



damsel in distress!

We'll open a charge account for the damsel in distress. Who's more unhappy than whom? Was Napoleon sadder on Elba? Was Samson gloomier when he got his hair cut? No. The saddest thing in the world is the lady without a new Easter bonnet . . . or a new suit . . . or a new spring dress. That's real tragedy, man! Trouble is, now is the time the racks are bulging with what's new for Spring . . . but NOW probably isn't the time when your wallet is full of money . . . so who comes CHARGING to the rescue? Roberts, of course. Open a credit account today . . . it's surprisingly simple . . . will save you time and is so convenient.

take just 60 seconds . . . fill out this coupon and mail!

**Roberts Bros.**  
340 Court Street, Salem, Oregon

Name .....

Mr.  Mrs.  Miss

Address .....

Wife's maiden name .....

Phone .....

Rent .....

Own .....

How long .....

Employer .....

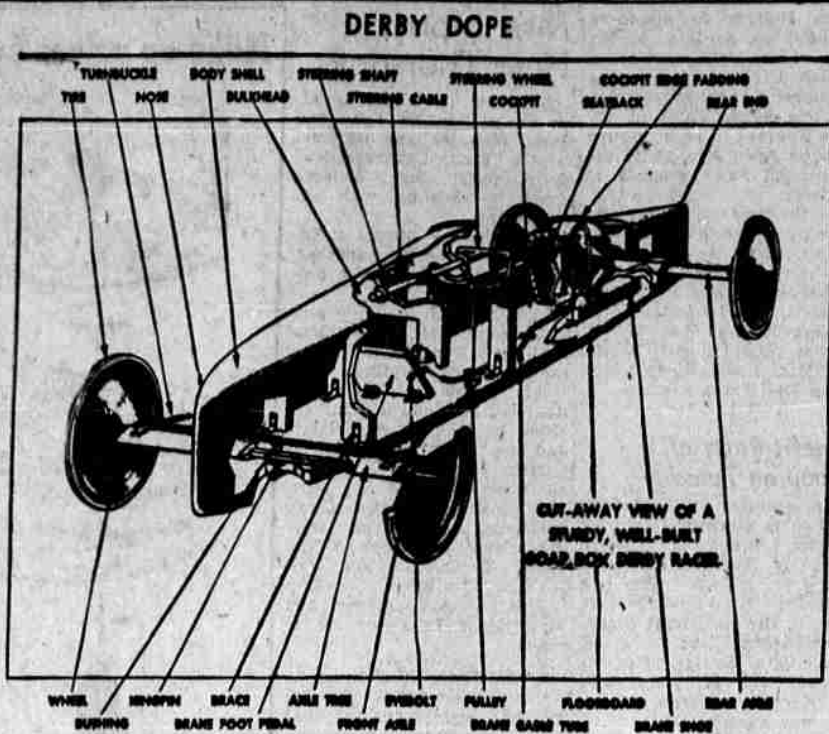
Position .....

Two good references.

.....

Bank .....

Signature .....



DERBY DOPE

A cut-away view of a typical Soap Box Derby racer shows the necessary parts for a strong, safe car. Derbyists should clip this for reference as they build their bugs for Salem's 1953 Derby. It may be used as a basic design or the chassis pattern may be used around which to build a racer of your own design. Originality in design and construction is encouraged, but remember, safety is a must. For more detailed views of all phases of construction, register now at Douglas McKay Chevrolet company and get your official rule book.

Tonight try **Guild Wine** 100% Pure Grape Bottled in California



California Port Sherry Muscatel

Only 85¢ 4/5 quart dessert wine

Legion Birthday At Silverton

Silverton—Dallas E. Nollsch, vice-commander of the department of Oregon, American Legion, was state representative, and program speaker for the Delbert Reeves post's observance of the 34th Legion birthday anniversary, and honoring the past commanders. Mr. Nollsch stressed closer touch with legislative activities in both congress and state activities; keeping well posted on the veteran's program; favored an increase in veteran aid; and cited a near tragedy to veteran help during the past congressional period. Mrs. Nollsch accompanied her husband to Silverton and was honored during the auxiliary business meeting and at the joint supper hour of the post and unit. Roy Davenport was master of ceremonies. Earl Baker, commander of Delbert Reeves No. 7 post, was official host. Both unit and post members met for the initiatory ceremonies, directed by the Salem Post, No. 9, team. Seven candidates were inducted as Legion members. Members of the Salem team were sergeant-at-arms, Don Apperson; bugler, Mike Castel-

lano; chaplain, J. W. Turnbull; first vice commander, Paul Gemmill; second vice commander, John C. Kerrick; past commander, Al Feilen; and commander, A. M. (Art) Johnson.

