

Fluid Drive's Use Extended

Chrysler Puts in System In Additional Models In "Eight" Lines

Chrysler's famous "Fluid Drive," an entirely new principle of transmitting power from engine to rear wheels, is now available on all of the company's eight-cylinder models, according to an announcement by Charles L. Jacobson, vice-president and general sales manager of the sales division, Chrysler Corporation. On the Traveler, New Yorker and Saratoga lines, it is listed as extra equipment. On the Crown Imperial, it continues as standard equipment.

First introduced on the Chrysler Custom Imperial in 1939, the success of "Fluid Drive" has been amazing. Although only a little more than a year has elapsed since it made this, its first appearance on any American passenger car, it has won the favor of hundreds of owners and the percentage of car orders on which it is specified is rapidly increasing. Now that it is available on this low-priced eight, this percentage is bound to be further augmented.

The outstanding advantage of "Fluid Drive" is that the car may be driven in high gear under all ordinary conditions, with the clutch and gear-shift as completely forgotten as if they did not exist. This advantage particularly appeals to women drivers, who find it a relief to be able to concentrate their attention solely on the throttle, brake and steering wheel. Another advantage is that while clutch and gear-shift are not needed except under exceptional conditions, the driver nevertheless retains complete control over the action of the engine and also retains the "feel" of the car. It might be said that the "Fluid Drive" provides all gears yet eliminates all gear changes, manual or mechanical. The action is exactly like that of steam or electric power in its flexibility and smoothness, with the entire drive mechanism responding instantly to the pressure of the driver's foot, a personal and constant control.

Added smoothness of performance and a great reduction in wear and tear on the drive train and engine, through the absorption of all engine irregularities in the fluid which transmits the power, are additional benefits claimed.

Old Postoffice Sold

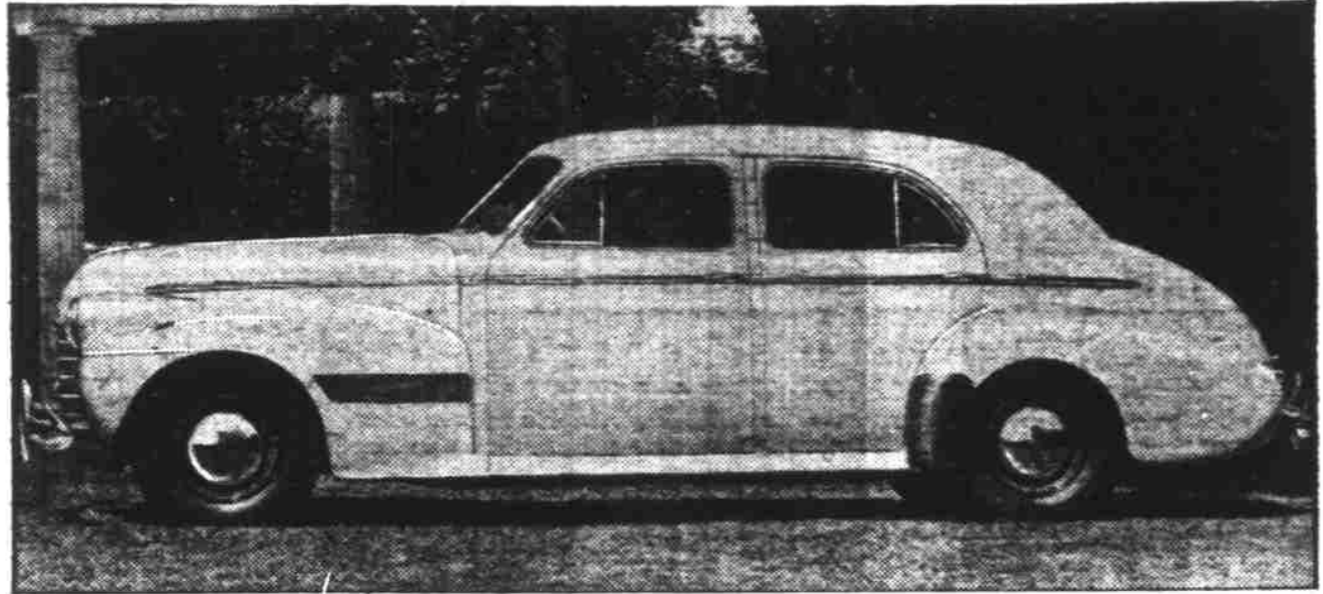
AURORA — The Aurora Community club has bought what is known as the old postoffice on the corner of Main street near the railroad which will be used as a club room. This building was owned by Hugo Muecke of Portland and was one of the old landmarks of Aurora.

