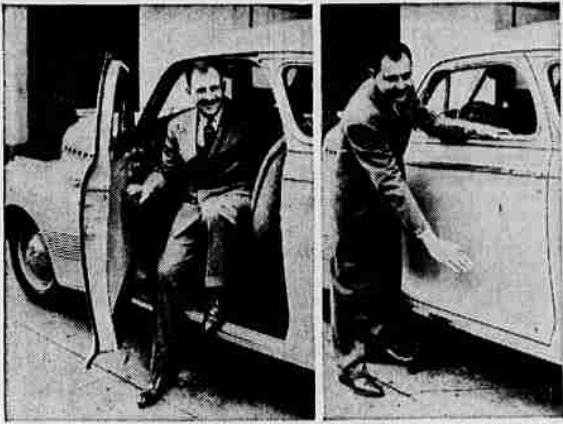




Now You See It—Now You Don't—Regarded as one of the major advances of the automobile industry, concealed safety steps replace the old-fashioned running boards on all 1941 Chevrolet models. Here, Charles De Michel shows at left how a person "walks in and out" of the car on a dry step. At right, the door conceals the step and creates a streamlined contour.

12 New Tires Announced by Local Firm

Reflecting one of the most intensive development efforts in Fisk's long and notable history, the Salem Tire Service, 425 Chemeketa, distributors for Fisk tires, announces 12 new tires for 1941—six for passenger cars and six for trucks.

Two new Fisk Safety-Flights, one engineered for rayon and the other for cotton, top the passenger car line. These tires, it is claimed, provide greater safety and longer mileage than any tire ever to carry the Fisk name.

Safety is built equally into tread and body. Seven rib tread assures stability and eliminates dangerous side skids. Transverse tread strips of specially compounded white gum rubber reach the full depth of tread to provide emergency stops. Use of finest cotton cord, or rayon, gives extra body strength for protection against blowouts.

Longer mileage comes from tougher tread stock of greater density and depth, both in anti-skid and under-tread. Other advantages attributed to these tires are easier riding and steering, resulting from seven continuous ribs and unusually flexible body; smooth, silent performance; and attractive appearance.

Other tires in the passenger car line are Fisk Air-Flight, Deluxe, a first quality tire new from head to tread; and the Air-Flight, Windsor,

and Multi-Grip, all improved to give greater service and value.

The new Fisk Delivery, built of rayon to give extra strength called for on heavy duty, long, fast hauls and in delivery service too tough for cotton tires, features the 1941 line of truck tires. Easy rolling to save fuel costs, extra strength of body to reduce maintenance costs, and extra mileage on all operations to cut operating costs, are claims made for this tire.

Easy rolling results from a lighter, more flexible body and continuous rolling ribs in the tread; extra

strength of body is provided by a larger dimensioned body of improved, anti-friction, heat resisting rayon cord; and extra mileage comes from a new 10 per cent deeper tread of broad, flat, extra proportions which not only resists grinding wear of "stop and go" service, but also is a record breaker on a mileage basis alone. This tread, it is said, will outwear by two and three times conventional treads.

Another new rayon tire is the Fisk Transportation, engineered with every factor of contour and construction designed to utilize the advantages of this stronger, tougher, heat-resisting material. Its companion is the Fisk Transportation with cotton, built for economical service in all types of hauling. The line is rounded out with the A-S Truck Tire, Saffi-Flight, and Multi-Grip.

In addition, the company is introducing three new passenger car tire tubes—the Safety Sealer, that seals punctures up to the size of a ten-penny nail; Saffi-Base, made of two heavy gauge stocks of fine quality, heat-resisting, elastic rubber; and the Fisk Heavy-Duty, of specially compounded rubber of extra heavy gauge. Also, two truck tire tubes—the Fisk Transportation and the Fisk Heavy-Duty.

Carnahan Takes Leave

Detroit—S. P. Carnahan was calling on local friends Friday and at the same time bidding them farewell. He will accompany his mother, whose husband passed away in Selo, to California where he hopes to obtain work and remain with her. "Sky," as he is known here, has been a logger and "cat" driver in this section for years.



O. Berg, division manager for Union Oil company, will participate in the company's annual advertising and sales meeting.



W. A. Newhoff, sales executive for Union Oil company, will participate in the company's annual advertising and sales meeting to be held here Thursday.