Mrs. Charles Mason, vice president of the unit, presented the candle-light decorated cake to the commander who cut the cake and served each guest with the assistance of Mrs. Baker. Mrs. Ralph Francis, immediate past unit president decorated the cake.

Members of the unit were supper hostesses to the more than 100 guests.

**RABBIT BREEDERS**  
The Marion-Polk County Rabbit Breeders Association members will meet at 8 p.m. Thursday, March 26 in Mayflower hall. Members will bring senior and junior California does and bucks for the judging contest.

**ROOSEVELT TO MEDFORD**  
Medford (AP)—John Roosevelt, eldest son of the late President Franklin D. Roosevelt, will speak at a Jackson County Democratic dinner here April 14.

Hendrickson Named Secretary of Alaska

Washington (AP)—President Eisenhower appointed Waino

Edward Hendrickson of Juneau, Alaska, as secretary of the territory of Alaska Monday. A White House statement said Hendrickson's appointment was recommended by Secretary of the Interior McKay.

A native of Juneau, Hendrickson was born in 1898 and was educated there. He has served as mayor of Juneau for approximately 10 years. He also has served as a member of the territorial legislature.

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CALCIUM NITRATE ... NOW!

Early pasture and more of it means lower feed costs and more profit to you.

CALCIUM NITRATE goes right to work to promote pasture growth in cold, wet weather! It doesn't need to be converted by soil bacteria; it's in the form your pasture grasses need and use . . . Nitrate!

By applying CALCIUM NITRATE now, you'll get the jump on cold weather . . . start your pasture grasses growing right away.

CALCIUM NITRATE contains 20% water-soluble calcium . . . improves soil and leaves no acid residue in your soil.

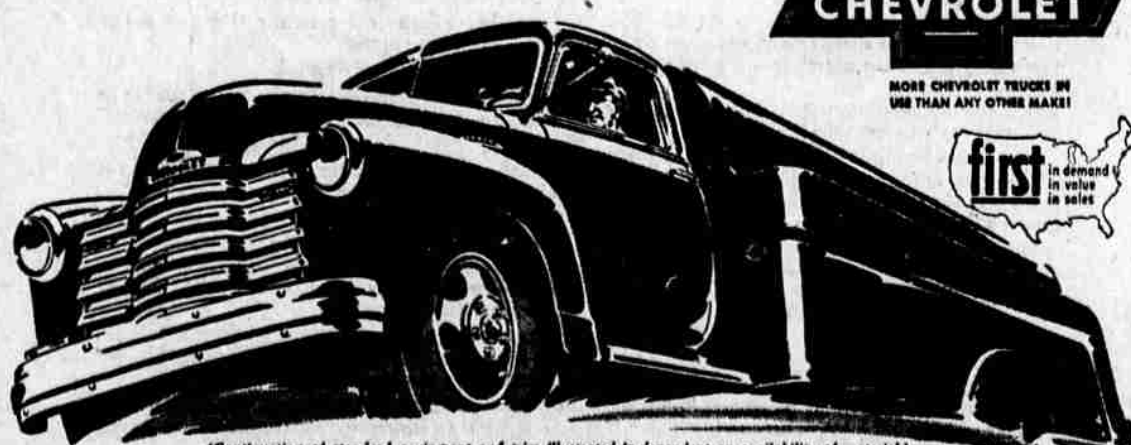
Readily available . . . Easy to apply!

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4 powerful reasons why you get more of what you want...

1953 Chevrolet Advance-Design Trucks do more work for less money!



DOUGLAS McKAY CHEVROLET CO. 510 No. Commercial St., Salem, Ore.

more engine power!

Advanced Loadmaster engine—standard equipment on 5000 and 6000 Series heavy-duty and forward-control models, optional on 4000 Series heavy-duty trucks.

more braking power!

