

# Ford to Show Again at Fair

## 1940 Exhibit at Golden Gate to Be Entirely New, Announced

DEARBORN, Mich., March 30—The Ford Motor company will exhibit again this season in the Golden Gate International exposition in San Francisco, it was announced here by Edsel Ford, president of the company.

The exposition, occupying picturesque Treasure Island in San Francisco bay, begins its second season May 25.

"Our exhibit for 1940 will be entirely new, and will be carried out on the same scale as the Ford exhibit which attracted nearly 4,000,000 exposition visitors during 1939," Mr. Ford said. "The work of getting our displays in place in the Ford building on Treasure Island will begin soon."

"Last year in announcing our decision to participate in this exposition, I said that my father and I were pleased with the opportunity it afforded to give the west a better knowledge of our business and of the situation of western products in the manufacture of our cars. We feel that our own progress has been intimately connected with that of the western states.

"The success of our exhibit fully justified our hopes, and I would not change an earlier statement except to emphasize it. We are glad the exposition is to be continued another season, and are working to make our new exhibit even greater interest than its predecessor of last year."

Mr. Ford pointed out that the first automobile assembly line ever shown at an international exposition was at San Francisco just 25 years ago when Ford cars were produced on the fair grounds every few minutes to the amazement of millions of visitors.

"That assembly line, a duplicate of the line then in our Highland Park plant, was something entirely new. Because of it and of another Ford development—the interchangeability of parts—assembly branches such as the Ford Richmond plant just across the bay from Treasure Island, became possible. In the quarter century since the exhibition assembly line was running on the grounds of the Panama-Pacific International exposition, 26,000,000 Ford cars were produced by those methods, and last year, just before the new exposition opened, Ford car No. 27,000,000 came off the line in Richmond. Within a few weeks the 28,000,000th Ford car will be assembled.

"My father, recalling the inspiration he received from watching a gasoline engine run efficiently at the Chicago World's fair in 1893, has once felt that expositions play an important part in stimulating industrial progress. For that reason, the Ford Motor company has exhibit in many fairs and expositions. The first was in St. Louis in 1904, only a year after the company came into existence.

"We hope our new exhibit on Treasure Island will measure up fully to its long list of forerunners, and that it will provide entertainment and inspiration for those who return to the exposition this year as well as for millions of new visitors to our building there."

# Electric Company Salaries Dwindle

## PUD Group Says McKee's Is \$37,000, Lawyer Says It's \$6000

PORTLAND, March 30—(AP)—Northwestern Electric company's high executives' salaries shriveled under testimony at a public utilities rate hearing Friday.

Portland PUD proponents, complainants, said Paul B. McKee, Northwestern executive, received \$37,000 annually. John A. Laing, Northwestern's attorney, testified the salary was \$6000.

D. F. McCurrach, engineer, denied knowing anything about a "whisky lobby" the PUD group said was maintained by Northwestern at state legislative sessions. He appeared as a witness for Northwestern and Portland General Electric.

Charts Introduced

Cassius Peck, General Electric attorney, introduced rate charts showing urban, suburban and rural charges of the two companies were lower in nearly all classifications than those of Seattle City Light, the Los Angeles municipal system and San Francisco's private utility.

A. C. McMicken, PGE general sales manager, testified the Seattle municipal plant paid no taxes before 1932 and \$330,459 in 1938, amounting to 5.84 cents of the gross revenue dollar. In 1939, he added, General Electric paid 18 cents of its gross revenue dollar for taxes and the 1938 bill was \$1,700,000, or 17 cents of the dollar.

# New Grahams Due Soon, Says Loder

With 2,500 skilled craftsmen working day and night at the Graham-Paige Motors corporation's factory in Detroit, new Graham models have begun to roll off the assembly lines in ever increasing numbers—several of them bound for Salem and other points in Oregon.

This was the announcement just made here by James Loder, Graham distributor, following the receipt of a telegram from August Johnson, former successful automobile merchandiser, who now is executive vice-president in charge of sales of Graham-Paige. Johnson's headquarters are in Detroit.

In his wire, he informed Loder that new cars would reach him early in April.

