

WISHING

Mr. and Mrs. C. L. McCutcheon

Every Success In Their Beautiful New SALEM HOME BAKERY

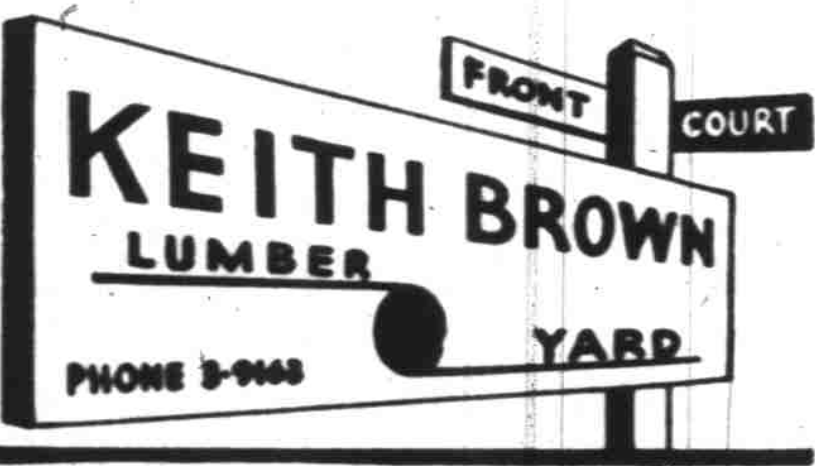
Equipment and Fixtures Furnished by

KALBERER HOTEL SUPPLY CO.
PORTLAND, 9, OREGON

BEST WISHES TO THE Salem Home Bakery
In Their New Home at 1380 North Church Street
And Thanks for Choosing **Keith Brown's**

- Lumber and Mouldings
- Metal Lathe
- Furring Nails
- Metal Threshold
- Window Sills
- Pumice Blocks
- Stucco Wires
- Annealed Form Wire
- Plaster Dantore
- Glass

Why Drive All Over Town . . . Shop



Society . . . Clubs
Music . . . The Home

Little Girls Greeted

To Mr. and Mrs. Alan Siewert (Harriet Crawford) go felicitations on the birth of a daughter, Susan Lee, on Friday at the Salem General hospital. The little girl, who weighed six and a half pounds, has an older sister, Carolyn. Her grandparents are Mr. and Mrs. Henry R. Crawford and Mrs. A. A. Siewert. The baby was born on the birthday of her grandmother Siewert.

Mr. and Mrs. Jack S. Bush are the parents of a six pound, four ounce daughter, Nancy Kathleen, born on Friday at the Salem General hospital. She has an older sister, Mary Colleen, and a brother, Charles Lee. The grandparents are Mrs. Ludwig Mickelson of Salem and Mr. and Mrs. F. Ryan of Waukegan, Ill.

The Ladies Aid society of the Grace Lutheran church met at the home of Mrs. W. C. Larson, 1135 Cross street, Friday afternoon at 2 o'clock. Permanent officers were

Cotton Ball King to Be Crowned

The girls of Tri-Y will crown a high school boy as King at the Cotton Ball in the YMCA gymnasium tonight. The king will be selected from the following boys: Dick Fuhr, Tom Paulus, Rollin Cocking, Paul Jewell and Dud Duval, and the remainder: four will be Princes Organdy, Calico, Chambray and Pique.

Selection was made from the student body of the high school. Joan Barnes will crown the king of Cotton and princes and Katie Siegmund will be mistress of ceremonies.

Hours for the dance are 8:30 to 11:30. Claude Bird's band will furnish the music. Katie Siegmund, social chairman, and Joan Barnes are co-chairmen of the dance.

Joan Roos will arrange the flowers for decorating. Barbara Spang is in charge of tickets; Nancy Miller of publicity; Aileen Hannan of the cup presentation; Margaret Bown of programs; and Barbara Callaway of food. Tickets are on sale today at the Y.W.C.A.

elected and a constitution for the organization was adopted. Mrs. John Odland was co-hostess.

SECRETS OF CHARM

By JOHN ROBERT POWERS



Don't let your skin tell tales out of school! You're as old as it looks, so keep it young!

In your grand mother's day, women resigned themselves to looking old and therefore being old by the time they were thirty. There was little they could do to keep themselves looking fresh, radiant and full of the vitality that attracts others.

Fortunately, times have changed. Women have discovered the ways and means of protecting and conserving their natural charms. They have expanded their glorious years in defiance of time. I know women well into their fifties who always present a picture of enchantment. Their skin is so well cared for that it does not give them away! And you can be sure of one thing—they started their complexion care early.

