2 new Chevrolet **Lines Presented**

Refinements Include Body and Chassis Changes; **Hood Is Graceful**

Neteworthy 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. Both lines embody an improvement destined to rank as outstanding in the industry this year-the revolutionary new "tiptoe-matic" clutch combining more positive action with greater operating ease, and adding importantly to the safety, comfort and durability of the car.

Refinements in the new models extend to bodies, both interiors and exteriors, and to numerous units of the chassis, although the design remains fundamentally unchanged. The power plant in both series is the 85-horsepower highcompression valve-in-head sixcylinder engine whose power, smoothness, economy, and freedom from service interruptions are already familiar to millions of owners throughout the world. Styling Notable

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. The latter, a radical improvement over previous design, consists of chromium-plated horizontal bars, flowing back from the center line of the grille to blend into the radiator shell. The speedline which introduced a new style note is continued in 1938.

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 flaxibility and quicker response to the controls. Valve-springs, valves and certain portions of the cooling system have also been redesigned rather than simply re-

Starter Is New The most notable change in the power plant and its related units is the electrical system, which is entirely new. It consists of a new higher-capacity generator with veltage regulator which adjusts its output at all times to the load imposed on the battery; a new starting mechanism of the type

starts; and a new, weather tight, and accessible battery cover. All models have Chevrolet's perfected hydraulic brakes, allsilent, all-steel turret top bodies by Fisher, and the trouble-free hypeid rear axle. On the master de luxe series. Chevrolet fully-enclosed knee action is starting its

furnished on the costlier General

clutch and automatic throttle

Cadillac Reveals Models for 1938

fifth year.

A completely re-engineered 16 cylinder, a longer Cadillac V-8 the Cadillac-Fleetwood and a "surprise car"-the sixty-make up the 1938 line of Cadillac. Douglas McKay Chevrolet company is the agency here.

Because of the admitted swing to multi-cylinder motors and the demand for greater power, performance and luxury, the new Cadillac 16 is a significant contribution to automotive ranks. The engine is lighter and more

compact than any previous similar design, despite its rating as the most powerful passenger car motor in the industry. Likewise, the body construction sounds an advance note. Mounted on a wheelbase 13 inches shorter than the 1937 model, there is an actual and impressive increase in passenger room. The new Cadillac V-8 supplants

the former "Series 65," which last year was produced in only one body model. For 1938, the series has been expanded to three body types (five-passenger sedan, five-passenger Imperial and convertible sedans) on an even longer wheelbase of 132 inches.

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. In 84 cases the revocations

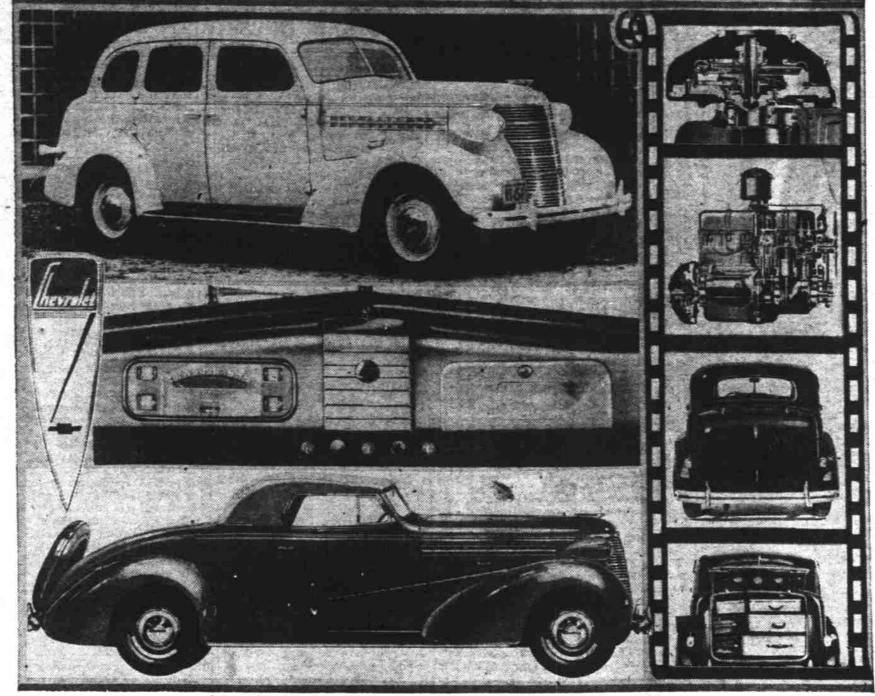
were for drunken driving. Reckless driving resulted in 14 suspensions. The revocations for September were 23 fewer than in

So far this year there have been 743 licenses revoked or suspended subject to the safety responsibility law.

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. Those present were: Mrs. Helen Gibbs, troop leader; Miss Genevera Selander of Salem and Miss Anne Jones, lieutenants; Betty, Hansel of Salem, Mrs. J. Baker, Mary Sargent, Jacqueline Judd, Patsy Dasch, Lucille Behrens, Muriel Baker, Ollie Ransom, Mrs. E. S. Prather, queline Engle, Juliane Berhow. | Mrs. Fred Dierks.

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-

The group assembled for luncheon along with members of the press and automotive publications | recently for an evening banquet Motors cars, with over-running of the sensational new Zephyr.

eatest sales year in the history of the Lincoln Motor company," house. Japanese lanterns and fall stated Mr. Sharkey. "The remark- flowers were used about the able growth of the Zephyr from rooms. a brand new car in 1936 to a New officers elected: Presiposition of leadership in the dent. Stella Barnett; vice-presimedium price field is proof of dent, Fernall Gilstrap; secretarythe public recognition and ap- treasurer, Marie Wilks; juniors, lice late Thursday night and Friproval of the revolutionary type president, Betty Peetz; vice-of construction and styling employed in building the Lincoln- treasurer, Anna Mae Davis.

