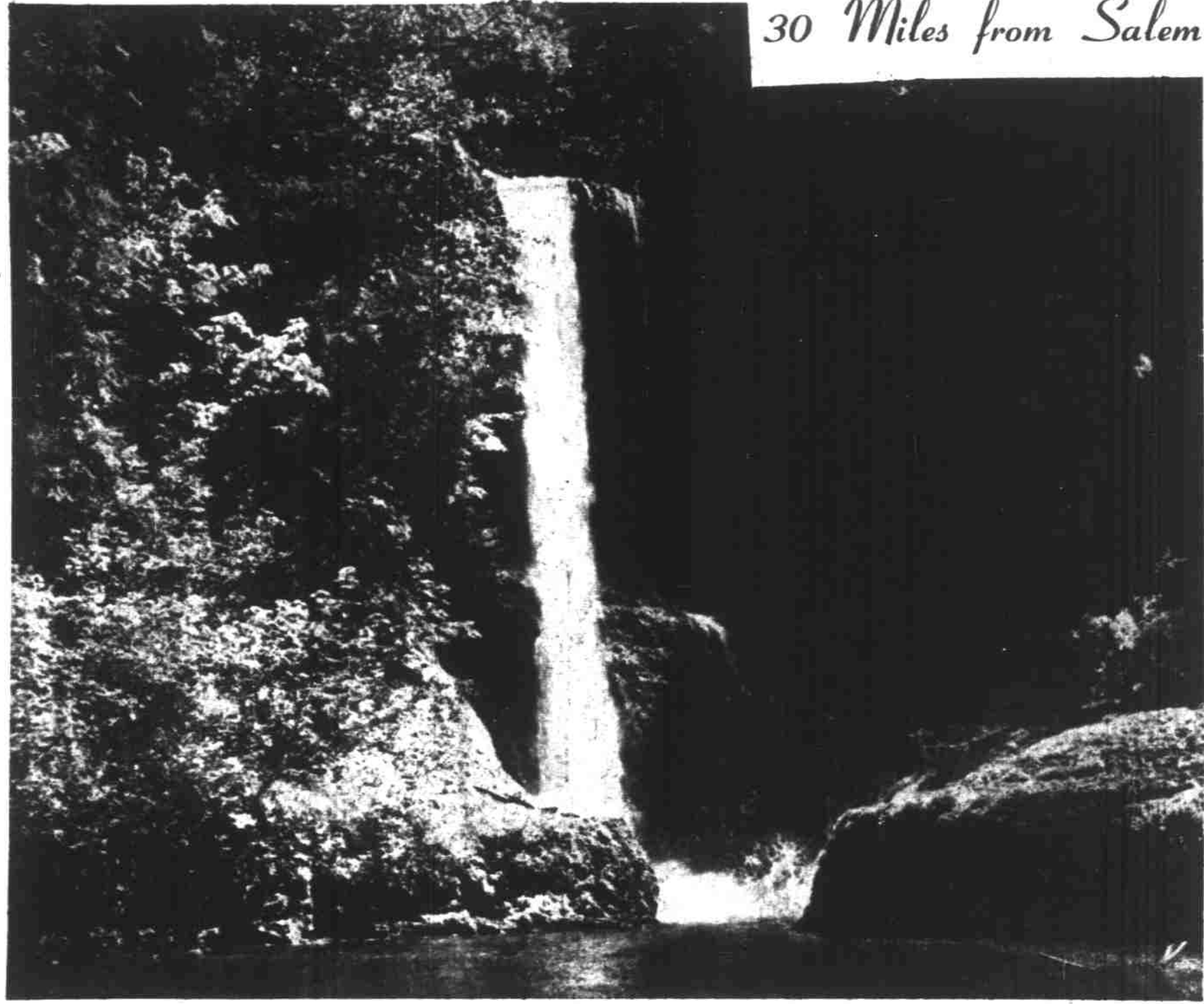


Mayor Loucks Points to Salem as Hospitable City

30 Miles from Salem



SILVER CREEK—One of 10 beautiful falls in Silver Falls State Park, the Middle North Fork drop shown above cascades water 106 feet over volcanic rocks in a spectacle which draws thousands annually. (About 30 miles east of Salem, or through Silverton slightly to the north, on Highway 214).

Luggage Fine for Trip, Gift

Being careful to choose luggage to fit your vacation time travel plans before you start going places can resolve itself into lifting a wearisome load of effort and a lot of exasperating little annoyances from your shoulders once you get going.