New Master Sedan Shown



Here's the new 1940 Chevrolet Master 85 sport sedan, with roomy lines, new features.

Smart Lines Shown In New Cars



Smart and flowing are the lines of this 1940 Oldsmobile custom eight cruiser four-door touring sedan.

Auto Color Preferences Changing; Black as Car Finish Losing Favor

The national automotive color scheme is undergoing decisive change. No longer is the industry culpable of the criticism: "You can have any color automobile you want as long as it is black."

In fact, according to records of the Buick division of General Motors, only one out of three Buick cars purchased in these modern times is black. The other two may be various shades of blue, green, grey, maroon, brown, cream or two-tone combinations of two or more of these colors.

That is the ratio in which buyers of new Buick cars have taken their colors since introduction of the 1940 models last fall. Analysis of customer color options on 112,569 cars, covering 1940 models entered in production through January 1, shows a substantial increase in the preference for col-

ors with a corresponding drop in demand for black cars.

While black still predominates, with 33.9 per cent of all cars so specified, it has steadily yielded position. Only a few years ago virtually 80 per cent called for black. Last year the percentage had dropped to 40. This year another 7 per cent of Buick customers have gone over to the brighter side, and the trend is being watched with interest by design students.

Along with the reduction in demand for black is a trend away from the darker hues. While dark grey continued to be the second color choice of Buick purchasers, it accounted for only 9.7 per cent of output as compared with 14 per cent a year ago. Dark blue and dark green at this time last year accounted for 10 per cent each of

Buick's output, while this year these colors represent 5.1 per cent and 8.7 per cent, respectively.

Coming up in the color scale are the two-tone combinations offered for the first time this year on a production basis. These paint combinations are available only in the new streamlined series 50 super and series 70 Roadmaster Buicks, yet they account for 14.8 per cent of total output and are demanded by 22.6 per cent of the purchasers of these two series of cars. In the same series, black was optioned by 25.4 per cent of the buyers.

Color preferences vary according to locality, the analysis showed. On the Pacific coast the heavy demand is for color.

Returns to Rickreall

RICKREALL — Mrs. Clarence Rice returned Tuesday from Milwaukee, Wis., where she had spent nine weeks caring for an ill sister who is improving. While there her father had a paralytic stroke.

Record Broken By Hogg Bros.

Two Carloads in Month Is Refrigerator Sales Mark Set Here

Two solid carloads of Frigidaire refrigerators in slightly more than one month is the record established by Hogg Bros., local distributors for the Frigidaire line of refrigerators and electric ranges.

"Public reception of the new 1940 Frigidaire line has been overwhelming," stated Carl Hogg, co-owner and resident manager, "and we feel highly optimistic about the ensuing year if the first month can be judged as an indication."

The new Frigidaire are slightly lower in price, yet they have lost none of the outstanding thrifty features of former models, and have gained materially in style and beauty as well as in perfection of operation, Hogg said.

The new "Deluxe" and "Imperial" models carry out the color combination of blue, gold and chrome on a background of gleaming white and the gold insignia is 14-carat gold. This color combination is a feature of both the "Standard" and "Cold-Wall" series.

The "Cold-Wall" series operates on a new principle introduced last year on some models. This new step in home refrigeration was created to save the natural moisture and freshness of all types of foods and vegetables. With this system it is no longer necessary to cover foods to keep them from drying out.

The basic principle of this revolutionary new system is a series of coils built into the side walls of the cabinet. These are not directly connected to the compressor but work on a basis of evaporation in conjunction with the main freezing unit. The lower part of the refrigerator is separated from the upper by a plate glass "Dewfresh Seal" which prevents evaporation.

The new "super freezer" unit is placed in the upper left hand corner of the cabinet to allow for more storage room and more efficient operation. Directly under the freezer is a large "meat tender" holding better than 15 pounds of fresh meat and so designed to cook the meat and keep it in a perfect state of preservation.