Salem, Jan. 29 . . . Arriving Thursday to participate in Union Oil company's annual advertising and sales meeting to be held Thursday evening at the Marion hotel, W. A. Newhoff, sales executive, stated that Union Oil Minute Man service will get top billing in the company's 1941 advertising and sales campaign. Designed to familiarize the local dealers and sales personnel with the company's advertising and sales plans for the coming year, the program will feature a motion picture entitled "Selling America." This picture is based on the selling philosophy of Benjamin Franklin, the country's first super-salesman. Entertainment will be furnished during the dinner by Jack Aaronson, at the piano.

1941 Chrysler Makes Record In Style Change

In the opinion of company officials, based on an imposing array of facts, the 1941 Chrysler line embodies the greatest improvements that this manufacturer ever has made from one model year to another. These improvements cover every phase of development—appearance, roominess, performance, comfort, safety and long life. Fluid drive, an exclusive development of Chrysler corporation engineers available for the last two years on the higher-priced Chryslers, now is standard equipment on all eight and has been extended to all of the lower-priced cars in the line, on which it is offered as optional equipment at nominal extra cost. Overall length has been increased in all models, as much as 7½ inches in some.

The most striking and most readily apparent change for 1941 is in the new "airflow" body, which has been completely redesigned, as have the hoods and fenders. This change

has brought two betterments, a greatly improved appearance and a considerable addition to the passenger space. Bodies are longer, and wider but at the same time lower. The overall height of the car has been reduced 1½ inches. Most of the additional roominess has been achieved where it counts most, below the window line. The body bells out at this point, so that on either front or rear seats three large adults can ride in perfect comfort. This new type of design is called "space-flared," by the company, meaning that the flare of the body comes where space is most desired.

The name "Airflow" has been given to the new body because it is an ultra-modern development of the famous Airflow Chrysler, which, introduced at the beginning of the 1934 model year, completely revised previous conceptions of the body design and greatly influenced the whole industry. The 1941 Chrysler body is, however, a very notable advance over the original airflow.

It is wider, longer and lower. The seat cushion, 52 inches wide by standard measurements, and approximately five feet on its front edge, is wider than the original airflow. There is more leg room in both compartments, the overall height of the car is less and the headroom is greater. An entirely new type of frame contributes to making this reduction in overall height possible. Mechanically the car has been improved by a number of entirely new features and by innumerable refinements. Horsepower has been stepped up by refinements in engine design and by the use of a new type of multiple-jet carburetor, which both increases horsepower and promotes economy of operation. There are jets for idling, for normal driving and "splitfire" jets that come into action when the driver "steps on it." A new type of thin babbitt, main and crankshaft bearings achieved by Chrysler cor-

poration engineers increases bearing life up to 500 per cent. A new "vacumatic" transmission used in connection with fluid drive provides automatic safety control. This feature both greatly improves all phases of performance and increases fuel and oil economy.

STUDEBAKER'S DEFENSE ORDER FOR AIRPLANE ENGINES IS A "PLUS" ORDER

Separate division is being created to expedite production of Studebaker's share of national defense program

WHEN the Government asked Studebaker to build airplane engines on a big scale, it was not the Studebaker plants or facilities that the Government wanted, but rather the Studebaker organization of engineers and production executives.

The Studebaker program for producing airplane engines will have no effect, in itself, on Studebaker production of automobiles. The equipment in Studebaker plants is not suitable for the manufacture of airplane en-

gines and therefore separate equipment for that purpose is being provided.

Studebaker production of automobiles will be affected only if defense requirements for materials or labor necessitate a curtailment of production by all automobile plants.

See and drive a new 1941 Studebaker now—and see for yourself why you save substantially on operating cost as well as first cost. You may use your present car as part payment—easy C.I.T. terms.

Our country's national defense program creates new problems and new responsibilities for all of us. Studebaker intends to discharge its defense responsibilities in a manner which will add luster to its name.

STUDEBAKER . . . THE GREAT INDEPENDENT
HAROLD S. VANCE, CHAIRMAN • PAUL G. HOFFMAN, PRESIDENT

NASH

Proves its AMAZING ECONOMY!