And luggage makes fine Father's Day gifts, too. Consider for a moment that well appointed luggage is a lot more than a bag in which to toss things.

First, it is something in which all of the things you are going to need and to make you comfortable, may be carried without adding too much weight to your burdens; and second, it is designed to keep them fresh and in order, and readily accessible when you need them.

And luggage also should be trim and neat and fashionable enough to make you as proud as do the smart, new clothes you will be wearing.

Different Destinations
Yet going to a resort hotel or on a Caribbean cruise, which require a variety of clothes but only one unpacking job, is far different from free-wheeling down inviting highways on a vagabonding motor tour involving overnight stops and a lot of sightseeing en route.

Sure, a bar type hanger in the back of the car, allowing garments to hang free, sounds good, but summer's sun and dusty roads and the problems of getting things cleaned in strange towns make this kind of messy, to say nothing of being very tempting to thieves.

Fortunately, as is pointed out by the Luggage and Leather Goods Manufacturers of America, there are as many kinds of luggage available today as there are types of travel. And, happily, what is specifically needed in one instance frequently becomes useful in others.

Train and plane travel make lightweight luggage a first consideration since excess baggage is charged. New frame construction has made possible large suitcases which weigh little more than a woman's handbag.

Matched or coordinated sets are the smartest and make it easier to claim your own baggage at the end of the trip. Zipper bags and hat boxes can carry overnight garments and toilet articles for convenience.

Father Would Like Pajamas

Although they feature such comfort elements as fullness of sleeves and trouser legs, and a variety of waist closures to assure a good night's sleep, pajamas for summer also highlight novelty colors and effects.

Shirting fabrics in brightly striped pastels with coat-styled jackets will be popular. Silk pongee returns to the pajama in soft beige and white shades piped in maroon, blue, and green. Solid color backgrounds with colored sleeve and pocket trims are always popular.

Stores are now offering pajamas in father-and-son and mother-and-daughter combinations. For the family, pullover tops with contrasting necks and waist bands are featured.

Lake Chelan, Washington State's largest, natural lake, has 23 resorts and lodges on its shores. The fishing resorts at the head of the lake are accessible only by boat or seaplane.

Father's Day



TROPICAL WORSTED at its smartest. Trim two-button suit is deep charcoal gray with horizontal slubbing of light gray and white. Note the narrow bow tie of soft red and coconut, straw hat of deep gray, with light gray band.

Information On Travel Ready

Up-to-date Oregon travel information and details on the state's recreation areas and accommodations may be obtained by writing Travel Information Division, Oregon State Highway Department, Salem, Oregon.

Almost all the 50 state parks in Washington have accommodations for trailer houses and overnight campers.

Welcome Urged for Visitors

Make Salem a hospitable city, urges Mayor Alfred W. Loucks in his comments on the opening of the 1954 tourist season.

"We should all be friendly to our visitors and help them in every way, for this adds up to a fine reputation for Salem as a tourist center," declared the mayor.

His statement, made in connection with this special tourist information newspaper supplement, continues:

"We cannot over estimate the value of the tourist business and we cannot overestimate the importance of personal contacts between Salem citizens and the visiting tourist."

"The impression of hospitality is a lasting one on a visitor to Salem. The responsiveness and friendliness he finds here on a brief stop might well determine if he is to stay longer or to come back again."

"That's why our own citizens should stay on their toes when they meet vacationers and business visitors. All of us should be able to give courteous answers to the tourist's questions about interesting things to do in and around Salem, about directions to various attractions, about his incidental needs."

"I'm sure our city employees and officials are doing all they can to make Salem a hospitable city. The city government welcomes any citizen's suggestions about improvements in tourist facilities in which the city might properly have a part."

STATIONERY, PENS

Stationery, pen-pencil sets, desk supplies and special gifts for Father's Day. The supply is large and the choice unlimited in Salem stores.

NEEDHAM'S



Sheaffer's

SNORKEL PEN

SNORKEL PEN, BUREAU SET, Spanish Copter, Base, \$30.00

SHEAFFER'S VALIANT Snorkel Pen \$17.50

SHEAFFER'S STATESMAN Snorkel Pen \$12.50

SHEAFFER'S SENTINEL Snorkel Pen, \$20.00 Pencil, \$7.50

Dad will be delighted... and so proud of your gift! It's the world's only clean-filling pen. Select your Father's Day gift from our selection of Sheaffer Pens, Gift Sets and Desk Sets.

