

Mrs. Average Shopper Chooses Her Wardrobe



So many to choose from.



"Cinderella" had nothing on her.



Two prize winners.



New pockets, too.



Mother's task is easier.



At home with Coldspot.



Bicycles for two.



Back-to-School dreams.



Royal Purple, how lovely.

Cushman Like Fiction Hero

Truly that old author, Horatio Alger, could have replaced many of his heroes with Austin T. Cushman, who is the vice-president of Sears, Roebuck & Co., in charge of all west coast operations.

Cushman, who is a native westerner, was born and spent his early youth in Albuquerque, New Mexico. He attended the New Mexico Military Institute at Roswell and later the University of California at Berkeley.

He began his Sears career as an extra clothing salesman in the Oakland store in 1931. One year later he was made manager of the San Francisco store. He continued to be given interesting retail responsibility in California.

In 1942 he was made supervisor of a group of stores in California, Nevada, Arizona and southern Oregon. He took over the management of the Los Angeles retail district in April, 1945.

The Pacific coast territory which Cushman now supervises as vice president embraces the states of California, Oregon, Washington, Arizona, Utah, Nevada and Idaho.



William Munroe Hamilton

Hamilton Long Active in City

William Munroe Hamilton, for nearly 40 years one of Salem's most active citizens, is representative of the Pacific Mutual Life Insurance company on the Capitol Shopping Center project.

In October, 1912, Hamilton came to Salem as Willamette valley division manager for the Portland General Electric company, and retired from that position on a couple of years ago.

Hamilton has given much to Salem in non-pay services. He was executive secretary of a county market road program in 1919 that got an \$850,000 bond issue approved by the people. He was three times president of the Chamber of Commerce. Also three times he was president of the Salem Community Chest and was chairman of the committee that organized it. He served a long time on the Red Cross board and in other official capacities for the organization. He was president of the Rotary club and was a Boy Scout director. He was active in liberty bond campaigns in World War I.

He was King Bing of the Cherrians in 1925.

Hamilton is a native of Battle Creek, Mich.



Bud Sierp

Paint Department In Charge of Sierp

Department Manager Henry (Dauber) Sierp of the local Sears, Roebuck & Co. paint and wallpaper department, is a veteran of three years' experience with Sears. He is also a veteran of three years' fatherhood and has a charming daughter, Barbara.

If you can't find Dauber in the paint department at the gigantic new Sears store, look for him at the nearest softball lot. Chances are he'll be there.



Ed Salstrom

Sports Department Headed by Salstrom

Ed Salstrom, who will be remembered by many as having played basketball and baseball, including one all-state championship appearance, heads the Sears sports shop.

At Salem high school and later at the University of Oregon, where Ed became a Phi Delt, he starred at basketball.

His present hobbies are fishing, golf and his three children, two of whom are twin boys now 7 weeks old.

A bicycling craze swept this country in the years after 1889.

Franklin Heads Suit Section

Men suits will be available in addition to the other lines of merchandise carried in the Sears store.

Manager James Mosolf feels very happy in announcing that this department will be managed by Jack "Suit" Franklin, whose entire life has been devoted to the men's clothing end of the business. Jack, a newcomer to Salem is married and has one son living in Fresno. Jack may be found during any spare moments at any available swimming hole or golf course.

He says he has on hand for the opening the widest, choicest line in men's suits that has been available in the last decade.



Chuck Stewart Men's Furnishings

Auditor Shoots Salem People

T. R. Stook (Ted to you), who has been with Sears since 1941, uses a reverse twist on the old desire of many people to shoot the auditor.

Ted, who lists photography among his many hobbies, won the grand prize in a contest last year. So far this year Ted's shots of local people have won two weekly prizes.

Besides managing his office of twelve employees and spending his many hours in his dark room, Ted finds time for softball and tennis, and while he remains always a bridesmaid yet never a bride as far as badminton is concerned, he has been runner up in three state cham-

plonship tournaments this year. During the war Stook served as a lieutenant in the supply corps of the navy under Admiral "Bull" Halsey.

Ted and his wife Jane have one lovely daughter who takes the balance of pop's spare time shooting her in cute poses.

Youngsters usually like a salad if it has raisins in it. Here's a raisin-carrot-banana combination they'll really go for. Pour boiling water over a cup of seedless raisins and let them stand about five minutes, then drain them well and chill them. When you're ready to serve put the chilled raisins in a bowl with a cup of grated carrot and a cup of diced banana, and enough mayonnaise to moisten; mix lightly so as not to crush banana. Serve on crisp lettuce leaves to six hungry young people.



