

# Papers Found Best for Ads

Chicago (AP) — The Independent Grocers' Alliance "has found newspaper advertising to be its most effective medium" and will spend more than \$2,000,000 for space in U. S. and Canadian newspapers in 1954, it was announced today.

The IGA national advertising manager, Orville Johler, told 1,500 wholesalers and retailers attending the alliance's 27th international convention that IGA has found it profitable to increase its newspaper advertising budget each year.

He also said that the group plans a "new look" in advertising "which we consider to be one of the most progressive steps ever taken in the food field."

"Full page ads will no longer show many items as was the general practice in the past," he said.

"Each IGA ad will, instead, feature a currently popular fashion that will be fully illustrated on the page and serve as the focal point of the ad. Food items to be advertised will be held to a maximum of 15 items.

"In this way, the housewife will be able to 'keep in style,' in dress and in her food purchases."

Edward Klippert, the Salem advertising manager, is now attending the national convention in Chicago.

## KNOWN HERE



### Gen. Dahlquist At Fort Monroe

Lt. Gen. John E. Dahlquist, who Monday was named chief of Army field force, with headquarters at Fort Monroe, Va., was one of the Army men who during World War II was stationed at Camp Adair.

Gen. Dahlquist commanded the 70th infantry division, the last division to receive its training at the Oregon camp and saw combat in Central Europe.

It was Gen. Dahlquist who accepted the surrender of German Field Marshal Herman Goering in May, 1945.

Following the end of the war Gen. Dahlquist was returned to Washington and given the assignment of deputy director of personnel and administration for the Army. He left that assignment in July, 1949 and returned to Europe for duty at Heidelberg with the Europe command.

The general since June of this year has been the acting chief of Army field forces.

### This Auto Wreck Was Real Crash

Albany — Two persons were slightly injured and a cargo of glassware samples was almost completely ruined when their panel truck went out of control and turned completely over at least once yesterday on US highway 99E about three miles south of Albany.

State police identified the occupants of the truck as Ralph Seitz and New Mc-Nabb, both of Los Angeles. Seitz, driver of the vehicle, suffered minor cuts and bruises in the mishap.

An eyewitness said the truck hit the left shoulder of the highway, careened out of control and landed in a roadside ditch after flipping over at least. Seitz was driving to Seattle.

### Fleet Insurance Brings Protest

Recent action of the Salem school board in designating State Farm Mutual to handle liability insurance on the district bus fleet drew fire Tuesday night from representatives of the Salem Insurance Agents association.

The association, President Charles Hudkins pointed out, has been handling the district's insurance during the past 20 years with apparent satisfaction to all concerned. He requested that if the business was to be placed on a bid basis, that all be given equal opportunity. He warned, however, that if such action is taken the more than 100 agents affiliated with the group will be "in to see you."

A saving of about \$591 was involved by handing the business to State Farm Mutual, although this would be reduced by a short term rate.

The association has been handling the district's appraisal work on a basis of no

### Higher Costs on Bus Fleet Brings New Fees

Increased costs of operation of the Salem district's bus fleet will be reflected in higher charges to outside districts and individuals who use the services.

The directors Tuesday night upped the student mile rate from 2.3 to 2.5 cents and placed a minimum of \$18 on any one assessment. Payments will be collected in advance on a quarterly basis in the case of individuals using the service.

The board took no action on the matter as presented in view of the fact that Director Gus Moore was absent. No official contract with State Farm Mutual has been entered into.

At the same time the charge for the use of a school bus on field trips was increased from 20 to 25 cents per mile with drivers to receive an hourly wage of \$1.20 instead of \$1.10.

The clerk was authorized to write off several accounts receivable that he considered uncollectible. Most of them involve tuition charges and extend over a period of several years.

The administration was granted permission to open a microfilming program to reduce storage space in connection with the district's files. The equipment will be secured on a \$20 monthly rental basis, although a viewer will be necessary at a cost of \$275.

Widening of D street between Capitol and 14th streets past Parrish Junior high and senior high, a project that has been hanging fire for a number of years will be taken up again with the city administration.

Personnel changes recommended by Supt. Walter Snyder and agreed upon by the directors included the resignations of Miss Nell Guthrie, girls health instructor, and Miss Jacqueline Bojan, girls physical education, both senior high; leave of absence to Mrs. Opan Berry, art teacher at Leslie; election of Mrs. Eame Yvonne Glenn of Austin, Tex., to a sixth grade position at McKinley; and Miss Shirley Zimdars, Moline, Ill., unassigned; Ronald W. Neperud of Silverton, to replace Mrs. Berry.

Mrs. Caroline Blake of Garfield was named teaching principal at Mountain View at her own request and Mrs. Shirley Newberry was named to a similar position at Halls Ferry.

### Trixler on Van Camp's Board

Gilbert C. Van Camp, president and board chairman of the Van Camp Sea Food Company, Inc., has just announced the election of Mr. J. Thomas Trixler of Portland to the board of directors of the company.

