

2 new Chevrolet Lines Presented

Refinements Include Body and Chassis Changes; Hood Is Graceful

Noteworthy advances in performance, economy, safety, durability and style, gained through systematic refinement of features already thoroughly proved in the hands of the public, mark the two new 1938 Chevrolet passenger car series which the Douglas McKay Chevrolet company is presenting today.

Outwardly, the most notable change in the new Chevrolets is their advanced styling, which is especially evident at the front end. The top of the hood sweeps forward from the cowl in a graceful curve, to cap the almost vertical flat topped radiator and grille.

Engine advances for 1938 are mainly in the nature of refinements, although a new and lighter flywheel, in conjunction with the new clutch, affords greater flexibility and quicker response to the controls.

Starter Is New The most notable change in the power plant and its related units is the electrical system, which is entirely new.

Cadillac Reveals Models for 1938 A completely re-engineered 16 cylinder, longer Cadillac V-8 the Cadillac-Fleetwood and a "surprise car"—the sixty—make up the 1938 line of Cadillac.

Farm Gatherings Scheduled, Polk DALLAS—As a part of some 300 meetings planned for this winter by members of the Oregon State college extension service, several will be held in Polk county.

126 Drivers Lose License in Month

One hundred twenty-six Oregon motor vehicle drivers lost their drivers' licenses during September, Secretary of Snell announced yesterday.

Girl Scout Troop Holds Party at Community Hall LIBERTY—The Girl Scout troop had a party at the community hall Thursday night, enjoying games in variety and refreshments.

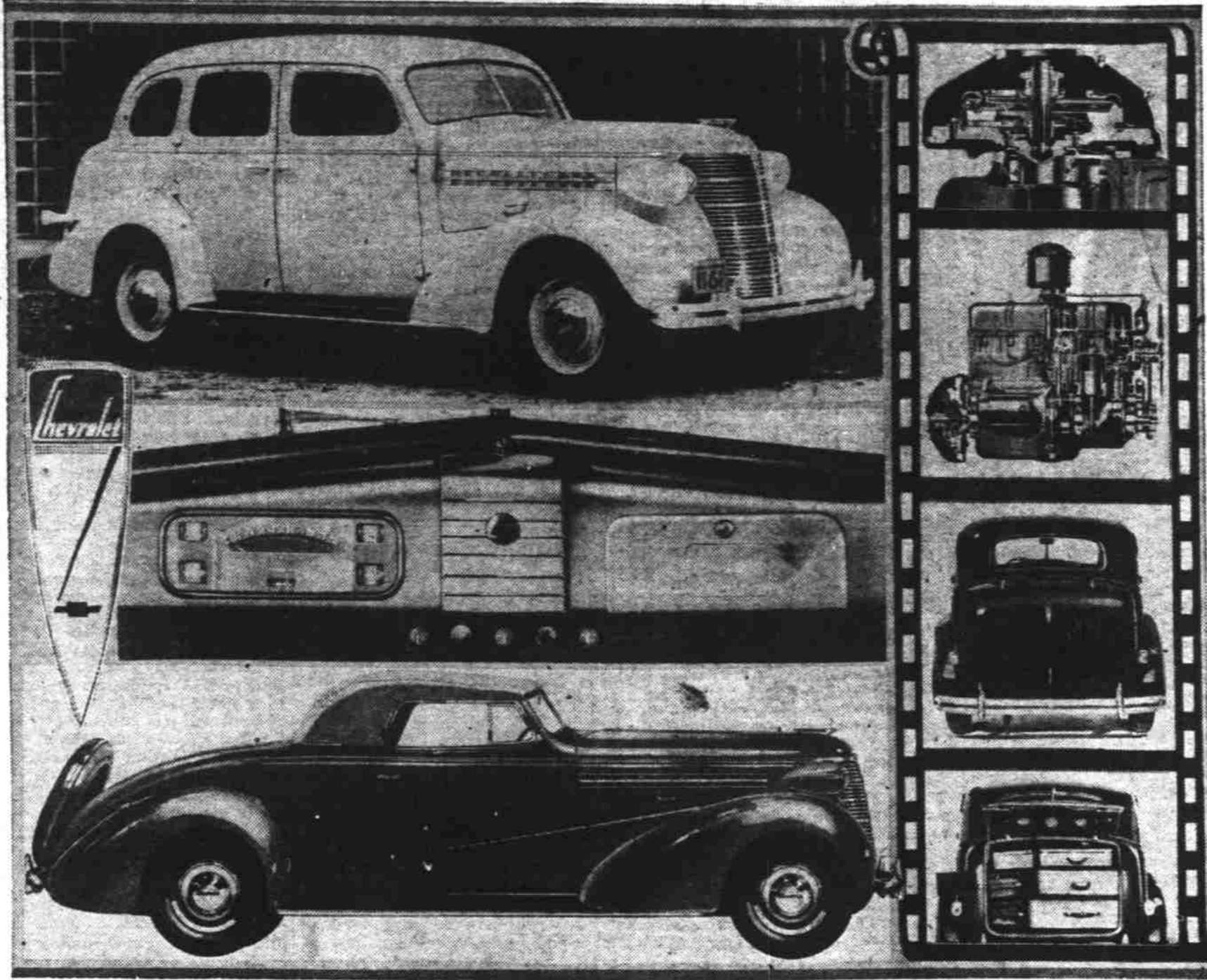
Hubbard Women's Club Names Mrs. E. Grimm As President for Year