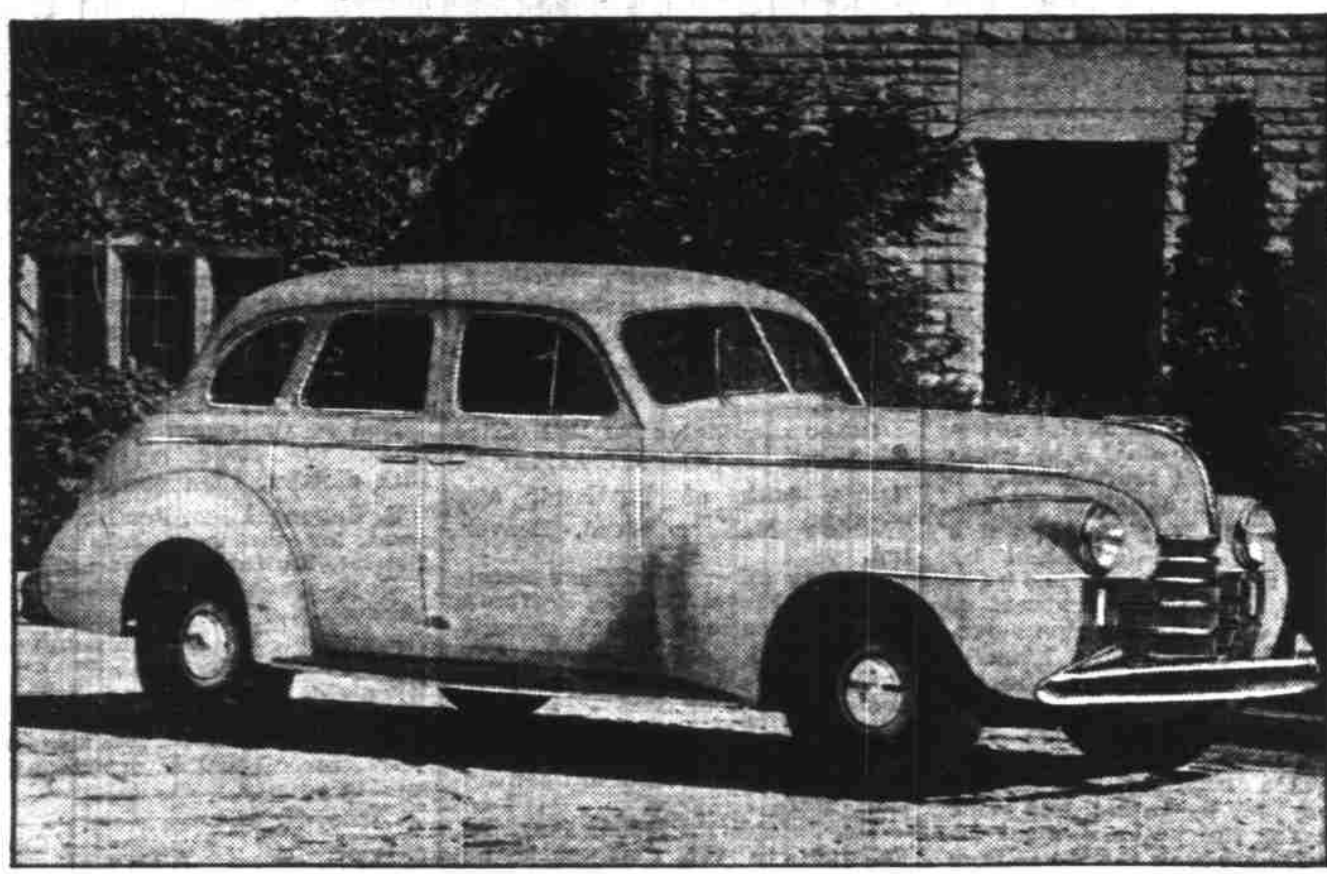
Loder said he expected to put the new models on display here early in April and in preparation for the event he is completing plans for the redecorating of his show rooms.

# Yakima Man not To Head Scouts

Ralph McDermott, Yakima Boy Scout executive, will not be the new Cascade area executive here although he was offered the job last week. Harry W. Scott, area council president, disclosed yesterday. Scott said reasons beyond the council's control had prevented its obtaining McDermott.

As a result the council will meet Monday night at the Salem chamber of commerce to receive another recommendation from its hiring committee.

