

New Motor Company Invites Public to See Its Plant Tonight

Colorful Open House Arranged for Debut of Hubbard Agency; Quarters Redesigned for Efficient Service

All Salem is invited to attend the gala opening tonight of the Hubbard Motor company, new Dodge and Plymouth agency, 525 Chemeketa street. Festivities begin at 7 o'clock and continue until 9.

Colorful favors are awaiting all visitors to the new agency, declared by automobile industry executives to be one of the most modernly equipped establishments of its kind in Oregon.

Heads new Firm



J. K. HUBBARD

Dodge Officials Attend Opening

Ranking Officers of NW to Be on Hand Here for Ceremonies

Salem will be the gathering point tonight for ranking Dodge officials of the Pacific northwest, coming to congratulate J. K. Hubbard, of the Hubbard Motor company, on the formal opening of his new Dodge and Plymouth agency.

Heading the list will be D. L. Beck, from Seattle, regional manager for Dodge, who is widely known throughout Oregon's automobile circles. With him will be C. R. Parkinson, of Portland, district Dodge manager.

Dodge trucks will be formally represented by Lester Mahon, regional truck manager, and to know more about the future heavy-duty requirements of Salem's commercial and industrial establishments.

"Officials of our company have a high regard for Salem and are welcoming this opportunity to meet Dodge and Plymouth friends in this territory," declares Hubbard.

Welling Selected Service Manager

All service departments in the Hubbard Motor company, Salem's new Dodge and Plymouth agency, will be supervised by E. O. "Curley" Welling, selected for that position as a result of his past 16 years' experience in automobile servicing in this city.

Welling, a popular personality in local automotive circles, has been married for the same period as his experience in Salem—16 years—and has two children, a boy of 12 and a girl, 8 years old.

"Hubbard Motor company has installed the latest-type equipment for all types of car and truck servicing," he points out. "Not only can we handle lubrication work but we can provide expert body and painting service for all customers."

"Modern servicing demands precision equipment which must be handled by competent men as, rightfully, car owners insist upon prompt and careful workmanship."

Hubbard Schools Closed by Illness

HUBBARD—The public schools of Hubbard have been closed since Wednesday on account of an epidemic of flu.

The Pythian Sisters are planning for a social affair for Wednesday night, January 24. Card games and Beano will be played. Refreshments will be served.

The members of Thalia Rebekah lodge postponed their all-day meeting planned to be held with Mrs. Edith Carpenter Thursday, January 18.

Faculty Wives Are Entertained

DALLAS—The Faculty Wives' club was entertained at the home of Mrs. Sidney E. Whitworth Thursday afternoon.

Mrs. Donald Gabbert, president, presided at the meeting. Plans were discussed for the year's course of study. Mrs. Ralph Murphy gave an interesting talk on gardening.

The February meeting will be held at the home of Mrs. Merrill Hagan.

Skiers Meet

SILVERTON—At the social meeting of the Silverton Ski club, presided over by Harry Cameron, this week, the secretary, Harriet Smith, was directed to write to the Cascade Ski club requesting information regarding the way in which its club was organized and conducted. Members attending a Portland ski school are Harriet Smith, Ernest Rios, Betty Klenz, Dick Pickett, Harry Cameron and Lester Rios. The next meeting will be held January 23 at 7:30 at the chamber of commerce rooms.

Modern Plant Layout Noted

Sales, Service Sections Carefully Planned, Well-Lighted

Visitors who attend today's formal opening of the Hubbard Motor company, 525 Chemeketa street, will be inspecting an automotive sales and service plant which, in the opinion of industry authorities, is exceptionally complete and carefully planned.

"We have endeavored to have our floor plans and our equipment as thoroughly modern as possible and we believe that our objectives have been accomplished," says J. K. Hubbard, head of the new Dodge and Plymouth agency.

Floor Layouts Efficient "Because our sales program includes not only new cars and trucks, but vehicles as well, it was essential that floor layouts be such as to provide utmost efficiency for our staff and full facilities for inspection by our customers."

Careful attention was given to lighting requirements in the new plant with the result that the Hubbard Motor company will, it is expected, be one of the best illuminated commercial structures in Salem. Brilliant signs, specially designed by eastern experts, will make the Chemeketa and High street structure, a striking picture at night, it was declared.