"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

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

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 Agent Leth states that meetings here will be on such subjects as the 1938 agricultural conservation program, a Bang's disease hearing, county grange conference, two dairy meetings, a general economic conference and others.

The tentative dates are as follows: November 13, at Salem, Bang's disease hearing for Marion and Polk counties; November 16. meeting to explain details of the 1938 agricultural conservation program for community committeemen only; December 7 and .21, dairy problems meetings December 10, soil resources meeting; January 6, small fruits meeting; and January 25, county economic conference.

Specialists from the college will attend the meetings.

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.

Officers elected were: Mrs. Earl Grimm, president; Mrs. Charlotte Taylor, vice-president; Mrs. Willys Berkey, treasurer, and Mrs. L. M. Scholl, secretary. After the business session, the club was entertained by eight girls from the White school gave harmonica selections.

Turner Methodist Aid Present at Convention

TURNER-The Methodist Aid society sent a good delegation Thursday to the district Aid con-Ladies attending were Mrs. Nellie Margaret Crowley, Gladys and Gunning, local president, Mrs. De Loris Lawrence, Faye Plenge, Mrs. L. M. Small, Mrs. Bruce Ila Krauger, Vera Atteburry, Jac- Groseclose, Mrs. Mollie Spiers and

Incorporating many engine and chassis improvements, the new 1938 Chevrolet, in two series, makes its debut today. The smart, grace- Senders Chairman ful lines of the new car illustrated in the master de luxe sport sedan, at the top, and the master cabrolet, at the bottom, illustrate the re-designed radiator grille and hood as they blend with Chevrolet's famed "speedline" styling. Between the two models is the new instrument panel. The photo strip portrays a few of the many features of the new product. From the top, they are: the new "tiptoe-Matic" clutch, introduced to the industry now by Chevrolet; the improved 85-hp 6-cylinder valve-in-head engine, used in both series; a rear view of the master de luxe town sedan; the built-in trunk, showing its increased roominess. Douglas McKay Chevrolet company is the Salem dealer.

Turner CE Clubs Hear State Head

TURNER-The senior and junior Christian Endeavor societies of the Christian church met

was centered with a lighted light-

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 elecbone are drawing good crowds.

daily at 4 o'clock for the children. this year.

Fortune Telling Gypsies Fall in Ill Luck, Albany

ALBANY-Albany was an unfortunate stopping place for four Howard Cole, state CE presi- Mr. and Mrs. Joe Marks, Mary "We are preparing for the dent, was the speaker. The table Evans, and John Hokes, who arnesday and preceded to open up a spiritualist and fortune telling quarters on the main street, without first securing a city license. They were arrested by city poday morning appeared in Police Judge Karl Horton's court where they pleaded guilty to the charge. They were fined \$5 each and ordered to leave town. The quartet had fixed up a vacant store room, converting it into an oriental place with rugs and hang-

Attends Salem Game

LEBANON - Mrs. Jack Hack drove to Salem Friday evening to Sidney S. Day, Inc. attend the Willamette-Whittler tric vibra-harp and slide trom- football game. Mrs. Hack is the mother of Jack Hack, jr., a

For Albany Event

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.



Air-Conditioning

Authorized Dealer, Norge Heating Equipment Afternoon meetings are held freshman on the Willamette team | 839 N. Commercial, Salem, Ore. Phone 4822



Major efficiency cannot be jumped too suddenly and too often from the old into 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, unequaled 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, not only proved in the long process of development, 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.

217 State St.



Nebraska Capitol Praised by Maden

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

The Nebraska capitol at Linoln 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 dol-

Business is good and most of the merchants feel optimistic . . here 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 home they came by way of Pittscovering 8300 miles in the aforementioned 25 states.

Factory Visited

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 capital and sites of frequent pep meetings will be historical interest, then to New held with the new yell leaders. York City (costs have increased | Ellison Whittaker and Frances to \$1.50 from \$1.10 to take the Clark, in charge. Turner won The Bolings Live near Florence. ride to the top of the 102 story 33-0 in the recent football game The group was entertained at the Empire State building). En route with Jefferson high at Jefferson.

Tells of Trip

JAMES H. MADEN

burgh, Columbus and Springfield,

into Lincoln, Nebr., and over

highway 30 to the Oregon line to

home three trucks and a car.

Athletic Interest

Higher at Turner

TURNER-Turner high school

Special emphasis is being

placed on good sportsmanship and

is taking a new interest in ath-

letics, with Prof. L. J. Uhrham-

Bonesteele Takes Agency on Willys Second Production Season Sees Line Extended to

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

The new Willys, which wen 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 come into Salem over the new DeLuxe coupe and the Custom North Santiam route. They drove 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. 1. R. Carruthers home

Announcement!

mer as coach.

The Capitol Motors

ANNOUNCE

Wallace H. Bonesteele

AS THE NEW

Willys Dealer FOR SALEM



HERE'S a car that offers the ex- road. EXTRA SAFETY-top and act things you have always wanted body solidly welded into a strong, 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. MOD-ERN STYLE-effectively stream- your gas-drive the car that won lined to be the smartest car on the America in a year.

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

Willys Owners Report up to

Miles Per Gallon

Chemeketa and Liberty, Nelson Bldg.

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