

# Opening of Plant Planned By Ostrins

Climaxing a 29 year record of service to the people of Salem, C. H. and G. A. Ostrin, owners of the DeLuxe Milk and Ice Cream company, announce the opening of their new plant. The week-end anniversary and plant opening will be observed by a three day "Open House."

The Ostrin brothers started business in Salem in 1911, and have been engaged in the milk, cream and ice cream business here continuously since that time.

Approximately \$16,000 has been expended in the new plant and the modern bottling and processing equipment which it houses. Milk is now bottled automatically and is untouched by human hands from the time it is poured into the receiving tank until it arrives, properly chilled, at the customer's home.

The public is invited to inspect the new plant at 1857 State street during the "Open House" Friday, Saturday and Sunday, between the hours of 2 and 9 p. m. Free refreshments have been arranged for all visitors, including children accompanied by their parents. Free motion pictures illustrating modern dairy methods will be shown daily. Guides will be provided to conduct visitors through the plant.



Shown above is the exterior of the DeLuxe Milk and Ice Cream company plant at 1857 State street, with one of their fleet of modern delivery trucks.

# Changes Seen in Ice Cream Trade

The ice cream business has changed a lot during the 29 years the Ostrin brothers have been operating the DeLuxe firm, according to C. H. Ostrin.

"When we first started making ice cream back in 1911 there were only three or four places in Salem that manufactured it and even at the best you were never quite sure how it would taste," stated Ostrin. "Refrigeration, flavoring and methods of manufacture were crude compared to present day methods and a good dish of ice cream was a real treat."

Ostrin further stated that the only time during the 29 year period that they did not manufacture ice cream was during the World War while all milk and cream was being diverted to other uses.

Sherburne asked, "If you had \$400 to invest, just how would you invest it?"

Miss Ruthyn Thomas of Salem, played two violin selections, accompanied by her mother, Mrs. C. A. Pratzke, president, presided over the business meeting. Miss Myra Montgomery, grounds chairman, reported the shrubbery at the club house had been pruned. Mrs. Pratzke announced the program committee for next year to be Mrs. B. F. Swope, Mrs. Elsie Bolt and Mrs. W. R. Dale.

Tea was served from a lovely lace-covered table centered with a bouquet of daffodils in a bronze bowl and lighted yellow tapers in bronze holders. Pouring were Mrs. Elmer Barnhart and Mrs. Joe Rogers.

Hostesses were Mrs. Eby Fluker, Mrs. C. H. Harwood and Mrs. Cleve Robinson.

# SOCIETY

church at 4 o'clock in the afternoon, Rev. William A. Mahon will officiate. An informal reception will follow the ceremony.

Miss Baker is the daughter of R. W. Baker. She is a primary teacher in the West Linn grade school. Mr. Van Loh is a printer and owns the Van's print shop at Lebanon.

# Independence Club Has Fine Lecture

Independence — "Our Children, and What Are They Pitted For?" was the subject of Professor Sherburne's talk given at the Woman's club at their regular meeting Tuesday afternoon. He stated the approximate financial investment of each senior by the time he or she graduates from high school is \$4000, to the parents. Then Professor



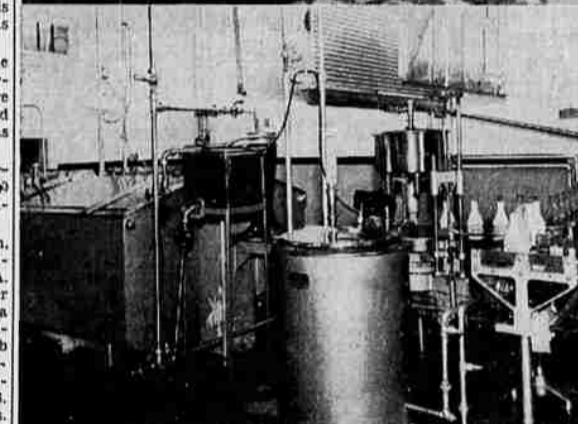
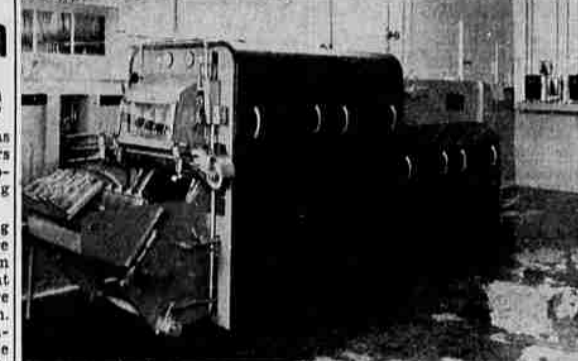
# Eggs in Spam Cups Quick and Delicious

Here's a dish suitable for breakfast, luncheon or supper—eggs baked in Spam. Quick and easy to prepare, it is both attractive and delicious. To make it, cut Spam into slices about an inch thick; then, with a sharp knife, hollow out the center of each slice to a depth of 1/4 inch, taking care to leave an outer edge of meat about 1/4 inch wide. Place Spam "cups" in a shallow greased pan; then break one small egg into each cavity. Cook 8 to 10 minutes in a 450 degree oven (and, by the way, save the pieces of Spam for sandwiches, spreads, casserole combinations, "Spambled eggs," etc.)