Occupying the corner is the large Dodge and Plymouth sales room with its broad windows framed by varied shrubbery. The used car headquarters have been located on the High street side of the plant and offer large sales and storage space for re-conditioned cars.

Service departments will adjoin the main sales chamber and, it was stressed by officials of the firm, are characterized by ample daylight and artificial illumination for night work to provide desirable working conditions at all hours.

To accommodate a large, varied stock of Dodge trucks, that department is being housed in the two-story addition to the main plant on Chemeketa street. Extensive display facilities for trucks have been provided on the street level. An adjoining easy-grade ramp leads to the upper-floor truck storage and service quarters.

Architectural plans for the Hubbard Motor company's headquarters were checked carefully by leading Dodge and Plymouth executives with a view to obtaining maximum efficiency, it was pointed out.

"Salem is nationally known as a clean, beautiful city, and as the capital of a progressive state," added Hubbard. "We have made every effort to design our new business home on a plane which will be a credit to the community, as well as an efficient automotive sales and service headquarters."

Stayton Phone Group to Meet

STAYTON—The Stayton Cooperative Switchboard association will hold its annual meeting on Monday, January 22, at the Stayton city hall at 2 p.m. to hear the annual report of officers and elect officers for the coming year.

Present officers are: George A. Sander, S. C. O., president; F. A. Zimmermann, Sublimity, vice-president; Grant Murphy, Stayton, secretary-treasurer; Edwin J. Bell, Stayton, assistant secretary; E. A. Ditter, Sublimity and P. C. Freres, Stayton, other members of the board of directors.

Visitor Leaves For Washington

LABISH CENTER—George F. Mikkelsen, Washington, DC, contractor who has been a guest at the home of his sister, Mrs. W. A. Starker, for three weeks, left Tuesday night for his home. En route, he will visit another sister, Mrs. O. H. Langenberg, at Burlington, Iowa.

The January Ladies' Aid meeting will be held on the 31st instead of the regular meeting date. Telephone patrons of the line serving this district voted 52 to 50 to install dial phones at a meeting Thursday afternoon.

4H Clubs Started At Roberts

ROBERTS—The school has organized their 4H clubs with clubs. "Kleever Kookers" has for president, Donald Drees; vice-president, Robert Howland; secretary, Harry Weiglenda; leader, Henry Bruce. "Body Builders" president is Phyllis Howland; vice-president, Richard Baker; secretary, Lena Hanson; leader, W. Welch. "The Modern Improvers" president is Phyllis Howland; vice-president, Leta Jean Bruce; secretary, Yvonne Gray; leader, Mrs. Rose Howland.

Oak Point Club Meets

OAK POINT—Mr. and Mrs. C. C. Comstock were hostesses to the Nite Hawk card club Wednesday night at their home. Mr. and Mrs. J. Graber, Mr. and Mrs. Roy Bigelow and Walter Brown won prizes. Mrs. Ellis Lauterback and Hiram Joy were guests. Mrs. Lauterback invited the club to meet at her home for the next meeting.

Study Club to Meet

AMITY—The Amity Study club will meet Friday afternoon at the home of Mrs. F. Chase Thomas at 3 o'clock.

Sales Manager



L. E. SHADRICK

Shadrick Chosen Manager of Sales

A familiar figure in the Salem automobile business will greet visitors this morning at the formal opening of the Hubbard Motor company, new Dodge and Plymouth agency—L. E. "Shad" Shadrick, who has been named sales and used car manager of that firm.

"I'm looking forward with a great deal of pleasure to meeting old friends and showing them through this splendid new plant, as well as introducing them to unusual values in automobile merchandise," declares Shadrick, who has more than twenty years' background in automobile sales.

"The Hubbard Motor company's plant has been designed to provide maximum convenience for those interested in inspecting Dodge and Plymouth lines."

Used Cars to Be Guaranteed

Only Fully Reconditioned Merchandise Will Be Offered by Firm

Only fully reconditioned, guaranteed used cars will be offered in the used car department of Salem's new Dodge and Plymouth agency, the Hubbard Motor company, which opens tonight at 525 Chemeketa street, declares L. E. Shadrick, used car manager. He also directs Dodge and Plymouth sales for the company.

"People who invest in the excellent transportation available in a good used car are entitled to protection, and we propose to give it to them," he said yesterday.

"We need good used cars and will appreciate an opportunity to inspect them. The Hubbard Motor company is in a position to offer most attractive trade-in allowances on new models."

