

Ladd Opens French Normandy Design Funeral Home

Hill Location Is Distinctive

Air-Conditioned Cathedral Type Chapel Is Unique Plans Feature

The Ladd Funeral home, a new institution here, is announcing its opening today at its hillside location on South Commercial and Ohmart streets. It is home-owned.

"This location, at the edge of the city, is a wise and happy choice, we feel," the management said yesterday. "The environment seems especially appropriate and fitting, avoiding as it does the congestion of a downtown site."

The area of 2 1/2 acres, convenient to the city bus service, is adjacent to most of the cemeteries of Salem, the mausoleum and crematorium, which add convenience and quietness, and save confusion of a funeral cortege in downtown traffic. Drives lead to ample parking space, and a private drive, with entrance to a beautifully furnished family room where the family may have complete seclusion, has been provided.

The spacious landscaped grounds form a beautiful setting for the building of French Normandy design and convey a feeling of quiet dignity and taste, expressing the character of a private home.

An attractive air-conditioned chapel of cathedral type adjoins on the south and is fully equipped with pulpit, pews and organ. A drawing room chapel, furnished as a home like living room for small or private funerals, adjoins the main chapel. A special and exclusive feature for the hard of hearing, has been the installation, in both the chapel and family room, of individual acoustics. Much consideration has been given to make in every detail the Ladd institution an asset to Salem and surrounding territory.

Recognizing the inability of many to make large expenditures, the Ladd establishment has brought its facilities within the reach of all, with the establishment of a low-cost funeral and the same standard of service for all. This together with the budget plan frees many from a heavy burden of expense which they cannot bear. A free booklet, "A Word in Advance," includes outline of the new Ladd budget plan, prearrangements and generally what to do in emergency.

The directors of the Ladd home said their principal aim would be to offer a friendly, sympathetic service, in addition to the material services made possible by the home structure itself.

E. J. Lucas is president of the institution, G. R. Munkers secretary-treasurer and Eddie Ahrens vice president. Thomas W. Ladd will be the funeral director and Mrs. Thomas W. Ladd the woman assistant, who is also a licensed embalmer. The Ladds have been associated with the undertaking business in the Willamette valley for the past 22 years.

Crater Lake Bus Service Retained

Public Utilities Commissioner Ormond R. Bean announced Saturday that an agreement had been reached between Medford citizens and the Crater Lake National Park company whereby Medford will continue to enjoy automobile passenger service to the lake.

The company recently advised the commissioner that it would make its western terminus at Grants Pass instead of Medford.

Under the agreement, reached at a recent hearing, the Crater Lake National Park company will handle passengers through a taxi service to the intersection of Sams Valley highway and Crater lake, 15 miles north of Medford and absorb within the round-trip fare the fare charged by the taxi company.

Bonneville Post Goes to Dittmer

PORTLAND, Ore., April 13-(AP)—Dr. William A. Dittmer, Hawaiian public utilities commission consultant, was named today chief of the Bonneville power administration's planning and marketing division.

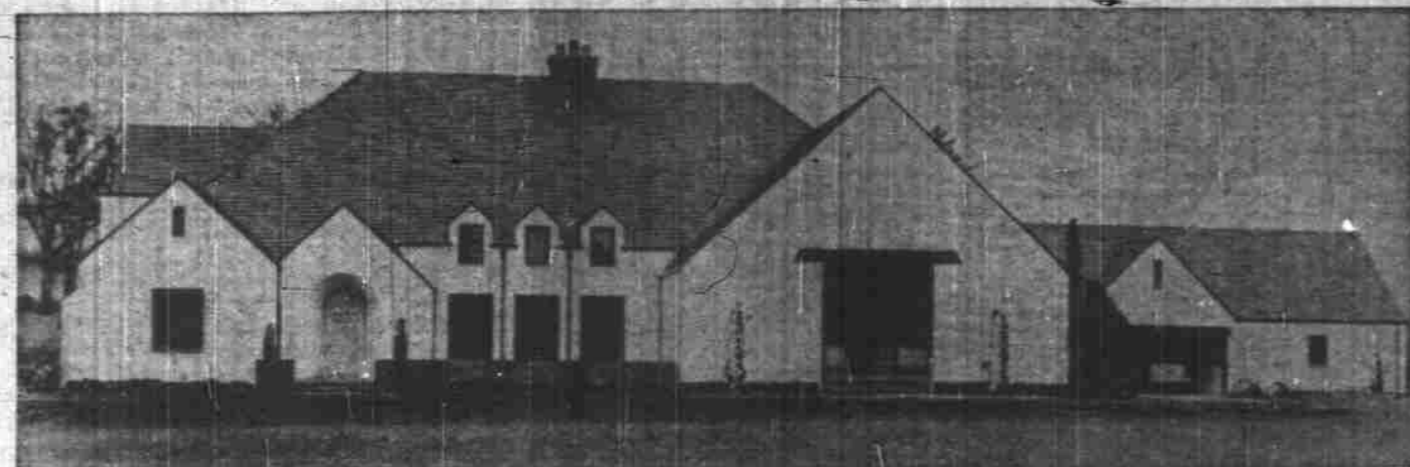
Administrator Paul J. Raver said Dittmer would succeed James I. Metcalf, who resigned March 16 to become consultant for the securities and exchange commission in Washington, DC.

