

Oregon Travel Agency Foresees More Visitors, Longer Season

As a part of long vacation season by encouraging plans to lengthen the Oregon spring and autumn travel

ALPINES

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Cheddar Cheese Mild, Medium and Sharp or Nippy	Swiss Cheese Excellent Flavor
Swiss Process Good for Sandwiches	Danish Banquet and Danish Caraway
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A LARGE VARIETY OF OTHER CHEESES

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**PURE
COFFEE**

from nearby states, scenic and recreational attractions of the state will be emphasized in a special promotion campaign scheduled for the spring and fall of 1947, the Oregon Highway Commission travel information department reported this week.

Travel surveys have consistently shown the western states as a vast travel reservoir from which Oregon has drawn many hundreds of thousands of visitors, the influx reaching a peak in midsummer at a time when motorists from more distant points are also converging on Oregon.

Prospective visitors, especially those whose vacations are not governed by children and school bells, will be told about Oregon's early and late season attractions through a series of selected newspaper advertisements and news releases for western consumption. Stressed will be the fact that a

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Ski Patrol Discusses Winter Season Plans

Plans for the ski season now opening were discussed by members of Willamette Ski Patrol at a meeting this week. President Tony Vogel announced that the patrol will be on duty each Sunday at the Upper Willamette Area and every third weekend at the Santiam area. Schedules will be made out soon.

Membership cards for 1946-47 were issued members, and first plans for the annual button sale at the ski areas were made. Named to the committee to plan the sale were Blaine McGillicuddy, Mrs. Norman Proudfoot, Mrs. Leo Paschelke, George Souza, Gilbert Sprague and Dale Tyler.

It was announced that the date of the P.N.S.A. meet at Santiam has been changed to March 16, as a jumping contest has been planned at Mt. Hood for Feb. 23, original date of the meet. Observations are sponsoring the tournament at Santiam.

Regular meetings of the patrol will be held each month during ski season, members decided, with the date to be announced later.

longer travel season will mean more assurance of ample accommodations at lodges, resorts, motor courts and hotels throughout the vacation months.

More Expected
More than ever Oregon will be a travel magnet during 1947, travel department officials say, basing expectations on current numbers of early inquiries arriving from every section of the United States.

Visitors who can come early will enjoy Oregon in May and June with blossom time at its best in the valleys and skiing still possible on the higher slopes. On the coast the sea air of Oregon's scenic beaches in spring is a noteworthy vacation lure, travel officials said.

List Attractions
Pointed out as late season attractions are the Indian Summer days throughout the state, fishing derbies at Astoria, Waldport and other coastal communities, the bright fall colorings of the Columbia River gorge, of the upland regions and later in the valleys.

In promoting a lengthened travel period, Oregon travel interests are in step with the rest of the nation in an effort to "Spread the Vacation Season," officials said.

Eugene Eagles to Go
To District Meetings
A large delegation of members of the Eugene Eagles Lodge will attend a district meeting at Albany Sunday. About 40 members will meet at 9:30 a.m. Sunday at the Eagles Hall to take a bus. The Eagles band will also go.

A state officers meeting will be held during the district meeting. Ben Miller, state trustee from Eugene, will attend.

A district meeting for the auxiliary will be held at the same time, and several members from Eugene will attend.

Magazine to Carry Oregon Photographs

SALEM—Two full pages of Oregon pictures will be featured in the February issue of Travel and Camera Magazine, published in New York City, Miss Kate Urquhart, associate editor, this week informed the Oregon State Highway Commission travel information office.

Every section of the state will be represented in the series, from the Wallowa Mountains to the coast and from Mt. Hood to the California line, including a spectacular view of Portland with Mt. Hood in the background.

This follows closely on the heels of the National Geographic Magazine 48-page Oregon feature in December, which gave the state thorough treatment.

Advisory Committee Placed Under Conant

WASHINGTON—(AP)—Appointment of a general advisory committee, headed by President James B. Conant of Harvard University, to advise the Atomic Energy Commission on scientific and technical matters was announced Thursday by President Truman.

Other members of the committee are Lee A. Du Bridge, president of the California Institute of

Technology; Enrico Fermi, professor of physics, University of Chicago; J. R. Oppenheimer, wartime director of the Los Alamos laboratories of the Manhattan District; I. I. Rabi, professor of physics, Columbia University; Harley Rowe, vice president of the United Fruit Co.; Glenn T. Seaborg, chief radiochemist for the Manhattan District at the University of Chicago; Cyril Stanley Smith, director of the University of Chicago's Institute of Metals; and Hood Worthington, chemical engineer for Du Pont de Nemours and Co.