# Six-Cylinder Four Door Sedan Listed



Trim and flowing in line is this 1940 Oldsmobile six series 60 four-door touring sedan.

# Electric Company Salaries Dwindle

## PUD Group Says McKee's Is \$37,000, Lawyer Says It's \$6000

PORTLAND, March 30—(AP)—Northwestern Electric company's high executives' salaries shriveled under testimony at a public utilities rate hearing Friday.

Portland PUD proponents, complainants, said Paul B. McKee, Northwestern executive, received \$37,000 annually. John A. Laing, Northwestern's attorney, testified the salary was \$6000.

D. F. McCurrach, engineer, denied knowing anything about a "whisky lobby" the PUD group said was maintained by Northwestern at state legislative sessions. He appeared as a witness for Northwestern and Portland General Electric.

Charts Introduced

Cassius Peck, General Electric attorney, introduced rate charts showing urban, suburban and rural charges of the two companies were lower in nearly all classifications than those of Seattle City Light, the Los Angeles municipal system and San Francisco's private utility.

A. C. McMicken, PGE general sales manager, testified the Seattle municipal plant paid no taxes before 1932 and \$330,459 in 1938, amounting to 5.84 cents of the gross revenue dollar. In 1939, he added, General Electric paid 18 cents of its gross revenue dollar for taxes and the 1938 bill was \$1,700,000, or 17 cents of the dollar.

# Bits for Breakfast

(Continued from page 4)

cook for a company of trail blazers; had an epileptic fit, fell into his camp fire, was badly burned; died. Hence the name. The first postoffice for Jefferson neighborhood was Syracuse, across the river in Linn county; Jacob Connor postmaster, appointed October 4, 1850; it became Santiam City July 27, 1852; Jefferson, June 13, 1861.

Judson Rocks, two miles north of the site of the ghost town of Sidney, Marion county, was named for L. B. Judson, near by land owner. Miller Butte, west of the town of Marion, Marion county, was named for "Uncle Charley" Miller, who started, near the town of Jefferson, the first scientific flax growing and retting and scutching on a considerable scale in the Willamette valley—who competed in the Philadelphia Centennial against the wide world and took first prize on all points, length, strength, spinability, etc., of fiber, flax, the judges being from all flax and linen producing countries and not informed of the origin of any of the samples.

Many interesting things are connected with Oregon names. Ana river, Lake county, flows into the north end of Summer lake. W. H. Byars, afterward one of the owners and editors of The Statesman, surveyed that section, in the very early 1880s. He took along with his crew Samuel L. Simpson, Oregon's poet laureate. Sam had been drinking, and went to get sobered up. In time, he (Sam) got rid of his appetite for strong drink. He was always the gentleman and the scholar, and the true poet.

On that trip, General Byars named the river Ana, for his then small daughter, who became (and still is) Mrs. E. W. Thompson, of a prominent pioneer family of Salem. There is a Byars creek, Marion county, flowing into Brettenbush river north of northeast of Detroit, and a Byars mountain near by. Mr. Byars was surveyor or general for Oregon, 1890-94, and was state printer. Mrs. Ronald Glover, Salem, is a daughter, and Mrs. Effie W. Dunlap of this city his step-daughter.

The first Lebanon postoffice in Oregon was established near the Lebanon Baptist church in the Waldo Hills, Marion county. Whiteaker postoffice was substituted for the first one called Lebanon, and afterward Lebanon postoffice, Linn county, was established. The place called Kees Precinct, now an enterprising and growing city.

Many curiosities in names are found in Marion county, like Potato hill, near the five miles east of Mill City, locally called Tater hill.

There are so many of these, that the matter will be treated, under another heading, at a near and convenient date.

# Bonneville Lines Held Not Needed

## Power Company Man Says Existing Firms Would Distribute Juice

WASHINGTON, March 30—(AP)—Kinsey M. Robinson, of Spokane, president of the Washington Water Power company, appeared Friday before a senate appropriations subcommittee, and a senator reported later that he contended that construction of Bonneville transmission lines was unnecessary in many instances.

Robinson argued, the senator said, that energy should be turned over to existing companies for distribution on their lines.

