



Home Town Honors Mrs. Clark—Speaking from bunting and flower-decked stand in hall park of Richland, Kas., (population 225), Mrs. Georgia Neese Clark thanks her fellow townsmen for public reception given her in honor of her being nominated by President Truman for the post of United States Treasurer. Seated in front row on platform behind her are two flower girls, Judy Allen and Betty Phillips, and Rev. Don V. Bumgarner. (AP Wirephoto).

Big Campaign In Advertising

Pittsburgh, June 13—One of the largest continuous campaigns of national newspaper advertising in the history of the food industry will be launched in the immediate future by H. J. Heinz company, it was announced here today by H. J. Heinz II president.

In a continuous 52-week schedule of large space advertisements the maker of the famous "57 Varieties" will use 140 daily newspapers in 110 major markets, with special Spring and Fall campaigns covering 300 secondary markets.

"Our decision to use newspaper advertising on an unprecedented scale reflects several factors," Mr. Heinz said. "Foremost is its effectiveness at the local level. Through newspaper advertising we can bring a timely, illustrated selling story on our products directly to the attention of housewives on the very day they are planning their

weekly shopping lists. We consider this of major value in prompting immediate business for local food retailers.

"The flexibility which newspaper advertising permits is another major factor. Heinz sells many products. Some are year-round staples. Others are more or less seasonal. Using newspapers, we can advertise different products in different parts of the country at the same time and tie each into our seasonal and sectional requirements.

"We have always been substantial newspaper advertisers. Our past experience, plus current trends in the grocery store field, indicate that the time is ripe for the biggest campaign ever."

Nothing Down - Pay Monthly
VENETIAN BLINDS
 And Shades
 We also wash, reupholster, paint and repair your old Venetian Blinds.
ELMER, The Blind Man
 Call anytime for Free Estimates
 Phone 3 3328
 1453 Ruge St. - West Salem
 We give S&H Green Stamps

Journal Want Ads Pay

East Salem Garden Club Lists Seasonal Programs

East Salem—The difference in the dates of the planting seasons in the valley are noted by a Middle Grove farmer with one of East Salem's bean fields. Jack Wikoff in keeping a record of planting seasons finds that at this time last year they were just planting their beans and this last week they have been putting up the strings for well started vines, which is almost a month earlier than last year.

Among the number of students that are returning home this week from a year's work at Oregon State college is Mavis Eggens, daughter of Mr. and E. H. Eggens of Auburn community. She will be a senior at the college next year.

Sweleg Woman's club met at the home of Mrs. William Damer in Fruitland district. Mrs. Elmer Terrill assisted in the serving of a luncheon with members Mrs. Louis Neuman, Mrs. Clifford Yost, Mrs. Ralph Hein, Mrs. Otis Dawes, Mrs. E. E. Brandt, Mrs. William McKinney, Mrs. John Swanson, Mrs. Charles Norton, Mrs. Rex Peffer, Mrs. Charles Bottorff, Mrs. Albert Patz, Mrs. Helen Enloe present, and as guests Mrs. Emilee's sister, Mrs. Sara Woodburn.

Auburn Woman's club held their June meeting at the home of Mrs. Stuart Johns on Monroe avenue in Auburn district. A covered dish dinner was enjoyed on the lawn. A short business meeting was conducted by the president. Some plans were made for the part the club will take in the annual community center carnival in July. Plans were also made for a special birthday table at each meeting.

For the social hour a surprise shower honoring Mrs. John Emmons was given. In attendance were Mrs. L. W. Gordy, Mrs. Charles Gilming, Mrs. E. C. Sunderlin, Mrs. Elmer Baker, Mrs. S. Husselman, Mrs. S. W. Burris, Mrs. Ruth Harrelson, Mrs. Emmons, Mrs. Mae Marshall, Mrs. Cecil Snook, Mrs.

Loran Richey, Mrs. Henry Hanson, Mrs. Henry Dillard and the hostess, with guests Mrs. Barney Kenney and Mrs. Wilfred Wilier.

