

### New Features Will Be Noted

Landscaping, New Classes of Displays, Devices Offered This Year

Many entirely new features will delight visitors to the Diamond Jubilee state fair this week. Because it celebrates the 75th anniversary of the first state fair the fair administration has taken special pains to make this year's festival an outstanding one.

Buildings and grounds have been completely overhauled and put in the best possible condition in anticipation of the throngs that will jam the fairgrounds.

New landscape features include the miniature of Mt. Hood, complete in every detail, which Ernest Inzer, Salem landscape artist, has built of concrete and plaster near the walk close to the main office. The replica was made exactly to scale from maps and surveys of the geodetic survey and every mountain stream and glacier is reproduced in miniature.

A lily pool on the midway, near the Future Farmers building, is also a new feature. It is surrounded by a grass plot which was grown with astonishing rapidity.

**Formal Gardens In**  
One of the most delightful new landscape attractions will be the formal gardens at the main entrance. These flank the entrance gates which, colorfully canopied, will themselves be attractive.

Of the entertainment features probably the amateur contest in the most novel. This for the first time gives amateur entertainers a chance to show their talent at the state fair. To be conducted much on the same system as Major Bowes' famed radio amateur hour the contests will be open to entertainers of all ages.

The appearance of the crack 11th cavalry from Presidio Monterey in California will also be a brand new attraction that is expected to create great interest. The cavalry troop is shown as one of the outstanding show groups in the army. The soldiers and their mounts will be quartered on the grounds and their encampment will be open to inspection by the public.

Another display of topnotch horseflesh will be the famed Kellogg Arabians. These pure blooded horses from the University of California's Kellogg institute are known as the tops in horseflesh from all standpoints. They will offer several acts.

New in the exhibit field will be the federal exhibit which will take up the space in the agricultural building formerly devoted to the art and photography exhibit. Six federal bureaus, WPA, FIA, PWA, soil conservation, resettlement administration and the army engineers, will exhibit their work and offer instruction to the public as to their aims and accomplishments.

**Art Center Moved**  
An entirely new exhibit space has been prepared for the art and photography department. These exhibits will be housed in a building next to the poultry building.

The state forest department will have an extensive exhibit for the first time in six years. Little girls will be interested in the doll show in connection with the textile exhibits. This is also a new feature.

At least two new amusement devices will be in operation on the grounds. One is the whirlwind, a thrill device, which reportedly cost \$15,000 to build on the grounds. Lee Eyerly, Salem inventor and manufacturer of amusement devices, will introduce for the first time his new thrill machine, the Octopus.

There will be free morning and night programs in the grandstand as well as a free dance every night. Monte Banks, famed entertainer, will act as master of ceremonies at the night programs and his band will play for the dances.

#### Retail Outlook Good

PORTLAND, Ore., Sept. 4.—(AP)—Dunn & Bradstreet said today retail trade the past week here was 5 to 10 per cent ahead of the same week in 1935. Wholesale and retail hardware continued "good."

### 3000 Fowls to be Exhibited Here



The poultry pavilion at the state fair. Entries will total 3000 birds, a new record, this year, according to officials. The second floor is the dance pavilion where free dancing will be provided every night but Sunday.

### Many New Sights Available Here For Crowds Coming to Jubilee Exposition; To Interest Fair Visitors, Even Veteran Patrons

STATE fair visitors will find many new sights, chiefly in the form of new buildings, when they come to Salem next week.

For many, the capitol grounds will be a focal point of interest although there will be little to see. But all will want to have pointed out "where the new capitol will be" and "what all those holes in the ground are for."

Since Roy L. Houck, successful bidder for the job of excavating the basement for the new structure, has promised to start work as soon as he is given authority to go ahead, and PWA officials have promised prompt approval, this work may get under way before fair week is over.

Few out-of-town visitors will get off the beaten tracks sufficiently to find the new 10,000,000 gallon reservoir under construction for the city at Rural avenue and John streets; those who do, however, will find an interesting project, especially since the contractors next week will be nearing the stage of building the concrete slab cover for one of the two storage units.

Salem may boast next week to its guests of its two fine public swimming pools but unless present plans are changed the visitors will not be able to find relief from the hot weather the fair management is hoping for. The pools are scheduled to be closed Saturday at 5 p. m.

**Ninety New Homes**  
Fair guests cruising about the city will find nearly 90 new homes, finished or under construction, and five new public buildings. The latter are located as follows:

New Ward building, state hospital, east end of Center street; new senior high school, 14th and D streets; new grade school, University and Mission streets; new gymnasium and auditorium additions to Leslie junior high school, Church and Howard streets; and new state blind school dormitory Church and Mission streets.

West Salem citizens will proudly exhibit their handsome two-story brick city hall at Edgewater street and Kingswood avenue. Visitors to the state tuberculosis hospital will find a new cottage, a nurses' home and an added story to the main building completed or under construction.