Sheaffer Snorkel pens from \$7.50

NEEDHAM'S

Stationery - Office Supplies - 465 State Street, Salem, Oregon

Gift Selection Unlimited for Father's Day

If you can't find something extra for father to wear, perhaps—and very probably—you can find plenty of choice in what might be called the gadget line. Although gadgets, in this case, refer to useful items as well as the luxury ones.

Nearly all fathers like to putter around with woodworking—and the choice of tools for this type of hobby is endless.

And there are such miscellaneous, though mostly necessary, items as garden hose, lawn mowers, pruning shears, lawn rugs, hammocks, patio chairs, outdoor lights, residence name plates, lawn carts, portable barbecues, power tools for metal and wood, footstools, pipes, books, magazines, stationery, pens, desks, shrubs. The list is unlimited.

A few minutes spent in Salem's fine stores would give many an idea from the large stocks on display.

Beachwear Moderate in New Design

The panorama prints and wild patterns which have dominated men's beachwear styles for several summers appear to have taken a back seat to more moderate designs.

Although robes and trunks have been the standard items for many years, 1954 will see the rise to prominence of a shorter beach jacket, often worn with matching trunks.

These jackets are offered in a full array of colors, with a range of patterns, headlined by abstract geometrics. The principal fabric is cotton terry cloth.

In swimming trunks, the smartest new style item is the loose fitting, trimly tailored tropical worsted, which is offered in numerous bright, outdoor shades. Because of its great durability, its ability to take dyes permanently and its great comfort when wet, the tropical worsted seems certain to have great popularity.

What's Going On In Oregon

June

13-15 State Lion's Convention, Coos Bay.

14-18 State Junior Championships, Riverside Golf Course, Portland.

15-25 4-H Club Summer School, OSC, Corvallis.

16-19 June Race Meet, Ontario.

17-19 Linn County Pioneer Reunion, Brownsville.

17-19 Newspaper Publishers of Oregon Annual Meet, Baker.

18-20 Fifth Annual Fly-in Breakfast and Program, Cascade Locks. (Breakfast, June 20.)

18-19 Phil Sheridan Days, Sheridan.

18-20 Oregon State Moose Convention, Klamath Falls.

19-20 Oregon Izaak Walton League, Prineville (dedication of Walton Lake).

19-20 Phil Sheridan Rodeo, Sheridan.

19-20 Annual Sisters Rodeo, Sisters.

19-20 Douglas County Sheriff's Posse Rodeo, Roseburg.

20 Buffalo Breakfast, 6 to 10 a. m., Sisters (serving Buffalo Steaks, bacon and eggs, pan bread, potatoes and coffee).

20-20 Club's Annual Catfish Derby, Touvelle State Park, near Medford.

20-21 Cowboy Stampede, Prairie City.

21-27 Oregon Amateur Golf Tournament, Rogue Valley Club, Medford.

21-25 Oregon State AFL Convention, Astoria.

21-July 3 Sixth Institute of N. W. Resources, OSC, Corvallis.

22-24 Pacific Branch Entomological Society of America Convention, Bend.

22-24 State Postmasters, Klamath Falls.

23-27 State Pacific International Trapshooters Association Meet, Medford.

23-27 State Eagles Convention, La Grande.

24-26 State Rainbow Assembly, Baker.

25-26 All Arabian Horse Show, State Fairgrounds, Salem.

26-27 State Amateur Radio Association, Klamath Falls.

26-27 First Annual Agate Show, Prineville.

27 Tillamook Racing Association Hard Top Races, Tillamook.

Careful Buying Important Regarding Gifts for Men

Need a guide, lady? You may if you go shopping for the man in your life.

Of course, you're the natural-born shopper of the family and you buy many of the things he wears. This season, however, there's so much that's new for men that a guide to what's good may help.

Fabrics on the darkish side are smart for suits, topcoats, sports

jackets and slacks. Charcoal grays, browns and muted mixtures are favored.

Lightweight felt hats are generally dark, too, but furnishings—ties, shirts, socks—have gone light, not only in weight, but in color range. They're the colorful accents that go so handsomely with the darker shades of his basic apparel.

