

### Market Has Formal Opening



Emery's IGA Foodliner held its formal opening on Wallace Road in West Salem Thursday, with Mayor Alfred Loucks (center) clipping the traditional ribbon at the "magic carpet" entrance. Right is Sam (Pop) Emery, owner of the new supermarket and at left is Edward Klippert, advertising and promotion manager of Willamette Grocery Company. Hundreds of people visited the store opening day.

### Average Boost of 4 Per Cent In Phone Rates Held Possible As Result of Final Testimony

There were indications Thursday that Oregon customers of the Pacific Telephone and Telegraph Company may receive an average rate boost of approximately 4 per cent in their telephone bills. This was based largely on the testimony of J. L. Kennedy, chief accountant for Public Utilities Commissioner Charles H. Heltzel, given at Thursday's closing hearing on the application of the tele-

phone company for an annual rate increase of \$3,996,000 in its Oregon operations.

Kennedy testified that a rate increase of \$1,204,000 would give the company a 6 per cent profit. Such an increase, Kennedy testified, would increase telephone bills 4 per cent. Of that amount the federal government would receive approximately half in taxes.

The full increase sought by the company would give the telephone company a profit of 7.5 per cent.

The witness explained that in placing the profit at 6 per cent he included in the rate base the company's application for permission to sell \$50,000,000 worth of bonds and \$100,000,000 of new stock.

Order permitting the company to sell the bonds and new stock was expected to be signed by Heltzel within a short time.

The company's Oregon profit during the eight months ended April 30, was 5.41 per cent, Kennedy testified.

A 6 per cent profit is generally the accepted figure in utility regulation.

R. J. Hanson, Astoria city commissioner testified that from time to time telephone service there was not good.

"I came to Salem," Hanson said, "to complain in the spirit of constructive endeavor to remedy the existing service problems."

Hanson said he did not believe the telephone company was entitled to a rate increase unless the service is improved.

Heltzel suggested that Astoria officials, utilities commission staff members and telephone company representatives hold an informal hearing in Astoria in the near future to find out what the service problems are and discuss how to correct them.

The telephone company said it would present later an exhibit showing the results of pending wage negotiations.

It was not expected that Heltzel would issue an order in the proceeding before October.

### Eating Rivals Birthdays as Grave Digger

RALEIGH, N. C. (INS)—Food habits, not birthdays, tattle on the men and women who look to scalp treatments and wrinkle removers to hide aging.

So says Virginia Wilson, North Carolina State nutritionist who maintains that a lot of persons are eating their way to an early old age.

She explained: "Scientists today agree that what you eat has more to do with aging than perhaps any one other thing. In fact, research workers agree that much of what is regarded as aging may be actually signs of poor food habits."

**Cites Facts**  
"To support her contention that how a person looks and feels usually tells the "age story" much more accurately than years, Miss Wilson referred to the conclusions of Dr. Edward J. Stieglitz. "She said the authority on the science of aging holds that what a person eats between the ages of 40 and 60 helps decide their health in later years.

Many of the "old age" diseases of the heart, arteries, kidneys and joints actually begin during middle age. The right foods in the right amounts are important aids in slowing up these old age symptoms.

**Offers Plan**

Miss Wilson offered the following guides for prolonging youth:

1. Plan diets to keep down weight. Older people use less energy—they need fewer calories. Overweight puts a burden on the heart and is a danger to health.

2. A full amount of minerals and vitamins are always needed. Don't ever cut out protective foods like milk, fruit, vegetables, eggs and meats. They're all a very important part of your diet.

3. Choose foods that are easily digested. Avoid rich fat mixtures. If you have trouble chewing, select finely chopped meats and vegetables. Some of the baby or junior canned foods may be used if necessary.

**WIFELY DEVOTION**

HARTFORD, Conn. (AP)—Mrs. Joseph Sosinski, of Hartford, figured out an unusual gift for her husband. While he was away on a trip, she had his automobile painted and with her own hands, repolished its interior. Sosinski was more than happy. His car is a 1928, air-cooled Franklin, and he wouldn't part with it for anything. While he's been driving it, Mrs. Sosinski has used up seven new cars.