Huge road projects will meet both north and south bound fair visitors, and undercrossing at the north city limits and the highway relocation work two miles south of the city.

**Editor's Day Saturday; No-Host Luncheon to Be Held and Grounds Toured**

Editor's day at the Diamond Jubilee Oregon state fair will be the occasion for a special gathering of newspapermen from all parts of the state. A no-host luncheon will be held at the fairgrounds Saturday, September 12, which day editors will be especially honored.

A tour of the fairgrounds, attendance in a group at the afternoon races and the night horse show and other features have been arranged. Hugh McGilvra of the Forest Grove News-Times, president of the state newspaper

### Foremost Poultry Judges to Appear

Cleve Stout, Ricketts and J. H. Nichols Slated to Look Over Fowls

Three of the country's foremost judges of poultry will be on hand at the Diamond Jubilee Oregon State fair to judge the entries in this department, announce S. T. White, director of the fair, and Edward Shearer of Estacada, who will again be head of the poultry department of the fair.

Cleve Stout of Taylorville, Ill., whom Shearer declares to be the ranking No. 1 poultry judge in the United States today, B. F. Ricketts of Zanesville, Ohio, particularly well-known for his Bantam judging, and James H. Nichols of Tacoma, Wash., are the trio of judges coming to the fair this fall. Nichols is not new to poultry exhibitors, having been here the last four years.

**Stout Veteran**  
The state fair was able to induce Stout to come for the judging here after a circuit through the southern states and California was arranged. Stout was selected 12 consecutive years to judge the national barred Plymouth Rock meet, which is an all time record for any judge of any variety. He is a life member of the American Poultry association, a licensed A. P. A. judge and president of the American Barred Plymouth Rock club, the oldest specialty club in America devoted to standard bred poultry. He has been connected actively with the poultry industry for the past 25 years as breeder, exhibitor and judge.

Robert V. Moore of San Leandro, Calif., will judge the state fair pigeon entries this fall. He is known to the older exhibitors having judged here five years ago. Moore is without exception the most noted pigeon fancier in the country, Shearer states.

Inquiries for entry blanks for the poultry department point to the greatest poultry show on record for the Diamond Jubilee, with probability that the 3100-bird show of pre-depression days will be bettered this fall, Shearer finds.

By 1912, cars were still scarce, with only 32 cars appearing on the grounds that year, Tozier recalled as he appeared here the past week to take over duties as mayor of the Tented City for the Diamond Jubilee fair, which opens tomorrow morning.

**Loop-o-Plane at Fair Is Largest**

The largest Loop-o-plane in the world, a thrill device that stands 50 feet high and carries eight passengers at a time, will be introduced at the state fair for the first time by Lee Eyerly, Salem manufacturer of amusement devices. The giant Loop-o-plane, said to give all the sensations of diving and zooming in an airplane, will be one of the most spectacular devices on the grounds. The eight passenger car will be outlined with neon tubing.

Several smaller Loop-o-planes will also be in operation as well as another new device, the Octopus.

### First Horseless Carriage in 1904

S. W. Reed Drove It; Only 33 Cars Appear in '12 Says Albert Tozier

With thousands of automobiles covering the vast parking spaces at the state fairgrounds, it is hard to believe that only 32 years ago the first horseless carriage appeared at the fair.

But records of Albert Tozier, patriarch of the fair, show that it was in 1904 that the first car, driven by S. W. Reed, Salem, appeared at the fair. This was the only car on the grounds that year and was a small open machine.

By 1912, cars were still scarce, with only 32 cars appearing on the grounds that year, Tozier recalled as he appeared here the past week to take over duties as mayor of the Tented City for the Diamond Jubilee fair, which opens tomorrow morning.

Drivers of the cars which appeared in 1912 included District Judge G. G. Bingham, Salem; Sylvanus Page, Salem farmer who showed hogs that year; C. V. Jordan, Eugene; Bert Edwards, Salem, who operated the Tented City meat market; Ben Kaiser, Macleay, superintendent of the Judge J. B. Waldo farm; J. H. Rogers, Portland; J. A. Dimick, Woodburn farmer; and C. L. Williams, Pleasant Hill.

publishers' association, will preside at the luncheon meeting.

# Modernize with SEARS

We Are Equipped to Care For All Your Heating Problems

## OIL » GAS » AIR-CONDITIONING

Visit Our Display at the State Fair

(Heating Estimates Given Free)