Dittmer will be responsible for the power sales, rate structure and economic planning.

We Are Proud to Furnish the New Ladd Funeral Home with Beautiful Yale Hardware and Hereby Extend Best Wishes for the Future

Ray L. Farmer Hardware Co. 204 N. Commercial

New Style of Funeral Home Structure Opens



Its French Normandy design gives a distinctive air to the new Ladd Funeral home, opening today at South Commercial and Ohmart streets on a sloping hillside site. In keeping, the interior design includes a cathedral type chapel. The building was designed by R. H. Dohell, Salem architect. Thomas W. Ladd will be the funeral director in charge.

\$50 Prize Money Offered for Best Centennial Poster; Clarence Bates Is Chairman of Judging Committee

With the adoption of "From Wilderness to Wonderland" as its official slogan, the Salem-Centennial commission is now ready to announce a poster contest in which \$50 in cash prizes will be offered for the designs best expressing the spirit of the pageant to be held in this city July 31, August 1-4. Clarence Bates, director of the Salem Art Center and chairman of the poster contest committee, announces that the competition will be open to all residents of Marion and Polk counties and will close at 5:30 p. m. on May 18. All entries must be delivered to the Salem Art Center, 460 North High street, by 5:30 p. m. on the day or post-marked before midnight May 18, to be eligible.

Interest of high school students in this contest has been added by the offer of a special junior prize of \$5 for persons under 18 years of age. The junior entries also are eligible for the other prizes which are: first, \$25; second, \$15; and third, \$5.

Members of the poster contest committee who will act as judges are Clarence Bates, chairman; Mrs. Esther Allen, secretary; Miss Constance Fowler; Byron Llewellyn and O. S. Olson. The committee has adopted simple rules for the contest. Each poster must contain the Centennial slogan, "From Wilderness to Wonderland," the place and dates of the celebration. They must be 11 by 17 inches in size and adapted for a vertical mount. The committee requests the entries be made on heavy cardboard for exhibition in store windows.

All posters must be worked in flat colors, and when submitted for judging must have attached a sealed envelope containing the name and address of the contestant. The age should be given if the poster has been designed by a person under 18.

The judging will take into consideration the originality of the idea, the appeal to the public eye (sales value), artistic merit, simplicity and adaptability to the occasion.

Entries should visualize the spirit of the Salem Centennial which celebrates 100 years of progress since Jason Lee came to the Oregon country and established a mission and Indian school on the banks of the Willamette river. When he set up his saw and grist mill on the banks of the mill stream in 1840 on a plateau overlooking the Willamette, Jason Lee founded the city which later was to become the capital of Oregon and a symbol of progress.

Retail Business Increase Shown

PORTLAND, April 13-(AP)—Dun's Business Review said today Portland area retail trade for the year to date was up 5 to 10 per cent, despite slackening the last two weeks.

Slight improvements were reported for wholesale collections. Lumber production is moderately ahead of last year's volume and orders exceed shipments. The shipping situation has not improved.

27,000 Pounds of Hops Under Contract at 21c

Oregon City, April 13-(AP)—Three hop contracts were filed here today by S. S. Stiner, Inc., New York buyer, each listing a price of 21 cents. They were for purchases of 10,000 pounds from Abbe and Ernest Johnson, Canby; 5,000 pounds from Louis Van De Mortele, Aurora; 12,000 pounds from L. Rinehart and Sons, Canby.

Best Wishes to the Ladd Funeral Home We Furnished the Plumbing and Lawn Sprinkling System LET US FIGURE ON YOUR NEXT JOB Nelson Bros., Inc. Plumbers 355 Chemeketa St. Salem, Ore.

Riverview Acres New Subdivision Spong's Landing Area Is Developed; House Is Built in 1862

"Riverview Acres," Salem's newest suburban development, located six miles north of Salem, at what was once the famous historic Spong's Landing, has recently been purchased and divided by Myrton Moore, local real estate dealer, into two and one-half acre tracts suitable for subsistence farming.

Spong's Landing, rich in tradition of early Oregon history, was one of the first steamboat landings on the Willamette river south of Oregon City and was known throughout the entire northwest. During the recent development it became necessary to raze the old building which constituted the original home of the Spong family. In doing so, interesting dates were noted, showing that the house was completed in 1862, the mill work having been shipped from Portland by boat. Spong's Landing, which later became Woodland Park, popular summer resort and picnic grounds for Salem and vicinity for many years.

Myrton Moore reports that this type of development fills the need of the average family which may keep a cow, a few chickens, raise a family garden and being close to Salem, have a market for surplus produce. The response to this subdivision is meeting with more than bears out Mr. Moore's confidence in the community, he declared.