The subcommittee, in executive session, was considering the interior department appropriation bill (HR 8745), studying the section giving \$800,000 to the Bonneville administration for installation of fifth and sixth generating units.

Senator Holman (R. Ore.) has asked an increase to \$3,400,000 to provide an additional \$100,000 to speed work on those units and to permit also the laying of foundations for four additional units at the same time.

# 'Hollywood' Car Design Announced

DETROIT, Mich., March 30—Start of an assembly line the past week by the Graham-Paige Motors corporation on a completely new car—named the "Hollywood" last summer when plans for the new line were first drafted—was announced Saturday by Joseph B. Graham, president of this 30-year-old independent.

With sub-assemblies well under way, and with parts and materials shipments arriving daily at the West Warren Avenue plant, final assemblies were expected to start within a few days, Mr. Graham said.

The "Hollywood" will be the latest completely new automobile to reach the market in production volume and will offer highly individualized transportation under the marketing slogan "America's Smartest Car." Mr. Graham pointed out. It will be in addition to the established Graham senior lines and will be available in two body types.

# Car Operation Is Simplified

## Chrysler Engineers Seek Way of Easing Task of Auto Driver

Reduction of manual operations, plus simpler and easier performance of the few that remain, has featured the development of the motor car in recent years. It wasn't so long ago that one had to be at least a passing-fair mechanic to drive a motor car; today anyone who can steer and use the throttle and brakes with good judgment is qualified to operate the most up-to-date models.

Chrysler engineers early decided that if the company expected to cater to the biggest possible market, one of the things it must do was to make cars easier for women to handle as well as to make them more beautiful and more comfortable.

Ease of steering was one of the first things that engaged the attention of Chrysler engineers. They devised a better steering gear operating on more efficient bearings, with a more practical steering geometry, that made it easy for even a frail person to handle a car.

Another problem that Chrysler engineers soon solved was that of the choke.

Similarly, the spark control has been made automatic. In former times the regulation of the spark was one of the most baffling things required of the motorist. Probably not more than one man in 100 had a very clear idea of what retard and advance meant in terms of engine performance, and thus most of them couldn't remember what to do under any given set of conditions.

The removal of the gear-shift lever from the floor to the steering wheel column was another big step in ease of driving. In its new position it is directly under the driver's right hand, where he can reach it quickly and easily without taking his hand from the wheel for more than an instant and without taking his eyes from the road at all, a much more convenient arrangement than the one that required him to grab for a floor lever and feel around for the right gear.

Finally, in 1939 Chrysler came out with its now famous Fluid Drive. This development virtually relieves the driver of the necessity of changing gears. He can almost forget the clutch pedal and the gear-shift lever. Under all ordinary driving conditions, the car may be put in high gear when it is first started and left there until the time comes to park the car. At the normal stops in traffic, the car is never taken out of gear, nor is the engine stopped. A slight pressure on the footbrake holds it stationary and it starts up again smoothly and quickly when the throttle is opened.

# Plumbing Industry Faces Indictments

CLEVELAND, March 30—(AP)—The justice department Friday struck at the plumbing industry nationwide in an indictment charging 102 defendants—manufacturers, jobbers and unions—conspired to restrain trade in violation of anti-trust laws.

An end to "unnecessary and costly steps" pictured by the indictment so far returned in the anti-trust division's drive to rid the building industries of alleged monopolistic practices.

Among the 12 manufacturers

# Job-Rated Trucks Are Announced By Dodge for 1940; Efforts Made To Fit Truck to Task Ahead of It

## In newspaper advertisements in several hundred key cities throughout the country and in leading national magazines the new line of Dodge "Job-Rated" trucks for 1940 is being publicly introduced to American truck operators by the Dodge division, Chrysler corporation.

"In announcing Job-Rated trucks for 1940," said T. W. Moss, director of Dodge truck sales, "we feel that Dodge is making an important contribution to raising the level of truck transportation efficiency in the United States. Truck owners and operators today are demanding more than anything else, a truck to fit the job it is intended to do."

"And Dodge, we believe, is admirably qualified to give truck owners the right truck to fit the job."