## Built All in One Piece! Oblong Steel Pipe FURNACE



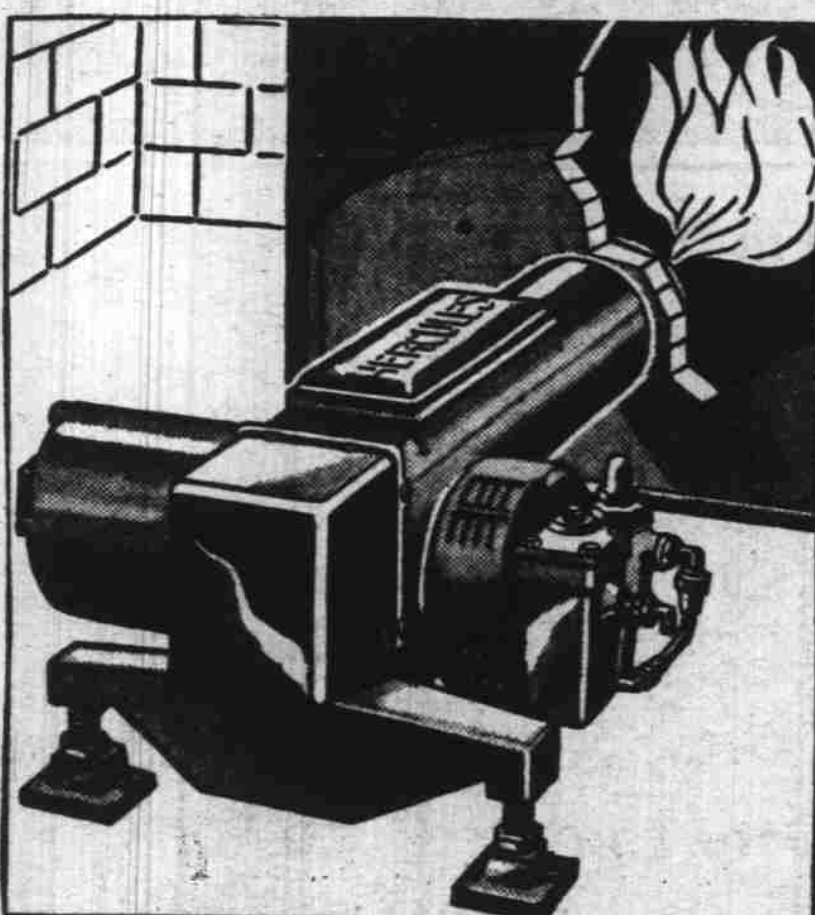
# 59<sup>95</sup>

\$5 DOWN—\$6 MONTH (plus carrying charge)

- All Steel Construction
- Gastight and Smoketight
- 12x14-Inch Fuel Door
- 23-Inch Diameter Fire Drum
- Galvanized Steel Casing

Made especially to meet the heating needs of small homes! Starts easily, fires quickly to chase away the chill on cold mornings. Easy adjustment of draft and check dampers. The low 64½-inch double casings make them ideal for basements with little head room. Let Sears install this furnace in your home—and watch the slash in your fuel bills this winter. Note in the picture on the left how far the heat travels in the furnace, before it leaves the boiler.

BUY NOW ... START YOUR PAYMENTS OCTOBER 1st



DRUGERY DAYS ARE OVER!

## Hercules Conversion Type OIL BURNER

# 227<sup>50</sup>

\$22.50 DOWN—\$15 MONTH (Small Carrying Charge)

Hercules Oil Burner puts oil heat within reach of the average home... takes it out of the luxury class. Can be installed in your present heating plant, under expert supervision, to meet your specific needs. Installed complete with 7-barrel tank.

## Prepare NOW for Fall and Winter Weather



For Years of Satisfactory Wear

## ROLL ROOFING

First quality felt, thoroughly saturated with asphalt and thickly coated with "green-blend" crushed slate as well as two shades of red, gives you a neat looking, fire and weather-resisting roof. Nails and cement furnished.

# 269

95-lb. roll

45-Pound Roll Roofing

## "BEST OF ALL"

First quality felt saturated with asphalt. Use it on garages, poultry houses, etc., or for patching. Complete with cement and nails.

# 159

For Lining Floors, Siding

## Asphalt Sheathing

Durable and lasting paper that is moisture and vermin proof. Will not dry out or rot. Each roll contains 500 square feet.

# 145

▼

Leaders in Their Field!

▼

See Them All in Our State Fair Display

Upstairs in Agriculture Building  
Factory Demonstrators in Attendance

**HOGG BROS.**  
325 Court St. SALEM  
OREGON CITY TILLAMOOK

<b>FRIGIDAIRE</b>
<b>CROSLY</b> <i>Refrigerators</i>
<b>MAYTAG</b> Washers
<b>EASY</b> Washers
<b>EASY</b> Ironers
<b>IRONRITE</b> Ironers
<b>HOOVER</b> Cleaners
<b>ESTATE</b> Ranges
<b>L &amp; H</b> Ranges
<b>WHITE</b> Sewing Machines

BEFORE YOU BUY ANY CAR... SEE

"The Spotlight Car of 1937"

## New STUDEBAKER

Full Display of New 1937 Models at the State Fair

**BONESTEEL BROS. Inc.**

On Display

# 1937 RCA VICTOR RADIOS

Oregon State Fair

Upstairs - New Pavilion

**Geo. C. Will Music Store**  
SALEM, ORE.