The shelving space is arranged in 6 sections of which 5 are removable for better cleaning and all metal shelves are made of stainless chromium. Two small glass covered hydrator pans are installed in the bottom of the cabinet to accommodate fresh vegetables and other fresh foods.

The actual freezing unit is the famous "meter-mixer" that was perfected by Frigidaire using their own patented F-114 freezing liquid. This liquid is a non-volatile type that is guaranteed non-toxic and safe.

The cabinet is constructed of one piece of steel using electric welding for all joining work. This eliminates any bolted legs or top panels that would be subject to rattles as the machine becomes older. The new cabinets come in both porcelain and Du-Lux finish for simplicity of cleaning.

Riverview Club Has new Members

RIVERVIEW — The Thursday Thimble club met at the home of Mrs. Anna Ashford this week. Twenty-three members were present. The club accepted Mrs. Wesley Dunbar, and Mrs. Woods as new members. The club will meet Thursday afternoon, February 15 at the home of Mrs. Lora Platt with Mrs. Daue Boshart as assistant hostess.

A baby daughter was born to Mr. and Mrs. John Hromas last week.

Mrs. Frank Prokop returned to her home here Tuesday. She underwent a major operation in Portland several weeks ago.

Rev. Green of Gervais will hold church services at the Oakview school Sunday morning at 11 o'clock.

Monday morning at 9:30 in the Riverview community, John Welbes, Smith-Hughes instructor in the Albany high school, will conduct a shrub pruning tour, which is being sponsored by the Riverview Flower and Garden club. The first demonstration will be at the Otto Yunker home. Everyone interested is welcome and may bring flower and shrub problems, also a covered dish lunch will be served somewhere on the tour.

Visitors Reported At Amity Homes

AMITY — Mrs. James Mott of Salem was a guest Thursday at the home of her sister, Mrs. Eva Purvine.

Mrs. Kola McClellan of Salem was a guest this week at the home of her parents, Mr. and Mrs. Guy Mott of Amity.

Mrs. Bert Torey of Amity is employed as nurse at the General hospital in McMinnville.

Designed for de Luxe Hunting and Fishing



Culmination of the sportsman's dreams is this 12-passenger house trailer used by Birney Baker, prominent truck transportation executive of Des Moines, Ia., for hunting and fishing trips. Pulled by a Ford V-8 95 horsepower cab-over-engine tractor-truck, the trailer was designed by Baker and built in his own shops. Its conveniences include running hot and cold water, gas range, sink and cabinet refrigerator, electric light plant and insulated compartment for iced fish. The 36-foot unit is pictured at top. Inset, Baker exhibits a big one that didn't get away.

Monmouth History Discussed by Club

MONMOUTH — The Civic club meeting Thursday afternoon was arranged around a theme titled "Development of Monmouth," with Mrs. F. R. Bowersox as committee chairman. Mrs. Bowersox and the president, Mrs. L. E. Forbes, held an informative question and answer discussion on Monmouth as it was remembered by Mrs. Bowersox 30 years ago when she first came here to live.

