



Customers' Service Begins Here—Sears' adequate and efficient staff of trained personnel is available for customer service relating to all trans actions and is always on hand to supply parts for Sears' appliances.

### Salem Workers Used on Project

All the electricians, plumbers, carpenters, painters, etc., who have worked day and night for several weeks readying the new Sears store for its grand opening Thursday are local people. Orville Lee, merchandise presentation manager for the northwest district, was the person responsible for the hiring of local people in these jobs. It has been the custom in the Sears organization to bring in Sears experts to prepare stores for openings, but Lee, confident that Salem people could get the job done just as well, hired 260 local workers for the big task. Lee says that Salem citizens have been "very efficient and very conscientious in their work, and it is through their efforts that we are able to open so soon."

### You Don't See Russ Around But He's Here

One of the many men whom Sears customers never see is Russell D. Kellim. Russ has been with Sears in Salem since January, '47. He is father of two fine boys, and finds great enjoyment in his work which is seeing to it that all appliances delivered from Sears in Salem have been properly tested, polished and are ready for delivery in tip-top shape.



John Maguire

### Mickey Maguire Has Boys' Department

John (Mickey) Maguire was today appointed by Manager James Mosolf to head up the greatly enlarged boys department in the new Sears store. Children's clothing problems are nothing new to John as his son and daughter keep him on his toes so that he always has available a wide selection of the very latest, long wearing items called for in the boys clothing department. Golf, tennis, and swimming take up Maguire's spare hours.

### Linn Valuations Reach New Figures

Albany—Linn county's total assessed valuations reached an all-time high this year at \$43,229,226, topping the 1948-49 total by \$3,003,735, it is announced by County Assessor John Sheppard. The assessor reached this conclusion after receiving from the state tax commission the county's allocation of \$6,544,056 in public utility valuations. These are \$337,055 higher than they were during the last year.

The 1949-50 ad valorem assessed valuation exclusive of utilities is \$36,685,210, which is \$2,650,260 higher than that of the 1948-49 year.

### Building Permits Are Given Approval

Stayton—Building permits approved by the city council include a one-story five-room house on Depot avenue which will be built for Lester Smith. Of frame with a shingle roof, the house will have oil heat and cost \$5000. Vincent Fredrick will build a new five-room dwelling with attached garage at Second and Pine streets. It will be of frame and have a composition roof and cost \$7200.

The Stayton Switchboard association will build a one-story, one-room addition to its present quarters on First street, between Ida and High streets. It will have frame construction and oil heat. The cost was given as \$1650. G. W. DeJardin is building a new garage 24x24 feet with cement floor and foundation, and frame construction. It is located at the DeJardin home on High street and will cost \$900.



Larry Schmidt Rugs



Ray Pitsor Furniture, Mirrors, Lamps



Alldon Sockwell Vacuum Cleaners & Sewing Machines

For a new kind of dessert, put a cup of drained canned fruit cocktail in a container, add a cup of sour cream and two cups of cut marshmallows; mix well, cover, and allow to stand in the refrigerator overnight. Serve chilled in sherbet glasses to six to eight people.

### Outstanding Buildings Here Contractor Hoffman's Work

Many of the outstanding buildings in Salem, erected in recent years, have been built by L. H. Hoffman, who has the contract for all buildings in the Capitol Shopping Center.

Buildings put up by Hoffman in Salem, before the Pacific Mutual Life Insurance company started its shopping center project here, include:

Salem high school, First National Bank building, Salem post office, Oregon State Library building, Treatment hospital at Oregon State hospital.

First of the buildings to be completed in the Capitol Shopping Center was the Berg Market, which has now been in operation several months. The Sears building, opening tomorrow, is the second. There will be others.

With Hoffman as the general contractor on the Sears building were the following firms holding sub-contracts:

Electrical work, Electric Corporation, Salem; W. R. Gracie, Portland, proprietor.

Plumbing, heating and ventilation, Mehring & Hanson, Los Angeles, Cal.

Exterior ceramic tile, Gladding McBean company, Portland.

Metal toilet partitions, Henry Weis Manufacturing company, W. H. Cress, Portland, agents.

Roofing & sheet metal work, Beaver Sheet Metal Works, Portland.

Terrazzo work, Advance Terrazzo & Tile company, Portland. Finish hardware, Woodbury Hardware company, Portland.

Automatic fire sprinkler system, Grinnell company, Portland.

Glass and glazing, W. P. Fuller and company, Portland.

Asphalt and rubber floor tile, Turner Resilient Floors Inc., Chicago.

Painting, interior and exterior, E. T. Armstrong, Salem.

Metal covered doors, M. Reuter & Sons, Portland.

Stainless steel work, Thompson Sheet Metal Works, Portland.

Lathing and plastering, Fred Shearer & Sons, Portland.

Millwork and lumber, Oregon Pulp & Paper company, Salem.

Reinforcing steel, Mercer Steel company, Portland.

Interior ceramic tile, Carlton Tile company, Portland.

Miscellaneous iron work, Columbia Wire & Iron Works, Portland.

Deep well pump, Pacific Pumping company, Portland.

Ready mixed concrete, River Bend Sand & Gravel company, Salem.

Steel concrete forms, Robert J. Hillen company, Los Angeles, Excavating and grading, Ben Otjen & Son, Salem.

Electric elevator, Otis Elevator company, Portland.

Parking lot paving, Portland Road & Driveway company, Portland.

Deep well drilling, R. J. Strausser Drilling company, Portland.

### Etta Sutter Longest In Service at Sears

Sears New Store to Open July 27, 1934.

Such was the heading of the local newspaper the day Etta Sutter became an employee at Sears, Roebuck & Co. Etta, the very charming cashier, will be the only employee who was employed in Salem when the old Sears store was first opened.

This record of service to Sears is not too surprising, for Etta Sutter was born right here in Salem.

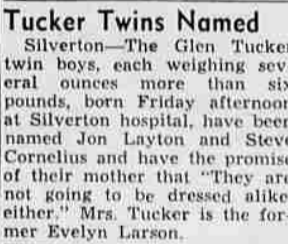
A casserole of garden-fresh vegetables is particularly delicious when topped with cheese biscuits. For the topping, prepare a standard two-cup flour baking powder biscuit recipe and add a half cup of finely grated cheese.



Martha Nelson Babies Dept.



Jack Quesnel Drapery



Tucker Twins Named Silverton—The Glen Tucker twin boys, each weighing several ounces more than six pounds, born Friday afternoon at Silverton hospital, have been named Jon Layton and Steve Cornelius and have the promise of their mother that "They are not going to be dressed alike, either." Mrs. Tucker is the former Evelyn Larson.



Etta Sutter

# CONGRATULATIONS!

## Sears Roebuck and Co.

ON THE OPENING OF

# YOUR NEW STORE

# L. H. HOFFMAN

GENERAL CONTRACTOR

for

## PACIFIC MUTUAL LIFE INSURANCE CO.

SHOPPING CENTER

Salem, Oregon

Contractor For

## Sears, Roebuck and Co.

SALEM, OREGON

Eugene, Oregon

Portland, Oregon

Spokane, Washington