An important phase of the servicing department of the Hubbard agency will be devoted to checking and re-conditioning used cars.

Ex-Foundry Head Is Chosen Judge

Governor Charles A. Sprague Friday announced the appointment of J. B. Kirk of The Dalles as Wasco county judge to succeed G. G. Shuts, who died recently.

Kirk operated a foundry and machine shop at The Dalles for a number of years and previously served as postmaster there. He is a republican.

Direct Truck, Service Departments



E. O. "Curley" Welling, left, who will supervise all service departments at the new Hubbard Motor company plant here, and William "Bill" Dethman, right, who will manage the Dodge agency's complete truck department.

Dethman to Head Truck Department

Considered one of the outstanding truck experts in Oregon, William "Bill" Dethman, for more than 17 years a truck sales and service executive in Portland, has been appointed head of that department in Salem's new Dodge and Plymouth agency, the Hubbard Motor company, which opens today at 525 Chemeketa street.

"Dethman joins our organization with a wide personal experience in both the light and heavy-duty truck fields," declares J. K. Hubbard, head of the new company. "He is well equipped to

study the industrial needs of business in the Salem territory."

Dethman, who is 43 years old, is married and has two sons, 9 and 19 years of age.

"Dodge today offers the most complete truck line in its extended history of meeting the transportation needs of American business," said Dethman.

Complete truck servicing facilities are available in the new Hubbard Motor company plant, it was announced.

Entertain for Birthday

RIVERVIEW—Mrs. Lora Platt entertained a group of friends and relatives in honor of her daughter, Mrs. Joe Ambrose's birthday Sunday.

Dodge Trucks Stress Utility

Capacity, Efficiency and Safety Noted in Most Complete Line

Carrying capacity, operating efficiency and driver safety are all stressed in the 1940 Dodge truck line, the most complete in Dodge history, it was asserted yesterday by William "Bill" Dethman, truck department manager for Hubbard Motor company, the city's new Dodge and Plymouth agency which opens tonight.

"Dodge is proud of these new trucks, each designed to perform a real service for the country's business," he said. "Many new and valuable features have been embodied in this year's Dodge line, both from an engineering standpoint and from appearance."

The 1940 Dodge trucks have front-end re-styling, especially in the radiator shell and grille, for new smartness. The cab has been given a sloping one-piece V-shaped windshield for appearance and ease in opening.

"Designs Made Attractive" "Dodge executives have long been keenly aware of the practical importance of attractive design for trucks because they are really motorized bill-boards for today's business men."

The Hubbard executive declared that the introduction of the new series of 1½-ton trucks with increased load capacity, and in either conventional or cab-over-engine models, has proven especially interesting to many experienced truck operators.

GOOD NEWS! FOR SALEM MOTORISTS!



1940 DODGE Luxury Liner WITH FULL FLOATING RIDE!

This new 1940 Dodge Luxury Liner is more than a new model—it's an entirely new automobile, redesigned from roof to chassis to give you the sensational new Full-Floating Ride! It's even bigger and roomier, yet it's still just a few dollars more than small cars!



NEW 1940 DODGE TRUCKS!

A completely new Dodge 1½-ton highlights the new 1940 truck line. Now, a three-minute checkup gives you proof of Dodge superiority in 1½-ton trucks! More power! More capacity! A still bigger "edge" in extra quality features! New advanced frame construction! New, rugged "velvet-smooth" clutch! . . . New Dodge trucks, ½ to 3-ton, are built to fit your job, do your hauling more economically. Six different "truck-built" engines including new Dodge Diesel. Seventeen wheelbases—66 standard chassis and body models!



NEW 1940 PLYMOUTH!

Plymouth provides sensational new style and beauty . . . new roominess with a longer, wider body that gives increased passenger room! Running boards are optional on all body styles. Plymouth offers improved steering—best guaranteed as standard equipment on all models. Larger windshield and windows gives greater vision. New "Sealed-Beam" headlights . . . and many other new features! See the new Plymouth!

HUBBARD MOTOR COMPANY NEW DODGE-PLYMOUTH DEALER HERE! HOLDS "OPEN HOUSE" . . . YOU ARE INVITED!

Favors for Everyone!

Today, Hubbard Motor Company celebrate their appointment as new Dodge-Plymouth dealer here! They extend a cordial invitation to all of you to attend their big "Open House" celebration! There will be free souvenirs!