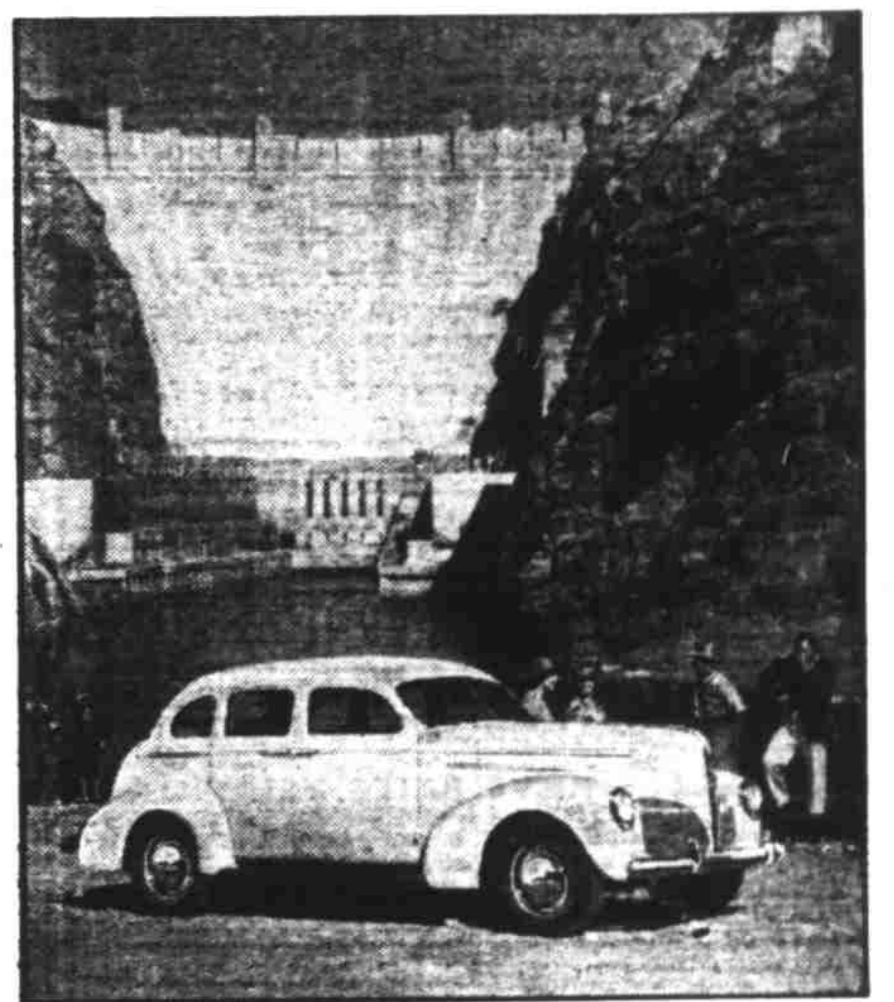
Mrs. C. C. Powell read a report on completed park improvements. Miss Eleanor Aspinwall, OCE student, played a piano number. Mrs. C. W. Price and Mrs. Lowell Brisbane were hostesses at the refreshment hour.

Announcement was made of a hobby show to be sponsored by the Civic club the night of February 16 in the Odd Fellows hall. Hobby collections will be displayed by many local people, and some Salem, Dallas and Independence folk have promised to bring their unusual hobby material. Mrs. W. L. Smith is chairman of the hobby show.

Ship Will Dock

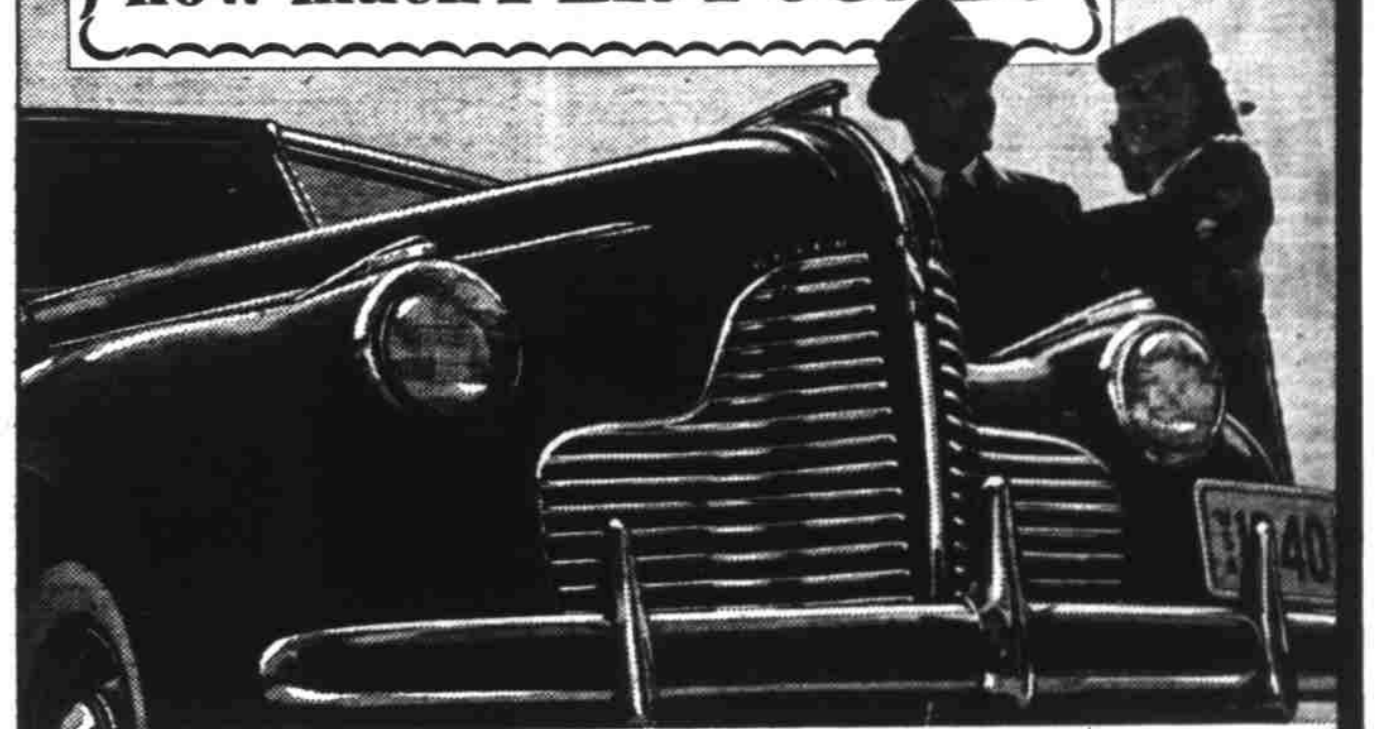
RICKREALL — Frank Lehman, engineer on the Peter Kerr steamship, will arrive in Portland Monday, according to information received by his mother.