Ametie club will meet Tuesday night in the home of Mrs. Leonard Peterson on Lardon road in Middle Grove community.

45 People Attend Dinner and Picnic

Silverton—Forty-five members of the Loyal Berean Sunday school class of the First Christian church were present at the country home of Mr. and Mrs. Dan Geiser in their annual no-hostess dinner and all-day picnic with a brief business meeting and devotional program held. Special guests were Mrs. C. J. Cooley and Mr. and Mrs. Nellan Dodson.

Arranging the dinner were Mrs. Gladwyn Hamre, Mrs. Mac Houck, Mrs. Laura Haeverneck, Mrs. Blanche Howell and Mrs. Del Harrington.

The outdoor dinner and picnic at the Geiser ranch has been an annual affair for the class members for many years.

FOR THE TIME OF YOUR LIFE!
"DAFFY AUCTION"

ROOFING

Now is the time to order that new roof before the busy summer season. Expert workmanship with the highest quality material. Free estimates without obligation.

McGilchrist & Sons
 255 No. Commercial Street
 Salem Phone 38478

Montgomery Ward

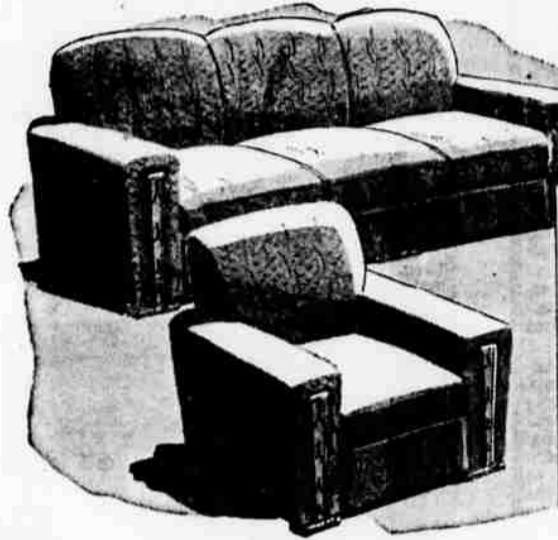
155 N. Liberty Phone 3-3191

SHOP WARDS 'TIL 9 EVERY FRIDAY NIGHT
 Fast Elevator Service to All Floors

AMAZING VALUES NOW... AT WARDS

June Parade of Values

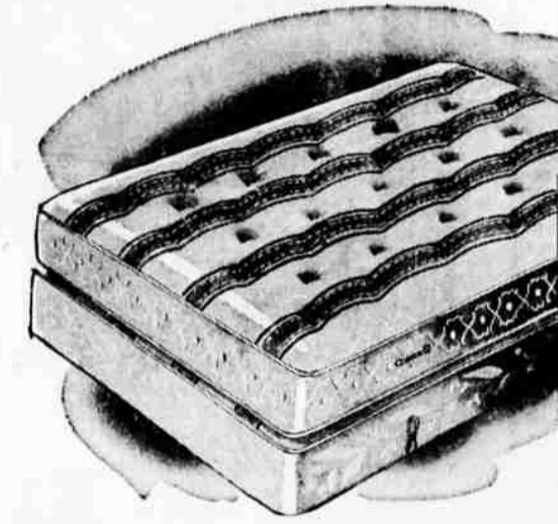
TUESDAY FURNITURE SPECIALS



REG. 189.95 2-PC. LIVING ROOM SET BEAUTIFUL NYLON VELOUR COVERS

On Terms: 10% Down, 24 Months to Pay **144.88**

Styled in the modern manner with clean lines and generous proportions. Tempered high carbon steel springs are covered with soft fluffy cotton. Hardwood frame is built for a life time of use. Carved panel fronts finished in dark walnut. Spring filled reversible cushions. See it today!