"For 1940 Dodge is producing Job-Rated trucks in six different capacities, ranging from one-half ton to the 3 ton Dodge Diesel trucks. 1940 also marks the introduction of the new Dodge-built 1 1/2-ton Cab-Over-Engine models. Dodge Job-Rated trucks are powered by six different engines, each engineered for the truck in which it is installed. Sixteen gear ratios are available, and 96 standard chassis and body models are offered in 17 different wheelbase lengths.

"Each model in the line is designed and built to handle its maximum capacity—to fit the hauling job it is intended to do.

"To meet the needs of truck users, Dodge is now designing and building Job-Rated trucks, which it is claimed, fit 97.3 per cent of the nation's hauling jobs. In addition to the six capacities, six engines, 96 chassis and body models, already mentioned, Dodge Job-Rated trucks use four different clutches, three transmissions, 20 different frames, a nine basic spring combinations and six combinations of brake sizes. A wide range of extra equipment including auxiliary springs, booster brakes, frame reinforcements, double reduction rear axles, engine oil filters, governors and tire combinations for every known need."

State department secret agents are searching for a missing diplomatic pouch. It was duly sealed and sent from Moscow by American diplomatic authorities several weeks ago, but has failed to arrive here. This is the first time in many years that one of these invaluable mail exchange pouches has gone or been lost astray. SD is attempting to keep the matter secret.

Attorney General Jackson, instead of easing up on labor prosecutions and thereby perfecting his presidential candidacy, is going to start two more—and big ones. A new suit against the teamsters will be instituted here, and a second construction industry labor indictment will be sought in another city.

(Distributed by King Features Syndicate, Inc. Reproduction in whole or in part strictly prohibited.)

# Heating Engineers Gather, Corvallis

## T. E. Taylor Is President; Air-Conditioning Has Problems, Stated

CORVALLIS, March 30—(AP)—Thomas E. Taylor, Portland consulting engineer, was installed president of the Oregon chapter of the American Heating and Ventilating Engineers.

The unit met in connection with the third annual Oregon air conditioning conference at Oregon State college. Dr. F. E. Gleeske, national president, installed officers of the year-old Oregon unit and delivered the principal address.

Other officers included James F. McIndoo, vice-president; Cecil M. McGregor, treasurer; Bryant W. Moore, secretary; William T. Finnigan, J. Albert Freeman, J. Donald Koecker, governors. All are Portlanders.

Gleeske predicted people would gain a new conception of comfort with the wider application of radiant heating and cooling systems.

Dr. J. E. Lodewick, of the forest experiment station in Portland, warned that better heating systems created greater dangers of moisture condensation and decay in building walls. He urged built-in protective features.

# Magnetite Likely To Provide Basis Of new Industry

PORTLAND, Ore., March 30—(AP)—Bonneville power may be used to reduce Peruvian magnetite to high-grade iron ore. Earl K. Nixon, state department of geology and mineral industries director, said today.

He will leave by plane Monday to inspect the Peruvian coastal magnetite deposits.

"The trip is purely personal," he said. "It does, however, have a bearing on Bonneville since it presents a good possibility that the ore may be shipped here."

# Special Police Car Described

## New Hudson Convertible to Ambulance With Little Effort



T. W. Moss, director of truck sales, Dodge division, Chrysler corporation.

A new Hudson six police special model, which can be converted into an emergency ambulance in 90 seconds, has been announced by the Hudson Motor Car company. Mounted on 112-inch wheelbase and powered with a 102 horsepower, 6 cylinder engine, the Hudson Police Special is fast, easily maneuverable and designed for regular police scout car service.

Equipped with the new Arntsen roll-up auxiliary stretcher bed unit, which stows away in the luggage compartment when not in use, the new police model becomes an emergency ambulance in 1 1/2 minutes, by means of a simple conversion. One half of the divided rear seat lifts up and is fastened to the roof of the car, enabling the patient to be loaded and removed through the rear of the car. This arrangement enables the attending officers to occupy the remaining half of the rear seat, facing the patient on the stretcher and facilitates first aid treatment while en route to the hospital.

On completion of the ambulance call, the stretcher equipment is stowed away, the divided rear seat let down and the car is ready to return to patrol duty immediately. Optional electrical equipment, special glass and other requirements of police work are available on order.

The new police model, according to Hudson officials, is designed to meet the demands of doubled efficiency among police departments in the matter of reducing fatalities caused by ambulance delays in reaching isolated cases, as well as increasing the useful range of regular patrol car equipment.