Color, pattern and fabric stylings in men's wear are so varied these days that wise women shoppers are buying carefully planned ensembles. Hit-or-miss selection wasn't stabilized to plain, conventional blues, browns, and grays, but today, related-item buying is the rule to insure against color and pattern conflict.

Men's wear merchants say that the Head Of The House is becoming more expert as a shopper in that she's buying with her man's build, personality, age, occupation and social interests in mind.

She buys collar styles to suit his face: becoming colors; plain, subdued stylings if he's stouthead; bolder patterns for the slimmer builds; rugged wool tweeds if he's the outdoor type and suave, smooth, dress-up things so that he'll be appropriately dressed when he dates her.

Big baits and strong hooks, heavy casting lines and heavy test line are indicated for bigger fighting fish.

With a view of rounding out his gear the angler will want to take a look-see at the wide array of accessories to be found at his tackle store: magnetic fly boxes, duck fishing creels, aluminum nets, skinning knives, tackle boxes, reel seats, minnow buckets, worm pails and the like.

He'll check over his fishing "wardrobe" carefully, too, in order to make sure that he's all set with what he'll need in the way of shirts, waders, trousers, fishing vests, boots and the like.

Play safe. Take it easy.

Fishing Tackle Welcomed as Gift for Father

For many a Father, there's a fine gift idea in fishing.

Heavy, stiff rods fill the bill for lake trout, together with copper line and lures that will troll deep for the big fellows that hug bottom.

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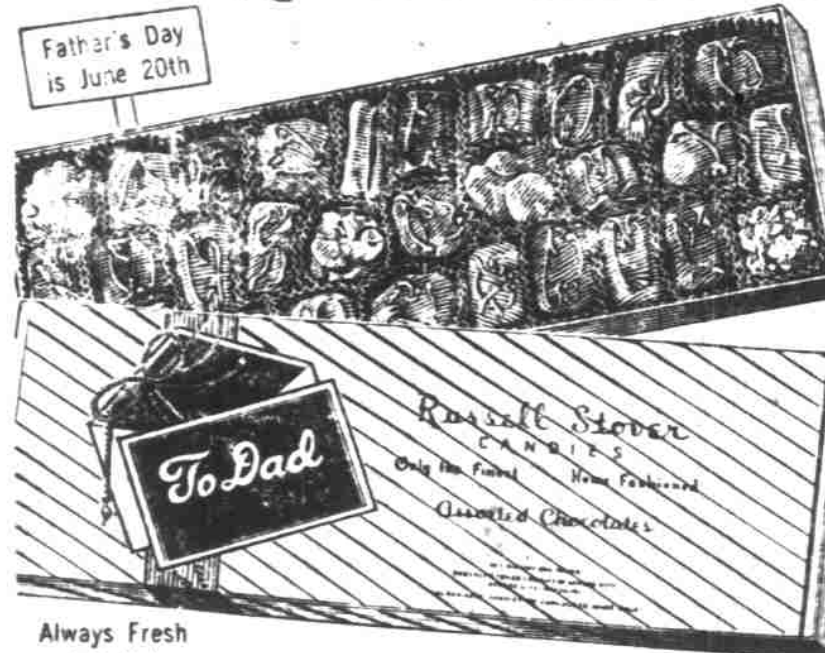
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FOR DAD to enjoy...

Russell Stover Candies



Always Fresh and Delicious

EXCLUSIVE AT

Candy Dept. Miller's

Main Floor

Main Floor

Give Dad a break! This Father's Day, give him a box of his favorite Russell Stover candies—and let him enjoy every piece himself! P.S. Better get another box for the family.

ASSORTED CHOCOLATES specially wrapped for Father's Day

\$1.25 lb. box \$2.50 2 lbs.

REMINGTON 60 DELUXE

FOR THE SMOOTHEST-CLOSEST- "ONCE OVER" YOUR BEARD EVER HAD



Pick up this master barber and say goodbye to hacking and scraping. In far less time than it usually takes you, get really smooth, easy shaves. 196 double-edged cutting blades—each Diamond-Honed to super keenness—mow through the toughest beards in seconds. The Remington 60 Deluxe gives you 140% more shaving head surface...more power...more speed...than any shaving instrument ever made. But don't take our word for it—take one home on approval for 14 days. It must shave you as close as a blade—in half the time—or your money back!

14-DAY HOME TRIAL

Capital Drug Store

405 State Street (Corner of Liberty)

We Give S&H Green Stamps



See Your Local Agent