NEW SERVICE DEPARTMENT

Come and inspect the complete, modern service department . . . with the latest equipment for servicing all makes of cars and trucks. A staff of factory-trained mechanics, using special tools and equipment and approved factory parts, assures efficient and economical service.

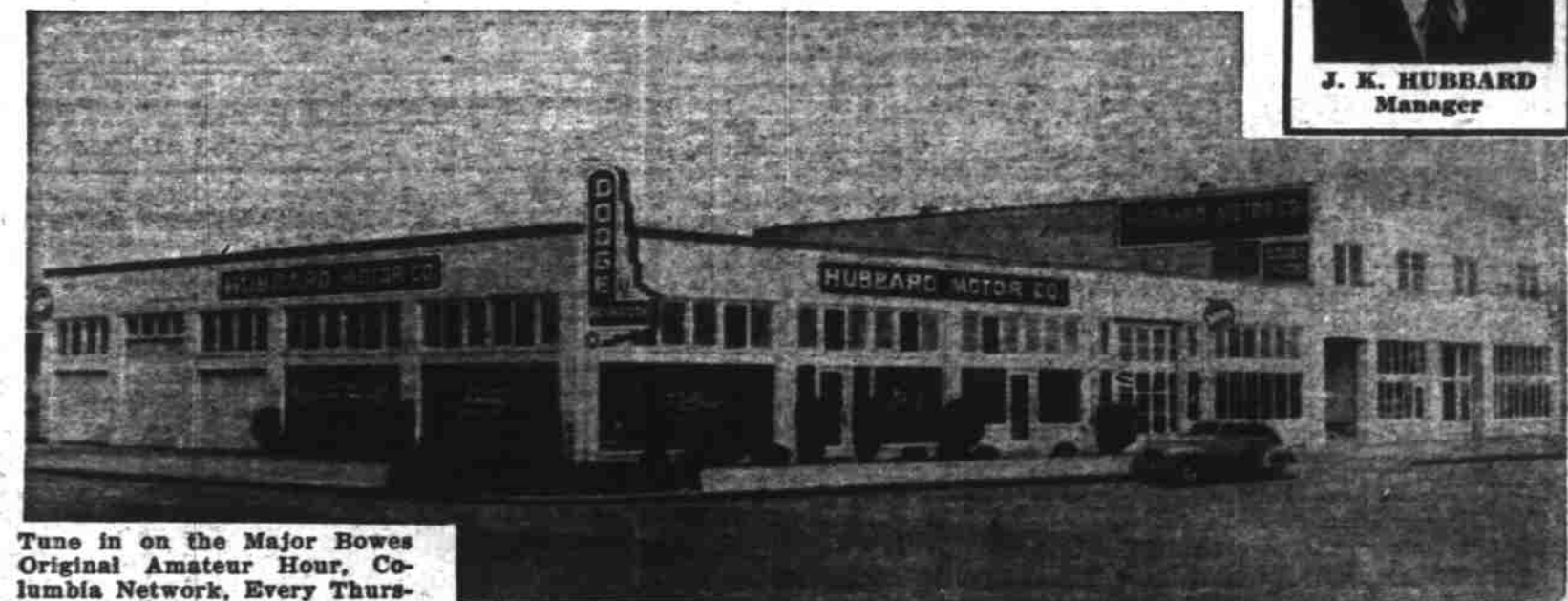
NEW DODGE LUXURY LINER

See the 1940 Dodge Luxury Liner—even bigger and roomier—yet it still costs just a few dollars more than small cars! Experience the Dodge Full-Floating Ride—one of the greatest motor car advancements in the past 25 years! See the 1940 Plymouth! A new concept of size and luxury in the lowest-price field! Be sure to see the new 1940 Dodge trucks—complete line, ½ to 3-ton models—BUILT TO FIT YOUR JOB! And new Dodge trucks are LOW PRICED in every capacity!

THIS SEAL IS YOUR GUARANTEE OF DEPENDABLE SERVICE



J. K. HUBBARD Manager



Tune in on the Major Bowes Original Amateur Hour, Columbia Network, Every Thursday, 6 to 7 P. M., PST.

New, modern sales and service headquarters located at 525 Chemeketa St.

Hubbard Motor Company

525 Chemeketa St.

Phone 3533

DODGE • PLYMOUTH • DODGE TRUCKS

BUDGET TERMS TO SUIT YOUR NEEDS