This took place at the annual stockholders' meeting at the firm's California head office.

Mr. Trixler in partnership with his brother, S. P. Trixler, in a food brokerage firm, was first associated with the Van Camp Company in 1947 upon his graduation from the University of Notre Dame. Shortly thereafter he opened their local office as manager, and then opened offices at the Trixler Brokerage Company on January 1st of this year.

An interesting fact was that in the first fifty years of tuna canning, since 1903, the Van Camp Sea Food Company has packed 70 percent of the entire industry total.

### Brooks

Brooks — Dale Baldwin and Bill Pfau have returned home after a week at White Branch, the Nazarene Boys and Girls camp at McKenzie Bridge, Ore.

Mrs. Harry Bosch is the new president of the Brooks Garden Club, she states the club will meet every second and fourth Thursday of each month, starting in September.

The Marshall Christofferson family spent the weekend in Klamath Falls visiting with the Floyd Olson, returning by way of Crater Lake.

The school at Brooks will start on Monday morning, Sept. 14 at 9 a.m. Gerald Archer is the new principal. He formerly taught at Marion. Lunches will be served the first day and students are to plan on school all day. The school bus will make its usual run, starting with the south route first. Paul France will be the driver again this year.

A family picnic was held at the country home of Mr. and Mrs. Leslie Tontz and Sally, Aug. 25. Out of town guests were Mr. and Mrs. Clyde Boehm and family of Salem, and the Maurice Kelly family of Eugene.

### Dallas Family Hurt in Crash

Dallas — A fatal early morning crash near Parma (on highway 20), Idaho, killed one and hospitalized Mr. Fred H. Feil, wife Ruth, 27, and children, Gerald, Linda, and Kenneth, 8, 5 and 4 respectively, of Dallas, Oregon.

The dead man was identified as Peter T. Mirizawa, 36, of Los Angeles who, with his wife, Haruye, 35, and children, Grace, 7, and Raymond, 4, was returning home from a visit with friends in Ontario, Oregon, according to John Alsop, coroner of Canyon county.

Lights on the Mirizawa car had failed and the Fiat car ploughed into it from the rear throwing both vehicles into the ditch. Appearances indicate that Mirizawa was thrown from his car by the impact and run over by Feil's car.

Mrs. Mirizawa and the children suffered minor injuries and were released after being treated in the hospital at Nyssa.

### Only Gas Turbine Truck To Be Shown, State Fair

The first and only gas turbine powered truck in operation will be on display at the state fair Sept. 5, 6 and 7. The engine is built by the Boeing Airplane company in Seattle, and has been installed in a West Coast Fast Freight company truck for testing during the past two years.

Boeing designed and is producing the engine to operate electric generators on navy minesweepers. Its installation in the truck was a by-product of its research.

The engine is officially called the Boeing Model 502 and its operation by West Coast is expected to give the plane company's engineers facts on performance under the tough demands of big truck freighting.

With 175 horsepower, the Boeing gas-turbine engine is only 40 inches long, 23 inches wide, and 22 inches high, occupying less than 13 per cent of the space required by a diesel truck engine. Weighing about 200 pounds, it is 2500 to 3000 pounds lighter than present diesels of equal output.

While the average diesel engine has 1400 parts and the average automobile engine has 880, the gas-turbine engine has 400. Although normally operating with diesel oil, it will burn high or low octain gasoline, kerosene, stove oil, or jet fuel. With an ordinary diesel there are 15 gears; with the gas-turbine unit, six.

The gas-turbine engine is similar in principle to the jet airplane engine in its general design, but the power developed is harnessed effectively by a secondary turbine to turn rather than being exhausted as jet thrust.

From the driver's point of view the gas-turbine engine is an improvement over the existing diesels. His working conditions are considerably less fatiguing and he is better able to stay alert to the exigencies of highway traffic. Gone are the throb and shake of the piston and connecting rod, the staccato exhaust of the two and four-stroke cycle explosions, the combustion knock, the worries about fuel quality whether it be gasoline or diesel oil, the "lugging" on hills, and the more or less continuous preoccupation with lubricants.

The principal draw-back of the gas-turbine engine is that it averages only about one-and-one-half miles to a gallon of fuel, while diesel engines get about five miles to a gallon. Engineers claim, however, that the fuel for the gas-turbine engines will be less ex-

### Small Shipment Rates Adjusted

Charles H. Heltzel, Public Utilities Commissioner, today approved the application of common motor carriers to adjust the minimum charge for picking up, transporting and delivering small shipments moving in intrastate commerce between points within Oregon.

A study of the evidence presented at a hearing disclosed the cost of rendering such service is substantially in excess of the revenue received at the present charge, and while the small increase permitted under today's order will not fully compensate the carriers for the service it will help them and will not impose a hardship upon any shipper.