HUBBARD—The Hubbard Women's club met at the farm home of Mrs. E. U. Anderson Wednesday afternoon. A business meeting was held at which time they held a special election to fill vacancies.

Turner Methodist Aid Present at Convention

TURNER—The Methodist Aid society sent a good delegation Thursday to the district Aid convention held at Independence.

Chevrolet for 1938 Presents Improvements in Chassis, Engine



Lincoln-Zephyrs Win High Praise

Valley Motor Salesman in Group, First Showing; Sees Banner Year

Graham Sharkey of the Valley Motor company, local Lincoln-Zephyr and Ford dealers, met with Lincoln-Zephyr dealers and salesmen from all over Oregon and southern Washington in Portland Friday to view for the first time the new 1938 Lincoln-Zephyrs.

The group assembled for luncheon along with members of the press and automotive publications for the first showing in the west of the sensational new Zephyr. "We are preparing for the greatest sales year in the history of the Lincoln Motor company," stated Mr. Sharkey.

"Our sales of Zephyrs for 1937 have been way beyond our expectations and we feel certain that with the new changes and improvements in the 1938 car that next year will be a banner one."

Public showing locally of the 1938 models will be announced by Sharkey as quickly as cars are available.

Turner CE Clubs Hear State Head

TURNER—The senior and junior Christian Endeavor societies of the Christian church met recently for an evening banquet in the social rooms of the church.

Fortune Telling Gypsies Fall in Ill Luck, Albany ALBANY—Albany was an unfortunate stopping place for four gypsies, giving their names as Mr. and Mrs. Joe Marks, Mary Evans, and John Hokes, who arrived in the city sometime Wednesday and proceeded to open up a spiritualist and fortune telling quarters on the main street, without first securing a city license.

Walter Duffs Conducting Revival Meet, Falls City

FALLS CITY—Rev. and Mrs. Walter Duff, who just recently returned from an extended trip to the British Isles, are holding evangelistic services in the Methodist church. Their inspirational services with music of the electric vibra-harp and slide trombone are drawing good crowds.

Attends Salem Game

LEBANON—Mrs. Jack Haek drove to Salem Friday evening to attend the Willamette-Whittier football game. Mrs. Haek is the mother of Jack Haek, Jr., a freshman on the Willamette team this year.

Incorporating many engine and chassis improvements, the new 1938 Chevrolet, in two series, makes its debut today. The smart, graceful lines of the new car illustrated in the master deluxe sport sedan, at the top, and the master cabriolet, at the bottom, illustrate the re-designed radiator grille and hood as they blend with Chevrolet's famed "speedline" styling.

Specializing in heating and air-conditioning, NORGE FINE-AIR FURNACE is the authorized dealer for Sidney S. Day, Inc. in Salem, Oregon.