Studebaker Inspects Boulder Dam



Studebaker Commander for 1940 posed for its picture, above, with Boulder dam in the background.

Figure it out—
how much PER POUND?



The model illustrated is the Buick SPECIAL model 41 four-door touring sedan \$996 delivered at Flint, Mich. White sidewall tires additional.

Automobile engineers talk a lot about car weight — and with good reason.

They know that riding qualities begin with enough road weight to hold you steady on your course—they know that weight is often another measure of size—above all, they know that weight means substance, strength, durability.

So it's interesting to note that this trim Buick SPECIAL gives you more weight per dollar than almost any other car you can buy.

With all its husky straight-eight power—power that's like velvet because engines are balanced after assembly—with all its room, and style, and comfort—this Buick still has

one of the lowest costs-per-pound of any car on the market.

And nowhere else will you find valve-in-head power, all-coil springing, torque-tube steadiness and Buick's plussage in accessories at the figures that apply to the SPECIAL.

So if a little extra money is keeping you out of a Buick, take another look at those dollars.

They buy more car to begin with. More size and more substance.

They buy some six dozen new 1940 features, including many an "extra."

And you'll get most of them back in longer life and higher trade-in value—not to mention your fun and solid satisfaction!



*Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice.

Help Promote Safety — Dim Your Lights When Passing

Hitch your license to a star!

*** STAR FOR STYLING**
Eye It... Feast your eyes on the smooth-flowing lines and contours of this best-selling Chevrolet for '40, with New "Royal Clipper" Styling. . . . Note that it's the longest of all lowest-priced cars, measuring 181 inches from front of grille to rear of body. . . . Yes, eye it and convince yourself that it's the "star for styling"—the outstanding beauty and luxury leader among all cars in its price range!

*** STAR FOR PERFORMANCE**
Try It... Just touch Chevrolet's Exclusive Vacuum-Power Shift and feel the hidden power cylinder supply 80% of the shifting effort automatically, as no other steering column gearshift can do. . . . Step on the throttle and see how Chevrolet out-accelerates and out-climbs all other low-priced cars. Relax as you enjoy "The Ride Royal"—the smoothest, safest, steadiest ride known. . . . Yes, try it and then you'll know that Chevrolet's the "star for performance" among all economy cars!

*** STAR FOR VALUE**
Buy It... See your Chevrolet dealer and learn how very little it will cost to own a new Chevrolet for '40 with your present car in trade. . . . Yes, buy it, and you'll own the "star for value," because "Chevrolet's FIRST Again!"

85-H.P. VALVE-IN-HEAD SIX
\$659
AND UP, at Flint, Michigan. Transportation based on rail rates, state and local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A General Motors Value.

"Chevrolet's FIRST Again!"

DOUGLAS MCKAY CHEVROLET CO.

430 N. Commercial St. Phone 3188

These flags will spell big NEWS for motorists

Watch this newspaper

"Best buy's Buick!"

SEE YOUR NEAREST BUICK DEALER