# Corporation Tax Problem Viewed

## Non-Profit Exemption Is in Dispute; May Hit Many Agencies

PORTLAND, March 30—(AP)—Many Oregon non-profit corporations may be operating illegally, Lloyd R. Smith, state corporation commissioner, said this week in a letter to Roy K. Terry, Portland attorney.

He mentioned the Portland Rose Festival, Oregon winter sports carnival, chambers of commerce, veterans' posts and other similar organizations.

The question of legality arose in Smith's refusal to recognize the far west Kandahar ski tournament, to be held on Mount Hood, as a non-profit venture.

Amendments Doubtful

The Oregon supreme court, Smith said, has held that all matters concerned with an act should be included in the title, and Oregon's non-profit corporation law of 1934 does not include such groups. He added that this would invalidate numerous liberalizing amendments.

Terry said he would ask reconsideration to prevent "legal chaos."

He added that several attorneys planned to seek a correction by repealing the old statute and providing a new one with an adequate title at the next legislature, or by filing a test case.

# "30 MINUTES IN A HUDSON SIX CURED ME OF 'HABIT BUYING'!"

## I Found That Something NEW, Something BIG, Has Happened In the Lowest Price Field!

"Take it from me, I didn't know how much I had been missing, until I got into that new Hudson Six. Guess I had the 'other three' habit... going back to the same old car year after year. But the good looks of the Hudson attracted me, and I found the biggest money's worth I've ever owned."

We invite you to drive a Hudson Six over the route you travel every day, where you know every turn, every bump, every stop and start. Compare the way it rides and drives... with your present car or any you may be thinking of buying. We promise you the best 30 minutes you ever spent in an automobile!



HUDSON ALSO PRESENTS: NEW HUDSON SUPER-SIX... NEW HUDSON EIGHT AND EIGHT DELUXE, AMERICA'S LOWEST PRICED STRAIGHT EIGHT... NEW COUNTRY CLUB SEDANS, LUXURY SENSATIONS OF THE YEAR

**STATE MOTORS, Inc.**  
455 Chemeketa St. Phone 8400

**Think of It! OLDSMOBILE! FOR ONLY A FEW DOLLARS MORE!**

**"60" DE LUXE 2-DR. SEDAN \$853\***

**LOOK WHAT YOU GET FOR ONLY A FEW DOLLARS MORE!**

**OLDS SIZE!** Any way you measure, Oldsmobile is a really BIG car. Its over-all length is 197 1/4 inches!

**OLDS STYLE!** Long the Styleleader, Oldsmobile is known again this year as "the best looking car on the road."

Everyone's talking about Oldsmobile's stunning style!

**OLDS POWER!** Power in the Oldsmobile Six is stepped up to 95 H. P. You get more dynamic performance than other low-priced cars can offer!

**OLDS COMFORT!** Oldsmobile is the only car with the Rhythmic Ride—the lowest priced car in America with modern coil springs all around.

**OLDS QUALITY!** Oldsmobile gives you dozens of features usually found in the higher priced cars only. As an example, 100% Full-Pressure Lubrication.

**OLDS PRESTIGE!** Oldsmobile has been famous for leadership in style and engineering for over forty years. It's a car you're proud to drive!

**PLEASE ECONOMY THAT COMPARES WITH THE BEST**

**OLDSMOBILE, "Best Looking Car on the Road" LODER BROS.**

445 Center St. Salem, Oregon

**COMPARE OLDS WITH LOWEST PRICED CARS. FOR ONLY A FEW DOLLARS MORE IN COST, OLDS GIVES YOU A WHOLE OF A LOT MORE IN EVERYTHING!**

\* Olds prices begin at \$807 for Coupes, \$853 for Sedans, delivered at Lansing, Michigan. Prices include Bumpers, Spare Wheel, Tire, Tube, Dual Trumpet Horns, Instrument Panel, Hood-Lock, Automatic Choke, Vacuum Booster Pump, Safety Glass, Chrome Window Reveals, local taxes (if any), optional equipment and accessories—extra. Prices subject to change without notice. A GENERAL MOTORS VALUE. Help promote safety—dim your lights when passing!