ALBANY—Albert Senders is chairman of the general committee on arrangements for the annual ball sponsored by the Elks lodge. Senders reports satisfactory progress is being made and that the ball will take place on the evening of November 4, in the Albany armory.

Proceeds from the ball is used for charitable work and also for the annual Christmas treat to all children in the city under 12 years of age. Lebanon children are also included in the treat the past several years.

TURNER—Turner high school is taking a new interest in athletics, with Prof. L. J. Uhrhammer as coach. Special emphasis is being placed on good sportsmanship and frequent pep meetings will be held with the new year leaders.

Senders Chairman For Albany Event

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Nebraska Capitol Praised by Maden

Best Seen on Trip, Fully Paid for; Truck Dealer Tells of Travels

The Nebraska capitol at Lincoln is the finest statehouse in the 25 states through which a party headed by James H. Maden, Salem International truck and McCormick Deering farm machinery distributor traveled, and what Nebraska people are particularly proud of is that it's all paid for to the tune of ten million dollars.

Business is good and most of the merchants feel optimistic... there is little construction work in progress... and the finest homes viewed were in Tennessee.

Such are random observations of Maden, who with Mrs. Maden and Mr. and Mrs. Jack Shank of Portland spent nearly a month covering 8300 miles in the aforementioned 25 states.

Especially interesting to the men was the visit at the International truck factory at Springfield, Ohio, where they watched the assembly of cars... and also the disassembly preparatory to packing the trucks for shipment.

The party drove south to San Diego, then to Fort Worth and Dallas, Texas, on to Utah, Alabama and north to Johnson City, Mo., where Maden's mother lives and his home town which he had not visited for 32 years.

From Johnson City, they went on to Washington, D. C., there visiting the capitol and sites of historical interest, then to New York City (costs have increased to \$1.50 from \$1.10 to take the ride to the top of the 102 story Empire State building). En route

Tells of Trip



JAMES H. MADEN

home they came by way of Pittsburgh, Columbus and Springfield, into Lincoln, Neb., and over highway 30 to the Oregon line to come into Salem over the new North Santiam route. They drove home three trucks and a car.

Athletic Interest Higher at Turner

TURNER—Turner high school is taking a new interest in athletics, with Prof. L. J. Uhrhammer as coach.

Special emphasis is being placed on good sportsmanship and frequent pep meetings will be held with the new year leaders.

Bonesteel Takes Agency on Willys

Second Production Season Sees Line Extended to Commercial Cars

Coinciding with the announcement of new models for 1938, the Willys agency in Salem has been taken over by Wallace H. Bonesteel, Inc., Chemeketa and Liberty streets, it was announced Saturday.

The new Willys, which won world-wide acclaim in a year, enters a second year of production with an extended line of passenger cars and a new line of commercial units.

Three new passenger car models have been added to the 1938 line which now comprises three sedan and three coupe models. The coupe is now available in the Economy, Standard and DeLuxe, while the sedan line includes Standard, DeLuxe and Custom models.

The new models added to the 1938 line are the Economy and DeLuxe coupe and the Custom sedan. Reentry of Willys-Overland Motors, Inc., into the commercial car field is marked by the introduction of an entirely new type of ultra-economical light delivery, the Economy cab-pickup and the Willys half-ton line consisting of pickup with complete equipment.

Former Residents Visit

BETHEL—Former residents of this district who visited in the neighborhood on Thursday were Mrs. C. A. Boling, Clarence Boling, Mrs. Carl Bower, (Elsie Boling) and Mrs. Boling's mother, Mrs. N. Bower of West Salem. The Bolings live near Florence. The group was entertained at the I. R. Carruthers home.

Announcement!

The Capitol Motors

ANNOUNCE

Wallace H. Bonesteel

AS THE NEW

Willys Dealer

FOR SALEM

"GOSH, DAD, DON'T WE EVER STOP FOR GAS?"