Incidentally, also save your Spam key with the metal strip attached—and label from Hormel Chiff Con Carne—so that you'll be prepared if the Hormel man or girl comes your way. They're still in town, you know!

**Congratulations** to the **Ostrin Bros.** and **DeLuxe Milk and Ice Cream Co.** All Plumbing in the New Plant by **Nelson Bros.** 355 Chemeketa

**Sincerest Congratulations** to **The Ostrins** Present day modernization calls for the finest refrigeration equipment. That is why the Ostrin Bros. chose Mills Refrigeration Equipment. INSTALLED BY **KING REFRIGERATION CO.** LORAN T. KING 863 N. Liberty St. Phone 4900



Three views of the new plant of the DeLuxe Ice Cream company which is celebrating its 29th anniversary this week-end. (Top) The new "soaker" type bottle washer which washes and sterilizes the bottles. (Center) Shown here is the new automatic bottling machine which will be seen in operation by those visiting the plant during the "Open House." (Below) Exterior view of the \$16,000 plant thrown open to the public Friday, Saturday and Sunday.

**Mrs. Wayne Page Hostess Wednesday** Dallas — Members of her contract bridge club were entertained Wednesday afternoon by Mrs. Wayne J. Page. At the close of play high scores were held by Mrs. V. V. Grant, Mrs. Harold Holmes and Mrs. Delwin O. Reinemer. Mrs. Joe Vines and Mrs. Reinemer were guests for the occasion and members present were Mrs. C. A. Collingsworth, Mrs. W. C. Leth, Mrs. Dan Quick, Mrs. Oramel Shreeve, Mrs. Merrill Hagan, Mrs. Grant, Mrs. Howard Hall, Mrs. William Young, Mrs. Otto Adolf, Mrs. Floyd McCann, Mrs. Wayne Hawke, Mrs. J. Paul Bollman and Mrs. Holmes.

**Middle Grove—The Merry Mingle** social club was entertained for its regular meeting at the home of Miss Orle Mitchell with her sister, Miss Bess Mitchell as co-hostess. The afternoon was spent informally with sewing and other diversions. During the business session conducted by the president, Mrs. Henry Christman, a decision was reached to keep the present enrollment with no new members unless there is a vacancy by removal or other reasons. At the tea hour the hostesses served refreshments to the following members and guests: Mrs. Earl Brown, Mrs. Louis Brown, Mrs. Covell Case, Mrs. Carl Snyder, Mrs. Cleo Keppinger, Mrs. Henry Christmann, Mrs. Clyde Colwell, Mrs. Robert Fromm, Mrs. Allen McCain, Mrs. Harold Woodburn, Mrs. John Woodburn, Mrs. Dan Scharf, Mrs. Freeman Phipps, Miss Orle Mitchell.

**Thurstons Are Gone** Jefferson — Mr. and Mrs. Harvey Thurston left Thursday morning for San Diego, Calif., to make their home. Thurston has been in business here for several years. He was at one time connected with Thurston's Red and White store, and since then has been employed with C. J. Thurston in the meat market. He expects to continue his present line of work in San Diego. Mr. and Mrs. Thurston visited relatives and friends in Portland the first of the week before leaving for California.

**Best Wishes** to **The Ostrins** and **DeLuxe Milk & Ice Cream Co.** Their new plant was **DESIGNED and BUILT** by me

I am proud to claim more buildings erected in Salem than any other contractor in the city. **"37 Years in the Building Business in Salem"** **A. J. "Andy" Anderson** GENERAL CONTRACTOR 1173 N. 4th Ph. 5010

**Congratulations** to the Ostrin Bros. on their 29th Anniversary and the completion of their new plant **THE ROOFING WAS INSTALLED BY R. L. ELFSTROM CO.** 375 Chemeketa Phone 9221

**ALL CONCRETE WORK** on the new, modernized plant of the DeLuxe Milk and Ice Cream Company was done by **BERT THOMKINS** 1009 S. 12th St. Phone 5476

# Sanitation and Cleanliness Are Stressed

Cleanliness and sanitation has been stressed above all else in the new plant of the DeLuxe Milk and Ice Cream company. The very latest equipment has been installed and all "hand bottling" has been eliminated.