In 1953, all Chevrolet trucks up to 4000 Series heavy-duty models have "Torque-Action" brakes. Series 4000 and above use extra-large "Torque-Action" brakes in front, "Twin-Action" type in rear.

more staying power!

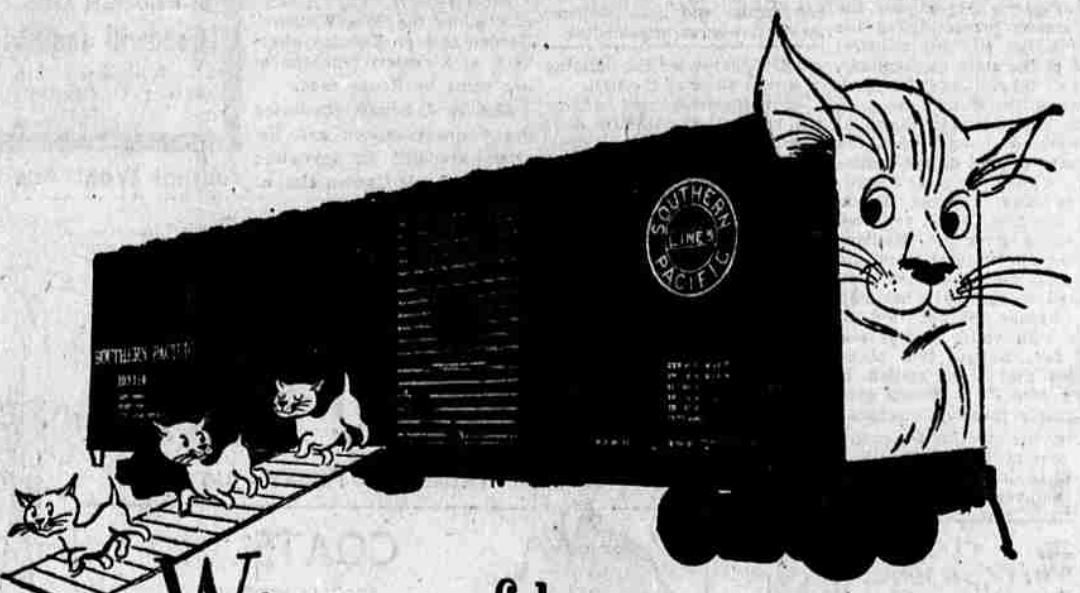
Now, heavier, stronger, more durable frames increase rigidity, add to ruggedness and give more stamina than ever to all 1953 Chevrolet trucks.

more economy!

The new stamina of Chevrolet trucks, plus extra gasoline economy in heavy-duty models with improved Loadmaster engine, reduces hauling costs per ton-mile.



MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKE!



We're as careful as a cat with kittens

Let's not pussyfoot, friends. Let's admit it. When you're handling big things like freight trains, hauling as we do 98 million tons a year of everything from steel, lumber, and perishables to crockery and Christmas tree ornaments, you'll now and then bust a thing or two.

But, like a cat with kittens, Southern Pacific is treating your goods with a lot of tender care. Statistics show that we've reduced Loss & Damage by more than one third in the past three years.

And, since every person in the United States (whether shipped, consigned, or you, the consumer) eats, wears, or uses goods carried over our lines, we've thus been doing a better job for you.

How did we do it? We have a Secret Weapon. It isn't that clever little device that records rough handling, the Impact Register, though we use a lot of these. It's not Stop-Watch Timing or Three-Way Ride Recorders, though these too are S.P. weapons. It's not the fact that our Packaging and Loading experts are ready to help and advise every shipper, though they are. It's not even the thousands of on-the-job Careful Car Handling meetings, or the motion pictures, visual aids, and other means of training employees old and new, used by our Freight Protection Experts.

No, our secret weapon is simply the spirit of S.P. people, the way they've taken hold with these scientific methods and devices for Careful Freight Handling. From train and engine crews, yardmen, agents, clerks, car inspectors, and handlers all the way to phone girls and "top brass," it's a team of 95,000 men and women devoted to better service for our S.P. territory, and thus for all Americans wherever they are, from Maine to Korea.



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