Save half YOUR GAS

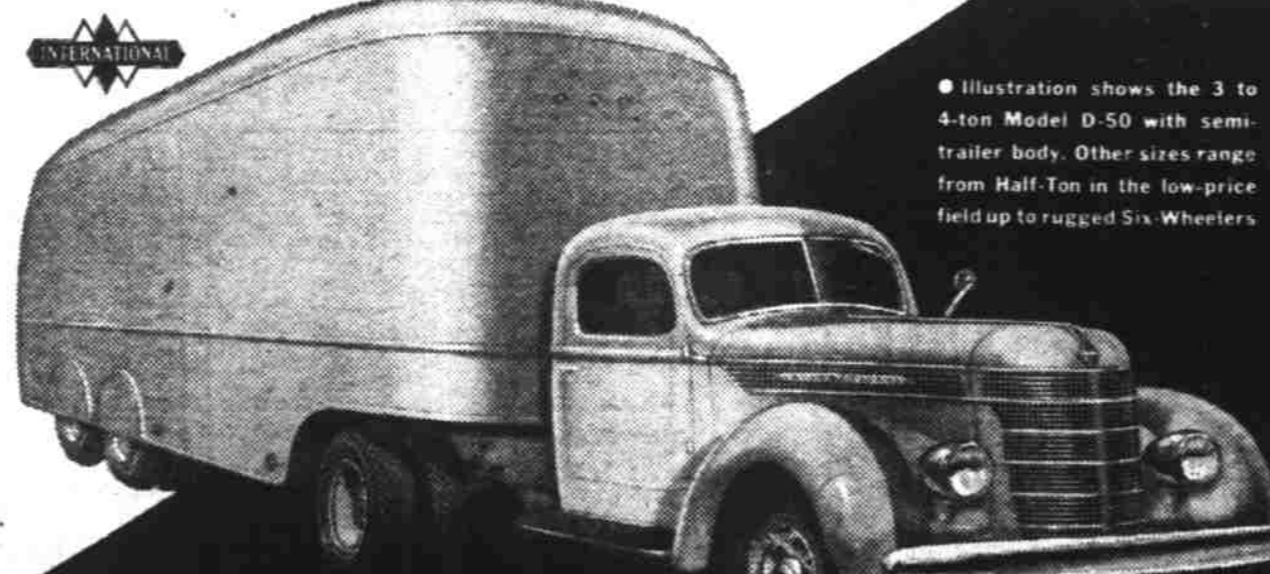
HERE'S a car that offers the exact things you have always wanted in a car: HIGH ECONOMY—In the recent Willys Economy Test reports show the average rate of ALL drivers was 36.5 miles per gallon. LOW PRICE—save considerably in down payment and price. MODERN STYLE—effectively streamlined to be the smartest car on the road. EXTRA SAFETY—top and body solidly welded into a strong, sturdy unit... Oversize brakes. All parts vital to safety are oversize. ROOMINESS—the front seat is three times the width of a regular theater seat. Join the smart crowd—Save half your gas—drive the car that won America in a year.

SAVE A LOT IN PRICE

DRIVE THE 1938 Willys

Wallace H. Bonesteel

Chemeketa and Liberty, Nelson Bldg. Phone 4444



The NEW INTERNATIONALS

Major efficiency cannot be jumped too suddenly and too often from the old to the new. That is why International Harvester produces no yearly major change in trucks. The International "C" models, now on the highways in many tens of thousands, made their first bow to the public in 1934. In the meantime the International reputation has grown steadily on the vital factors in transportation, performance and long life, unequalled nationwide service and the truck user's final objective—ECONOMY. In the meantime, also, International Harvester has been constantly at work on basic problems of engine and chassis design, load distribution and braking, increased power, fuel economy, truck maneuverability, and driver comfort. The resources of its engineering staff, its laboratories, its plants and proving grounds were centered in the development of a fundamentally better product. Today the many improvements that have been made are consolidated in a completely new line of trucks. Today International Harvester offers truck users the finest value of the year, a product not only engineered to the moment, but styled for public acceptance. These new trucks are now on display in our showroom. Come in and let us show you the model for your job, or we will be glad to send you a catalog.

JAMES H. MADEN CO. Inc.

217 State St. Phone 8590

INTERNATIONAL TRUCKS