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With More Comfort  
FASTEETH, a pleasant alkaline (non-acid) powder, holds false teeth more firmly. Tell us and talk in more comfort. Just sprinkle a little FASTEETH on your plates. No gummy, sticky, nasty taste or feeling. Checks "plate odor" (denture breath). Get FASTEETH at any drug store.

### Personal To Women With Nagging Backache

Nagging backache, loss of pep and energy, headaches and dizziness may be due to slow-down of kidney function. Doctors say good kidney function is very important to good health. When some everyday condition, such as stress and strain, causes this important function to slow down, many folks suffer nagging backache—feel miserable. Minor bladder irritations due to cold or wrong diet may cause setting up nights or frequent passages. Don't neglect your kidneys if these conditions bother you. Try Doan's Pills—a mild diuretic. It's amazing how many times Doan's give happy relief from these discomforts—help the 15 miles of kidney tubes and filters flush out waste. Ask for new, large, economy size and save money. Get Doan's Pills today!

### Schaefer's Improved Cough Syrup

It stops that bronchial irritation cough. A sip proves it. Relief today sure.

**Schaefer's Drug Store**  
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ALWAYS FIRST QUALITY!

160 N. Liberty St.,  
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STORE HOURS:  
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Top Hits for PERFORMANCE!  
Big Names for QUALITY!  
Record Breakers for LOW PRICES!

Free Parking!



Shopper's Car Park  
S. HIGH AT FERRY OR  
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Ask our salesperson to validate your parking check for 1 hour free.

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- RESIST SUN, MILDEW, FUMES!
- DRY QUICKLY!
- KEEP THEIR SHAPE!

OUTSTANDING BUY!

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**MARQUISSETTE PRISCILLAS**

Imagine at this price chromespun Priscillas in a fine marquisette have superior resistance to fading from sun, fumes, fog, cleaning, or washing. Choose from these locked-in-for-life colors—Sea-green, Gold, Rose, Pink Ice and Blue.

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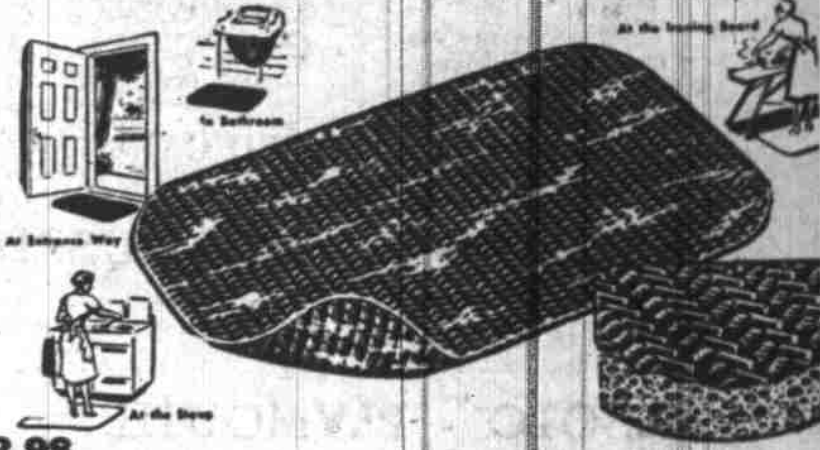
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Reversible! Either side is right! You get twice the wear! Non-skid! It's safe! Rippled construction prevents skidding. Choose from several colors . . .

**1.89**  
18"x30"



24"x36" . . . . . 2.98  
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- New Fall Colors!
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Brighten up for Fall—and Save—Now! 2-Ply yarn with non-skid backs in a wide selection of decorator colors . . .

**2.98** 24"x36"

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Beautiful Plaid  
**RAG RUGS**  
**1.98** 24"x36"

So colorful! The block plaid design lends cheer, warmth to your room! Ends are fringed for extra beauty! Come see them!

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- Each drape made to your window specifications.
- Single width, unlined . . . . . 2.25 lined . . . . . 3.00
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Bring your measurements, we can make any size drapes to fit any size window. Come see the quality of work we do.

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