Immediate Improvement
If your skin is dry, and unless there is some underlying physical disturbance, I can guess that you are over twenty-five. A dry skin is the natural result of time and therefore, the most common complaint and problem. Although there is no cure for it, I can tell you how to improve the condition almost immediately and fight off its deteriorating effects successfully. But you must follow this routine exactly.

Because washing removes your skin's natural oil, wash your face just once a day, always using a super fatted or lanolin base soap. Rinse your face with clear water

at least three times so no residue of soap can be left on your face. The best time to wash is just before retiring.

If you wish to freshen up during the day, use a cleanser designed for your type of skin to remove your cosmetics. You can then rinse your face with clear water (no soap) applied by a Turkish cloth.

Never fail to use a good rich lubricant before going to bed. Apply it sparingly. A lot only rubs on your pillow and does you no more good than a little.

Snatch Extra Moments
Whenever you can, remove your cosmetics and apply a thin layer of your lubricant. You will give your skin many hours of the additional softening it needs.

Your type of skin above all others needs protection from wind, dust, sun and heat. A dry skin base applied under your powder will not only afford you that protection but will enhance your natural coloring.

Take exquisite daily care of your skin—and hear others remark about its exquisite beauty!

P. S. from J. R. P.
TEN SECRETS OF CHARM
You are welcome free of charge, to my reminder card, **TEN SECRETS OF CHARM**. It lists ten points to remember as mile-stones along the road to greater charm. Carry it with you and you won't overlook any of the ways you impress all who come in contact with you. Write to me in care of this newspaper and enclose a stamped, self-addressed return envelope.

Congratulations

McCutcheon's

"The Most Beautiful Spot in Town."

SALEM HOME BAKERY

1380 No. Church

Lewis and Julia McKinney, Builders

For Your Enjoyment . . .

SALEM HOME BAKERY

Will

Serve . . .



CLUB CALENDAR

MONDAY
Chapter AB of PEO, with Mrs. Arthur Bone, route 5, 7:45 p.m.
Salem Memorial hospital auxiliary meet at hospital, 1:30 p.m.
TUESDAY
Laurel Social hour club of West Salem, with Mrs. Glenn Adams, Glen Creek road, 1:30 p.m.
Marion-Polk county Medical auxiliary with Mrs. William L. Lidbeck, route 4, 8:30 covered dish, noon.
Hi-Y Mothers meet at YMCA, desert luncheon, 1 p.m.
WEDNESDAY
Hollyhock Lions auxiliary meet at Lions Den, 8:30 p.m.

To Celebrate Birthdays

Several birthday parties are on the social agenda this weekend for the younger set.

Judy Fortmiller, daughter of Dr. and Mrs. E. V. Fortmiller, will have her seventh birthday party this afternoon at the Fairmount Hill home of her parents. Movies will be shown and there will be balloons and favors for the guests when birthday cake is served.

Honoring Judy will be Susan Wilson, Bucky Schmidt, Bill Crandall, Carol Ramsden, Stevie Dawson, Nancy Miller, Gregory Stadler, Beverly Crain, Barton McSherry, Kathy Lanham, Dean Hensey, Judy Foster, Billy Purvine, Joan Griffith, Dick, Jim and Karen Fortmiller.

Conie Collins, daughter of Mr. and Mrs. Carl G. Collins, will celebrate her eighth birthday today. Conie has invited a few of her little girl friends to a picnic at the Dallas park this afternoon.

Parties Precede Trotters Dance

Mr. and Mrs. Bert A. Walker were hosts for a pre-dance party Friday night at their home on McNary avenue before the Trotters club dance at Glenwood ballroom.

Guests of the hosts were Mr. and Mrs. Gordon Skinner, Miss Mary Ellis of Portland, Charles Weems, Mr. and Mrs. Carl Soos, Mr. and Mrs. Holly Jackson, Mr. and Mrs. Maurice Heister, Mr. and Mrs. Loring Grier, Mr. and Mrs. Joseph Felton, Mr. and Mrs. Carl Steelhammer and Mr. and Mrs. Lawrence Brown.

Mr. and Mrs. William Bush were hosts for a party preceding the dance at their Saginaw street home. Guests were Mr. and Mrs. Selwyn Imah, Mr. and Mrs. Richard Hauge and Mr. and Mrs. Wesley Ritchie. After the dance the Hagues entertained the group at breakfast.