LOS ANGELES (Jan. 19th) — Today, when Gilmore-Grand Canyon Run results were officially published, it was revealed that the Nash Ambassador "600" had delivered more miles to the gallon than any other 6, 8, or 12-cylinder car in America's official economy race.



Scene of Nash victory . . . 589 miles of high speed travel . . . in desert heat, over mountain ranges.

NEVER before, in Gilmore competition, had a car so big gone so far, so fast, on such little gasoline!

But equally remarkable is the driver's own report of the race.

Even over rough mountain stretches, this Nash almost floated along — on its soft, four-wheel coil springs. And with its new Two-way Roller Steering it gripped the sharpest curves, as if it were geared to rails.

High above the snow line, drivers were kept warm by its Weather Eye Conditioned Air System.

You've got to see and drive this Nash yourself to know what it's like.

It's the result of three years' testing, and an investment of many millions of dollars.

FIRST in Its Class!

In the Official A.A.A. Gilmore Economy Run, the Nash Ambassador "600" not only won first in its class but was also

FIRST in Miles per Gallon

With its marvelous Fourth Speed Forward it delivered More Miles to the Gallon than any other 6, 8, or 12-cylinder car entered in any class, regardless of size, price, weight or equipment.



Built with its body and frame welded together as one twist-proof, rattle-proof unit of amazing strength — it has the widest seats of any low-price car.

When you discover the \$70 to \$100 a year it saves you — the extra things it does — and the extra fun it offers . . . you'll change to Nash. Come on in today — and go for a Weather Eye ride.

\$919 BIG 4-DOOR SEDAN
(Illustrated) Ambassador "600" series. Prices include standard equipment and federal tax. Weather Eye Conditioned Air System, Convertible Top, Fourth Speed Forward, Two-Tone Paint are optional extras. See Nash's Ambassador "6" and "8" Series — each the outstanding value in its own price class!
\$884 OTHER MODELS LOW AS...
Delivered Here

Make a Date with a Miracle!

TRY *Chrysler's Fluid Drive* FOR YOURSELF!

The biggest thrill in motoring is no farther away from you than your telephone! And you can't possibly appreciate what you may be missing until you try Chrysler Fluid Drive for yourself.

See at first hand what it's like to drive for hours on end without ever shifting gears. Glide up to traffic lights and stop by simply putting on the brake! Stand still in "high" without declutching. Then glide away again by simply releasing the brake and stepping on the gas!

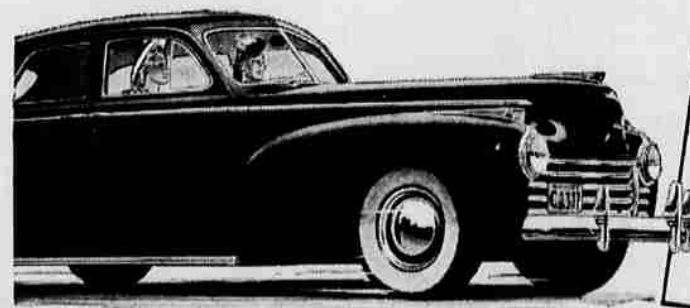
See how Chrysler's Vacumatic transmission shifts gears for you, if and when you want them shifted. It gives the

power you want when you want it, like the variable-pitch propeller of an airliner, and it saves amazingly on gas. Get the "feel" of Chrysler's Spitfire engines . . . so powerful that you get the fullest advantage of Fluid Drive . . . so powerful in fact that you can handle practically every driving situation in high gear!

That kind of power is fluid power . . . there is no power so fluid as the power of Fluid Drive!

You are cordially invited to drive a Chrysler with Fluid Drive. Just call us on the phone and make a date!

TUNE IN MAJOR BOWES, THURS., C. B. S., 9 TO 10 P. M., E. S. T.



FOR SAFETY!

Why Chrysler includes a Safety Clutch with Fluid Drive!

The Safety Clutch is like a lifeboat on a ship. You will use it very seldom, but you're mighty glad to have it when you need it. A very valuable safeguard for parking . . . for maneuvering your car in close quarters or dangerous places!

BE MODERN WITH FLUID DRIVE *Buy Chrysler!*

Salem Automobile Company

435 N. Commercial St., Salem

Go NASH
AND SAVE MONEY EVERY MILE

Nash Sixes and Eights are Today's Top Values in all Three Popular Price Fields!

Carter Motor Co.

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