Grand Opening

Shop in Air Conditioned Comfort At Sears

FASHION TAILORED

sport coats

18⁹⁵

Fall Shades in Bright Cheery Fashion Tailored Sport Coat! Fine Quality virgin wools, a variety of smart patterns plus expert tailoring.

Free Gardenias for the Ladies Thursday Only



VIRGIN WOOL SLACKS

10⁹⁵ to 14⁹⁵

Fine virgin wool Fashion Tailored slacks to blend with your sports ensemble. Pleats, zipper fly, dropped belt loops. Waist sizes 28 to 44.

STORE HOURS:

THURSDAY — 10 A.M. TO 9 P.M.

FRIDAY — 9:00 A.M. TO 9:00 P.M.

SATURDAY — 9:30 A.M. TO 9:00 P.M.

"Satisfaction guaranteed or your money back" SEARS

Plenty of Free Parking

Phone 3-9191 550 North Capitol

Fire Near Baker Under Control

Baker, Aug. 10 (AP)—Firefighters last night had surrounded the fire on Pedro mountain, about 30 miles from here, and if present cool weather continues will keep it under control, according to S. R. Bennett, district grazer.

An exceptional climb in humidity, from a reading of 7 Thursday, when the fire broke out, to 57 today, helped control the fire which has burned over 2000 acres of grass, sage and timber holdings.

The grazing service official said today that as far as he knows no homes, human lives or cattle have been lost in the fire which, at its height, demanded the attention of 200 firefighters and 10 caterpillars.

The fire started Thursday night in an area north of Pedro mountain near Durkee. Fingers traced a pattern over 15 miles, mostly private acreage, although the fired area was never a solid mass of flame.

Anthony Brandenthaler of the Burnt River Lumber company has estimated that the blaze may have cost his firm ten million board feet of lumber.

Father-Son Signal Links, R. R., Plane

Denver, Colo. (AP)—Passengers on the United Airlines' flight from Denver to Cheyenne have noticed a train far below them winking its big headlight in the night. Passengers on the 8:15 p.m. Colorado and Southern between the same two towns have on more than one occasion spotted the huge airliner flying parallel to the track, systematically blinking the lights on its wings. This has been going on for three years now.

The engineer of the train and the pilot of the plane are father and son. The blink-blink of the lights is 64-year-old Clarence Chapman's way of saying "How're you, boy?" to his airborne son, 31-year-old Capt. Leroy Chapman.

Occasionally the senior Chapman fancies-up his nocturnal hello by lighting a red railroad flare and holding it out the window of his cab. "I'm right proud of my boy," Clarence says. "And I just like him to know the old man's still up and around and on the job."

Change in Billing Cuts Postal Receipts

Lebanon—Postal receipts slumped at the Lebanon office during July, dropping below the \$4000 figure for the first time since September 1947, when they amounted to \$3,505.13. July's figure was \$3,997.13.

July sales in 1948 amounted to \$4,055.93, higher than this year's by \$58.90. The number of parcels handled through the cancellation machine, however, was higher this July than last year, amounting to 116,900, compared to 105,775 during the same month in 1948.

Postmaster Merrill Smith accounted for the loss in revenue by stating that many local business firms and public utilities had changed monthly billing forms from the letter form costing three cents postage to the ready-print postal card style which is mailed for one cent.

Postal receipts for the first seven months this year are ahead of last year, pointed out Clarence Roy, assistant postmaster, \$32,821.98 having been received as compared to last year's figure of \$31,924.06.

The present-day method of simplifying the installation of small clay tiles by mounting them on large strips of paper is very similar to a technique originated in Asia Minor in the 13th century.



New Service Station Opening Bill Schneider, who has been with Sears three years, was appointed today as manager of the new Sears Service Station. Bill and his wife Jane are receiving congratulations on their new addition to Salem's population. Bill passed out the cigars July 20.

The term "polecat" is sometimes applied to skunks, but really belongs to a related animal of Europe and Asia.

Mankind began using gold earlier than he used silver.



A Farmers Farmer—Chet Ronne, who has had 15 years' experience with Sears and has done some bulb and mink farming in this area. Ronnie was recently appointed manager of the farm department for the new Sears store. When interviewed this afternoon Ronnie stated that he would be happy to meet his many friends in this area and would always be ready to help and assist the farmers in their problems.

About 84 per cent of all nickel produced is used for alloying purposes.