The group will concentrate on matters relating to materials, production and research.

1218 Rugs cleaned. Electric Cleaners, 1218 Willamette St.

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A Representative from the Norco Water Conditioner Factory will be at the Appliance Center all next week to scientifically analyze your water according to laboratory tests. If you wish to learn what your water contains, bring in a pint of water in a clean glass container.

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Christensen's
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A smooth, rich, creamy cottage cheese for tasty salads sure to please family or guests alike.

149 East Broadway

Edna B. Voorhies
Edna Bristow Voorhies, who was born and reared in the River-view district of Eugene, died in Wrangle, Alaska Sunday, Dec. 8, and was buried there Tuesday, according to friends here.

She was the daughter of the late Clara Bristow Sovrens, Eugene. Surviving is one brother, M. M. Bristow, Harrisburg.

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Modern



Prettiest tree in New Jersey! Anyhow, 5-year-old Kate and 2-year-old "Mike" think so (even if father Jim Higgins looks skeptical.) But there's not much question that they're going to have two of the prettiest smiles. For "model" mother Kitty Higgins is teaching them the dental routine

that gets so much credit for her own Powers Girl smile: Regular brushing with Ipana, followed by gentle gum massage. This helps keep gums firmer, teeth brighter, smiles more sparkling. Ask your dentist about massage for your gums. A nationwide survey shows 7 in 10 dentists recom-

mend gum massage. Get started toward a "model" smile yourself — with Ipana Tooth Paste.



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ANNOUNCEMENT

Mr. and Mrs. Gerald Huff wish to announce that they have purchased Carters Jewelry store.

It will be operated along the same lines with sincere service, and fair values such as have built up such a splendid patronage at The Jewel Box during the past ten years.

This will in no way affect the operation of The Jewel Box . . . and the new store will be known as Huff's. Both stores will carry the following well known products:

Waltham, Elgin, Hamilton, Gruen, Wyler and Grant Watches.

Telechron, Westclox, Seth Thomas and McClinock Clocks.

Community Plate, 1847 Rogers, Wm. Rogers and Son, Tudor Silverplate, and Sterling services by National Silver Co., Alvin, International, and other standard products.

The Jewel Box
GERALD HUFF
1036 WILLAMETTE STREET

**HUFF'S
JEWELRY**
827 Willamette Street

**Trailways for
OLD-TIME GRACIOUSNESS
and present-day Comfort...**



Over the years, that back-home trip to share the holiday-season with the family and loved ones has become a treasured old tradition through all seasons. It is our hope this year that families everywhere may once more enjoy their holiday seasons, together again in this great and peaceful land of ours; and it is our hope, too, that you will choose Trailways to help speed you on your way — whether to the neighboring community or across the nation — in the comfort and convenience of our new and luxurious post-war buses.

LOOK AT THESE LOW
ONE WAY PRICES

OKLAHOMA CITY	\$34.10
NEW YORK	47.50
SAN FRANCISCO	7.75
BOISE	9.05
LOS ANGELES	11.50
SALT LAKE CITY	18.00
FORT WORTH	35.60
DENVER	24.55
NEW ORLEANS	44.15
CHICAGO	39.35

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Albers MEALTIME THRILLS FROM WESTERN MILLS

For a delicious holiday treat, try
Albers new Lemon Oatmeal Cookies

Quick-cooking baked wheat — with 50% more Vitamin B.

Taste-tantalizing corn bread or muffins — grand for any meal.

Flavored — with real old-fashioned buttermilk flavor.

Crisper because they're dry-brushed and triple-wrapped.

A ready-to-use mix with distinctive buttermilk flavor.

My visitors at Christmas, Who come from near and far, Just say "hello" and off they go To find my cookies jar!

They love my oatmeal cookies — Prepared the Albers way — To keep the children happy I make a batch each day!

LEMON OATMEAL COOKIES
A delightful Christmas treat!

1/4 cup shortening	2 1/4 cups uncooked Albers Oats (Quick or Old Fashioned)
1/2 cup brown sugar	2 tablespoons lemon juice
1/2 cup white sugar	1/2 cup sifted flour
1 egg	1/2 teaspoon salt
1 teaspoon grated lemon peel	
1/2 teaspoon soda	

Cream shortening. Add sugar gradually and cream well. Add egg, beat well, then add lemon peel and juice. Mix thoroughly. Sift flour, salt and soda together and add, with the oats, to the creamed mixture. Drop from teaspoon on greased baking sheet. Bake in 375° oven 12 to 15 minutes.

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PEARLS OF WHEAT FARINA

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