LIBERTY—Mrs. Lester Clark will have a shower for Mrs. Dale Clark in her home on Tuesday, May 10 at 1:30. The Clarks brought their twin babies from the hospital yesterday. All members of the Liberty Woman's club are invited.

On Etiquette

By Roberta Lee

Q. When a young man wishes to ask a girl for a date, is it all right to lead up to it by asking, "What are you doing Wednesday evening?"

A. No; this is a very crude approach. Be outspoken. Tell her you would like to take her to a show, or some such amusement place, next Wednesday evening.

Q. When a woman guest comes to visit for a week or two, what is the best way to introduce her to one's friends?

A. An afternoon bridge or tea party is very popular for this purpose.

Q. Is it necessary to offer a cigarette to another person each time you have one, when you know that person doesn't smoke?

A. No.

Salem Girl Princess

Mrs. C. B. Spencer was in Portland Friday night to attend the annual May festival at St. Helens hall, where her daughter, Gloria, is a senior. Gloria was a princess in the queen's court and Mrs. Spencer was a patroness at the reception and dance which followed the coronation in Scandling hall. Miss Spencer will receive her diploma from St. Helens hall on June 6.

Accompanying Mrs. Spencer to Portland was Tom Paulus, who was Miss Spencer's escort at the dance, and Larry Paulus, who was a guest of Judy Regleen of Woodland, Calif., president of the junior class at the hall.

FL Clubs Holds Initiation

Salem F. L. club No. 14 held initiation at the meeting Thursday at the home of Miss Delores Hill. New members are the Misses Roberta Clarkson and Edlyn Holmquist.

Members present were Mrs. Harold Bressler, Mrs. Harry Way, Miss Delores Hill, Mrs. Laurence McClure, Mrs. Colene Lounsbury, Mrs. R. L. Applegate, Mrs. Gavin Hill, Mrs. Chester Lanktree, Mrs. Gregory Schmidt, and Mrs. Forest Greenfield. Visiting from McMinnville was Mrs. Victor Koop.

Final plans were made for the Mother's Day breakfast and for the card party Monday evening following the Rebekah Lodge meeting at the IOOF Temple.

The next meeting will be May 19 at the home of Mrs. Gavin Hill, 2229 Breyman Ave.

Mother-Daughter Tea

Job's Daughters will entertain with a mother-daughter tea this afternoon at the Mayflower hall between 2 and 4 o'clock.

In the receiving line will be the officers, Misses Marilyn Reay, Jean Herig, Ann Gibbens, Harriet Hiday and Mary Campbell. Shirley Newberry and Carolyn Eckersley are co-chairmen of the affair.

The Firemen's auxiliary held their last meeting of the season at the home of Mrs. Jack Johnson. Officers for the ensuing year were elected and include Mrs. Paul Phillips, president; Mrs. Jim Hill,

secretary-treasurer; Mrs. William Hunt, corresponding secretary. After the meeting games were played and refreshments served. Mrs. Donald Reinke assisted the hostess.

SILVERTON—Mrs. F. J. Roubal was elected president of the Silverton Business and Professional Women's club at the annual meeting held Tuesday night. Other officers are first vice president, Thora Arestad; second vice, Mrs. Leonard Hudson; secretaries, Stella Dybevik and Lela Quintal; treasurer, Betty Heidenstrom; directors, Ann Francis and Mrs. Helmer Brokke.

BEST WISHES

FOR YOUR SUCCESS

SALEM HOME BAKERY

1380 No. Church

PLUMBING AND SHEET

METAL WORK BY

Judson's
PLUMBING-HEATING
270 N. COMMERCIAL PHONE 3-4-4



to the McCutcheons

IN THEIR

Salem Home Bakery

Construction by

Reuben Paschke

It's New . . . It's Good News . . .

GRAND OPENING

Of the **SALEM HOME BAKERY . . . TODAY**

FREE Coffee and Cake

Served from 2 to 5 P.M. Today

We want you to come out and try some of our delicious cake . . . because we know that you'll truly enjoy it. Cakes . . . Pies . . . Rolls, we'll have a kitchen fresh supply everyday for you to select from.

Home Baked Goods Just Like Moms Because It's Made Just Like Moms

Yes, plenty of good fresh eggs, sweet milk and lots of butter go into our baked goods. That's why it has that real home made flavor . . . that's why you'll like every last crumb.

Salem Home Bakery

1380 NO. CHURCH

- Pastry
-
- Lunches
-
- Fountain
-
- Groceries
-
- Catering
-