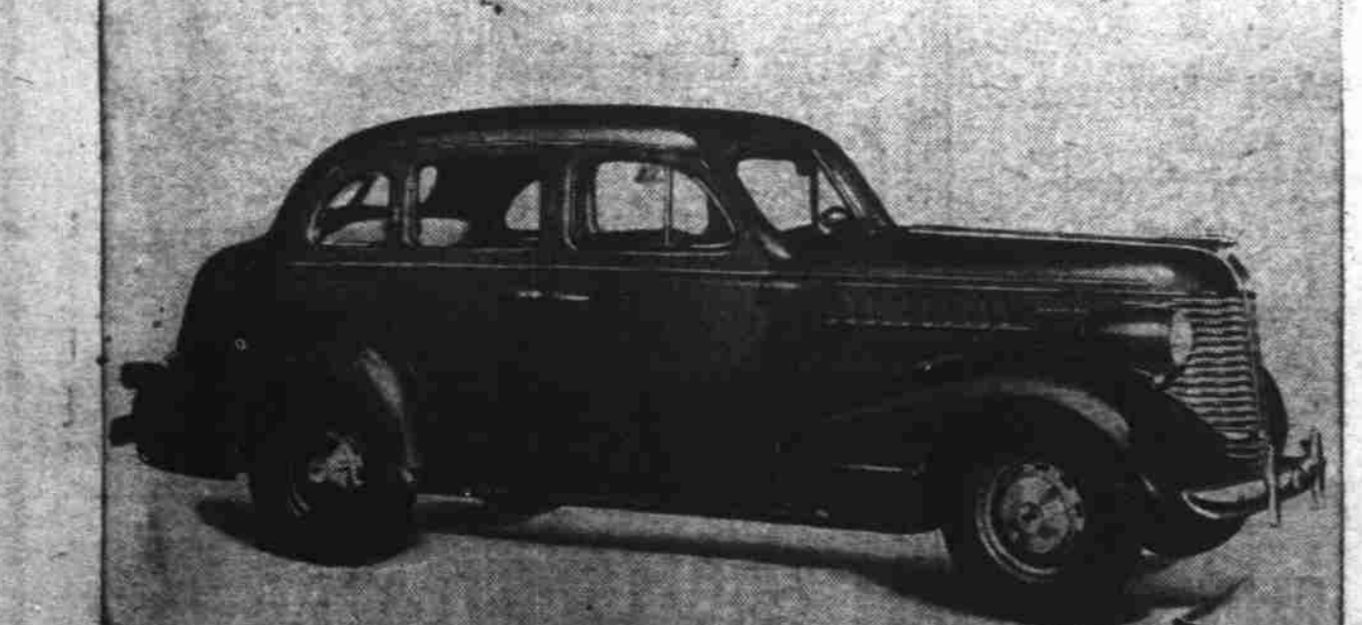
The JEWEL BOX

Credit Jewelers

443 State Between High and Liberty. Open Saturday Evening Until 9

Quality Jewelry Pay by the WEEK

Silver-Streak Hood Features 1938 Pontiac



The 1938 Pontiac six-cylinder four-door touring sedan. New styling; improved Silver-Streak hood and radiator design; new body interiors; 117-inch wheelbase; 85-hp engine; battery located under hood for greater accessibility; Pontiac-designed safety shift gear at slight extra cost. Doolittle Motors, 339 North High street, is the Salem agency.

IT'S HERE TO SAVE YOU MONEY!

COMBINING sensational economy and traditional Dodge dependability with 47 progressive new improvements, the new 1938 Dodge tops it all with distinguished new styling, inside and out, to give you the most beautiful, extra-value Dodge of them all!

See this new Dodge today and learn how you, too, can switch to Dodge and save money! And remember—Dodge still delivers for just a few dollars more than lowest-priced cars!

DODGE—Division of Chrysler Corporation



SWITCH NOW TO THE 1938 DODGE—AND SAVE MONEY!

STILL DELIVERS FOR JUST A FEW DOLLARS MORE THAN LOWEST-PRICED CARS!

235 S. Commercial St. HERRALL-OWENS Phone 3169