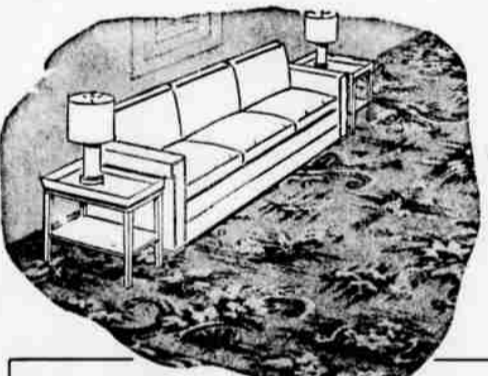


SAVE \$35!

SPECIAL PURCHASE! \$85 VALUE! MATTRESS, MATCHING BOX SPRING

Terms: \$5.00 Monthly **49.88**

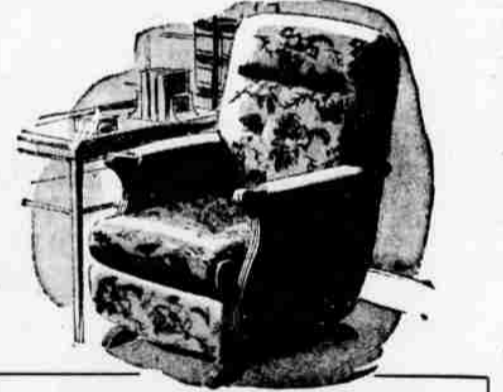
Compare! Extra sleeping comfort and extra savings when you invest in this 252 coil mattress. Flexolator insulation. 35-lbs. of felted cotton. Ventilators, inner-roll edge, button tufted. Durable floral Damask tick. Matching Box Springs. Twin or full size.



\$49.95 FLOREST 9x12 RUGS REDUCED!

Buy NOW and SAVE DOLLARS on all-wool pile axminster! 100% wool-pile, woven from imported 2-ply yarns! New florals, woodtones.

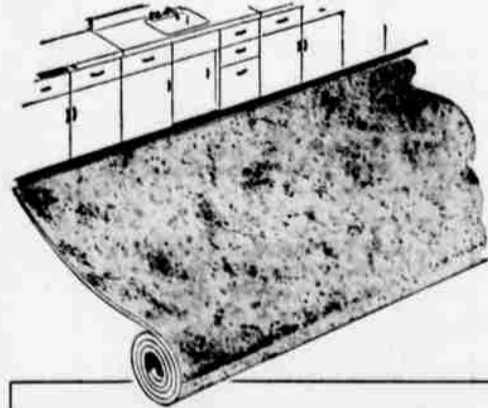
39.88
 On Terms: \$5 Monthly



REG. \$2.95 PLATFORM ROCKER

Tops in comfort! Innerspring seat on No-Sag base and deep pillow back... both well-padded. Covered in floral rayon velour - Walnut trim.

42.88
 On Terms: \$5 Monthly



SALE! REG. 2.29 MARBLEIZED LINOLEUM

Famous Sloane quality! Colorful marble graining goes through entire surface to felt backing... colors last life of linoleum. Pattern is slow to show soil! 6 ft. wide.

1.94
 Sq. Yd.



SALE! REG. 74.95 5-PC. DINETTE SET

21x40" Porcelain enameled steel table top extends to 44x40". Chrome over nickel plated tubular steel legs. Teapot design on table top. 4-leg style chairs.

62.88
 \$7 Down

Metropolitan Has Your "THE STORES OF BETTER VALUES"

Kay Whitney BY RELIANCE

CASUAL COTTONS

- WOVEN BROADCLOTH WITH EMBROIDERY
- CHAMBRAYS and PIQUES
- FINELY WOVEN GINGHAMS
- COOL SUNBACKS WITH BOLEROS

All In Elegant Solid Pastels

SIZES . . .
 12 to 20
 38 to 44
 46 to 52

\$5.98

SEE THEM NOW—Women's Ready to Wear

Metropolitan "THE STORES OF BETTER VALUES"

136 North Commercial St. Salem, Oregon

ON SALE TUESDAY ONLY!