Alcatraz Escapee May Be Man Who Swallows Poison

DENVER, April 13-(AP)—A "lead" that a 34-year-old man who swallowed poison last night may be Ralph Roe, Alcatraz escapee, who being checked tonight by Detective Sam Finnie. The man, who gave the name Elmer Wasson, swallowed the poison as Detective Finnie and John Wells questioned him about a report that he was Roe. He swallowed the poison, then

Spring Loses out To two Extremes

(By the Associated Press) Spring was a double loser in a battle of seasons Friday.

Winter returned to the deep south for an unwelcome visit, leaving a trail of sipped fruit buds from the Rocky mountains to the Alleghenies.

But summer took over on the Pacific coast. Southern California experienced its first heat wave of the season, and new record high temperatures for the day was posted at Seattle.

Midwestern weather moderated as a cold mass which produced many April records rolled on to the gulf coast.

New Orleans fired up against a predicted minimum of 36 to 39 degrees. The coldest recorded April temperature there was 28 degrees set April 2, 1881. Near-freezing weather was expected almost to the gulf from Texas to western Florida.

Sons of Norway Choose Officers

PORTLAND, Ore., April 13-(AP)—Delegates to the biennial Sons of Norway convention today reelected Hans M. Bue of Astoria president of district No. 2. The district includes the Pacific coast from southern California to Alaska.

Other officers reelected were T. Gronning, Oakland, Calif., vice-president; A. J. Haahelm, New Westminster, BC, Judge, and H. E. Olson, Seattle, secretary. B. A. Johannsen, Aberdeen, was elected treasurer.

The Pacific coast grand lodge of the Daughters of Norway elected Mrs. Gyda Christoffersen, Everett, president; Mrs. Petra Westre, San Francisco, vice-president; Mrs. Thrine Johnson, Seattle, reelected secretary; Mrs. Marit Kopperstad, Seattle, elected treasurer.

Best debate teams—Girls, Linfield college, Florida state, Michigan, Toledo, Alabama; boys, Springfield (Missouri), New York university, Duke, University of Cincinnati, Emory and Henry, Linfield, Maryland Shepherd.

Sanipractor Sentenced For Death of Nyssa Girl After Illegal Operation

SEATTLE, April 13-(AP)—Bertram Hollande, 60, Seattle sanipractor physician, was sentenced to not more than 20 years in the state penitentiary Friday for the death of 19-year-old Donna Fae Correll, formerly of Nyssa, Ore., and Nampa, Idaho.

The drugless practitioner pleaded guilty to a manslaughter charge. The girl was found dead in his office after an illegal operation February 23.

We Are Happy to Play Our Part in Furnishing the Draperies for the New Ladd Funeral Home Fred C. Sullivan 467 Court St.

Congratulations to the Ladd Funeral Home

Viesko & Hannaman General Contractors 829 S. 12th Phone 4234

told the detectives he didn't want to be returned to Walls Walla, Wash., penitentiary for parole violation. Under guard and in critical condition at Denver General hospital, the man could not be questioned further today. Finnie will have his fingerprints checked with those of Roe, the desperado who with Theodore Cole fled Alcatraz in a fog December 17, 1937.

Farmer Dies or Injuries; Darted in Front of Truck

OREGON CITY, Ore., April 12-(AP)—Orville Greenslitt, 47, Beavercreek farmer, died tonight of a punctured lung suffered this morning.

Greenslitt, Deputy Sheriff Willis Koehler said, darted in front of a truck in an effort to reach his horses which had become frightened.

Insurance Man Is Victim of Cave-in

EVERETT, Wash., April 12-(AP)—Franklin volunteers dug hopelessly tonight for a prominent Seattle insurance executive who was buried alive late today when the well at his summer home near here caved in.

Everett Fladd, about 40, of the Prudential insurance company office in Seattle, was believed buried under at least 30 feet of dirt and rock. The tragedy occurred at the Norma beach resort where Fladd, his wife and young son had gone to re-open their summer place.

A well digger, A. J. Erickson, said Fladd was aiding him in improving the well when Fladd slipped and fell about 30 feet to the bottom where the water was six feet deep.

Congratulations To the New Ladd Funeral Home

We Are Pleased to Have Completely Furnished This New Home with Period Furniture.

Imperial Furniture Co. "Beauty within the Reach of Every Home" 467 Court St. Salem, Ore.

ANNOUNCING

The Open House Period of the

New Ladd Funeral

Local Home Owned 2650 S. Commercial Street (2 Blocks Beyond S. Commercial Bus Lines)

INVITATION

You are cordially invited to visit our new home during our Open House Period, April 14th to April 23rd, inclusive. You may feel free to visit us at your convenience.

—THOMAS W. LADD

SUNDAY, APRIL 14th Through Tuesday, April 23

Visitors Welcome at Any Time (No Services to Be Conducted During Open House Period)

SEE THIS COMPLETELY MODERN AIR-CONDITIONED FUNERAL HOME TODAY AND THROUGHOUT THE WEEK

LADD FUNERAL HOME

2650 S. Commercial Street Salem, Ore.

Congratulations

to

Ladd Funeral Home

Heating and Air-Conditioning

Installed by

Day Heating Co.

Specialized Heating

399 N. Commercial St.

Phone 4822

Salem, Oregon