### STOP SUFFERING

from the pain of ARTHRITIS, rheumatism, Bursitis, Neuritis, try ANTIPOIN. The ANTIPOIN formula combines six medically proven ingredients, scientifically balanced to give you maximum relief from pain and to facilitate the system with large quantities of ascorbic acid, so essential to sufferers of these afflictions. ANTIPOIN is safe to use, non-habit forming, non-toxic. For fast, safe relief, get a bottle of ANTIPOIN. . . . Ind. No.

**CHILDREN'S FEET**  
must not be neglected. Proper foot care is just as essential to good health as care of the eyes and teeth. Good posture cannot be maintained when feet are weak, strained or misused.

**CONSULT A FOOT SPECIALIST**  
THE CHIROPODIST  
PAY LESS DRUG STORE  
484 State St., Salem

### "Monthly Pains" stopped or amazingly relieved

In 3 out of 4 cases in doctors' tests  
Are you putting up—unnecessarily—with the functionally-caused cramps, pains and weak "no good" feelings of menstruation? In doctors' tests, Lydia Pinkham's Compound and Tablets brought complete or striking relief from such distress... in 3 out of 4 cases!

Try modernizing Lydia E. Pinkham's Vegetable Compound or new, improved Tablets with added iron. See if it doesn't relieve those pains and jittery, help you feel better both before and during your period!

Now...try popular new Tablets!

Women by the thousands are changing to new Pinkham Tablets. Give glorious relief—power to carry on tasks. (Also wonderful for functional distress of hot flashes, "change of life.") Get a bottle today.

Pinkham's hope is "quiet" wiring contractions that often cause menstrual pain!

### Dependable Moving Service

Whether you're moving in town or to a distant city, we offer the finest in worry-free moving service. Our local storage and moving facilities are unexcelled. And—as representatives for Allied Van Lines—we can place at your world's largest long-distance moving organization. Allied's expert packers, handlers and drivers safeguard your possessions every step of the way. Call us for estimates.

Red Star Transfer  
Liberty & Belmont Ph. 3-4111

WORLD'S LARGEST SELLER AT 10¢  
**St. Joseph ASPIRIN**  
SAVE MORE—BUY 200 TABLETS. 79¢

**Price's**  
CAR & TRUCK RENTALS  
394 North Church  
Phone 3-9600

### SKINNING THE BIG CATS with INTERSTATE



Easy-Chair Earthmoving! LITTLE WONDER THAT PRODUCTION GOES UP WHEN A CATERPILLAR DW-21 TRACTOR-SCRAPER GOES TO WORK. THE OPERATOR SITS ON A COLLAPSING AIR-FOAM SEAT WITH FINGER-TIP CONTROLS, UNIMPAIRED VISIBILITY, AND HYDRAULIC BOOSTER STEERING. AN ANTI-JACKKNIFING MECHANISM AND LARGE-CAPACITY AIR-ACTUATED BRAKES ADD TO OPERATOR'S SAFETY.

MAKE A DATE WITH INTERSTATE TO SEE STEVENSON CONSTRUCTION COMPANY'S THREE CAT DW-21s IN ACTION RELOCATING HIGHWAY 99 NEAR ANLAUF, OREGON. THEY'RE CAT-ENGINEERED FROM 275 HP DIESEL ENGINE TO 20 YARD SCRAPER.

**Bob Eberole**  
INTERSTATE TRACTOR  
2355 Silverton Rd., Ph. 24161

**LEE BROS.**  
REPAIR AND REFINISH YOUR FURNITURE LIKE NEW  
Phone 2-7001 4020 State St.

### MOTHERS...

Would you like your very own child to grow up with GOOD WHITE STRONG healthy teeth with up to two-thirds less tooth decay, with an enamel coat that's whiter and so hard it's like an armor plate that resists decay, not just temporarily but with results that can be permanent? D-H FLUORINE has those magic tooth building powers and it's now within your power to add the scientifically safe tested D-H Fluorine preparation to your child's water, milk, or juice at home. Now they can have a better chance to grow up with good, white, strong, healthy teeth, with far less tooth cavities. D-H Fluorine available at PAY LESS DRUG STORE, 484 STATE STREET, SALEM, OREGON.

155 N. LIBERTY *Montgomery Ward* PHONE 3-3191

Over 300 LIGHT FIXTURES

1/3 OFF

YES, OVER 300 LIGHT FIXTURES FROM WHICH TO CHOOSE AT SHARPLY REDUCED PRICES. YOUR CHOICE OF BEDROOM, PORCH, BATHROOM, LIVING ROOM AND KITCHEN LIGHT FIXTURES. IF YOU ARE THINKING OF REPLACING YOUR PRESENT LIGHTS OR ARE REMODELING, BE SURE TO TAKE ADVANTAGE OF THESE SAVINGS DURING THIS EVENT.