In explaining the modern dairy plant process G. A. Ostrin said, "The milk and cream used comes from standardized farms located close to Salem. These dairy farms are inspected regularly and rigidly by county agents, who require a very high degree of sanitation and absolute freedom from contamination."

"The entire ice cream and milk department and all equipment is cleaned thoroughly several times a day with live steam."

"The bottles are put into the new automatic bottle washer, where for a period of 15 minutes each bottle receives 12 separate washes and rinses, in which no known bacteria can live. No foreign substance can possibly remain inside or outside of the bottle after it passes through this washing process. This insures absolute cleanliness to the consumer. The bottles are then automatically transferred to the bottling and capping machine by means of a traveling steel belt."

"The milk and cream arrive daily fresh from the cow, and are loaded onto the weighing platform, where they are weighed and emptied into a large stainless steel container. Stainless steel is used entirely throughout the plant, its use insuring the maximum of cleanliness."

"The milk is then pumped through stainless steel pipes direct to the pasteurizer, which is also made of stainless steel. In the pasteurizer it is heated to 142 degrees Fahrenheit for a period of 30 minutes."

"Then it is pumped through stainless steel pipes to the automatic bottling and capping machine."

Fifteen nationally produced motion pictures were sent from Spain to other countries last year.



From a reader in far-off Hawaii comes a letter whose opening sentence presents this unsolvable handicap of time and space: "Won't you, writes this reader, 'please advise us about the party several of us are giving on Washington's birthday?' This day was long past when the letter reached me, but an answer to the questions may be useful for another time. The island reader wrote this: \*

"We all have definite though varying ideas of the correct role of a guest of honor. Would you set us right on the following points: 1. Should the guest of honor arrive before other guests? 2. Should she leave first (this is a most discussed point)? 3. Should she send the hostess flowers? (Whenever this has been done to me it has unfortunately upset my own ideas for decorations and color scheme.)"

Answering the most discussed question number 2 first: This depends upon the party and whether it is given expressly for her. At a dinner or a lunch party, she leaves first definitely. But at a reception (or tea) she stays until the end. She is not necessarily last but she is among the last to go.

She should (in answer to question 1) arrive before the guests in order that she may be found standing beside the hostess. At a lunch or dinner she is usually among the last to arrive. But this does not mean that she is to be late!

I can give no answer as to why the guest of honor must leave a dinner first and a reception last (or at least among the last) unless it is that at formal receptions ordinary guests simply pass by the guest of honor in the receiving line and then go their ways. At a dinner or lunch, they are all seated together and since one of them must therefore make the move to leave, the proper one to do this is the oldest or the one of first importance. Under usual circumstances, where there is no actual guest of honor (meaning, no one whom people have been "invited to meet" and no one who is much older than all the others) there is no rule as to who first stands up to go.

In answer to question 3: It is never necessary to send the hostess

very well" implies to accept a fur coat—even one of a fur that comes from the native Alaskan woods. Emily Post's two booklets, "The Etiquette of Weddings," and "The Etiquette of Letter Writing," really belong in every home. Send for them, enclosing ten cents for each one. Address Emily Post.

Machinery from the United States will be used in Guatemala's first aviation plant.

**Congratulations** to the **Ostrin Bros.** on this celebration of their **29th Anniversary** and **New Plant Open House** All electrical work in the new plant done by **Leo H. Johnson** Electrical Contractor

**Hearty Congratulations** to **C. H. and G. A. Ostrin** ON THE OCCASION OF THEIR 29th ANNIVERSARY and NEW PLANT OPEN HOUSE We are privileged to furnish all milk for DeLuxe Bottled Milk and Cream, and cream for DeLuxe Ice Cream. **Dairy Cooperative Assn.** 2221 Fairgrounds Road

**You're Invited** To Be Our Guests on the Occasion of Our **29th Anniversary** and New Modernized Plant **Open House** FRIDAY, SATURDAY and SUNDAY 2:00 to 9:00 p.m. Come Visit Our New Plant Let us show you through this ultra-modern Milk and Ice Cream plant and see for yourself what goes into making DeLUXE MILK and Cream and DeLUXE ICE CREAM, the finest dairy products you can get. **FREE REFRESHMENTS TO ALL VISITORS** (Children must be accompanied by their parents.) **FREE MOTION PICTURES DAILY** Showing complete modern dairying methods from dairy to delivered finished product. **COMPLETE TOUR THROUGH THE PLANT** Under the direction of competent guides. See Our big new \$8000 automatic bottling machine that assures freshest milk untouched by human hands. See Our massive new \$8500 "kitchen-clean" buildings where DeLuxe Milk and Ice Cream originate. **DeLUXE MILK and ICE CREAM CO.** 1857 State C. H. Ostrin Plenty of Free Parking G. A. Ostrin