

New York Hair Stylist Picks Salem for Location

Coiffures as smartly styled as those of New York women—that is the objective of Erich Laetsch, who has purchased the Odgen's Salon of Beauty from Charles and Dorothy Headley.

It was no mere chance that brought Laetsch and his family, including his wife, a daughter, Judy, almost six years of age, and a son, Rickey, 8, to Salem.



Purchases Shop — Erich Laetsch, who has purchased Odgen's Salon of Beauty and will operate it under the name of "Erich of New York." Laetsch, a hair stylist, comes from New York, where he had his own shop for 23 years.

A hair stylist all of his life, and owner of his own shop in a suburb of New York in Westchester county for the past 23 years, Laetsch and his wife wanted a location where they could be a part of the community and know the people living near them. They left New York July 2 on a tour of the United States and when they found Salem decided this was a town where they would like to raise their children and establish their business.

The New York shop was sold, the Salem one purchased and a lot purchased in Candelaria Heights, where in the spring, the Laetschs expect to start building a new home.

Laetsch, who expects to spend most of his time consulting with customers, has an extensive background of hair styling. Before owning his own shop he was at Moritz, Switzerland, (a winter resort), in some of the leading German cities, including Berlin and Leipzig, in Vienna and with R. Louis in New York City.

The newcomer to Salem talked most of plans for his business and home here but he also had a word for hair styles. He predicts continuance this fall of the shorter hair styles, with a tailored effect and bang arrangements for softness.

The beauty shop, located at 251 North Liberty, is not only to have a new name, "Erich of New York," under the new management, but is to undergo renovation. Business, during remodeling is not to be suspended, and no change in personnel is contemplated.

Little Garden Club Mill City Hostess

Salem Heights — The Little Garden club of Salem Heights will be hostess to the newly-formed Mill City Garden club Thursday at a covered-dish dinner at the Salem Heights hall on Liberty Road at 1 o'clock.

The Mill City Garden club will attend the discussion of the clubs plans for the year, and also their program.

Mrs. Leslie Bates, Loretta and Gary, Mr. and Mrs. John Douglas, David and Steven Kilber visited Mr. and Mrs. Richard Larsen in Portland and then went to the zoo.

A delicious milk shake is made from mashed banana, milk, and chocolate or cocoa syrup. Serve well chilled.

Amity Drill Team Is Presented Check

Amity — Jesse Fay Morrison

presented the drill team from Myrtle Circle No. 68 in an exhibition drill at Neighbor of Woodcraft Hall, Portland with 24 teams participating.

The Amity team received fa-

vorable comment and Captain Morrison was presented with a check for \$85 for expense money.

Mrs. Mary Bertino, flag bearer, and Gerlie M. Richter, mu-

nician accompanied the staff to Portland.

Mrs. Cordia Morrison, grand representative from District No. 21, with which Myrtle Circle is affiliated, was in attendance at

the grand sessions all week.

Grand Island — Miss Lois Rockhill, nurse in training at Emanuel hospital, Portland, spent the week-end at the home of her mother here. She was

one of the bridesmaids of her schoolmate, Miss Doris Jones at McMinnville.

Miss Myrtle Rockhill left Tuesday for Cascade College, Portland.

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Court Set Up On Radio Shows

New York, Sept. 21 (AP) — A special three-judge court was set up today to pass on the legality of the federal communication's ban on radio and television giveaway shows.

Federal Judge Simon H. Rifkind signed an order establishing the court, to consist of himself, U.S. Court of Appeals Judge Charles E. Clark and U.S. District Judge Vincent L. Leibel.

Rifkind said yesterday he would restrain the FCC from enforcing the ban until the special court had made its ruling. A similar restraining order was issued Sept. 13 by the U.S. District Court in Chicago.

Suits to annul the FCC edict have been filed by the National Broadcasting company, the American Broadcasting company and the Columbia Broadcasting system.

No trial date has been set. The FCC has forbidden giveaway shows effective Oct. 1 on the ground that they violate lottery laws.

Building Oregon Together

THE PINKERTONS — WHEAT RANCHERS

There's no difficulty getting a harvesting crew together on the 1240-acre Pinkerton wheat ranch near Moro. Father Harry B. Pinkerton (center), operates the combine. His son, Dean, (right) is tractor driver, and son, Allan, truck driver. The ranch has been in the family since 1886. From its rolling hills, rising to 2000 feet, may be seen Mt. Jefferson, Mt. Hood, Mt. Rainier and other snow-tipped Cascade range peaks. It is a summer fallow operation. Modern farming methods keep it highly productive. Up-to-date in banking, too, the Pinkertons use services of First National's Sherman County Branch.



MEAT PACKER HELPS STATE GROW

D. E. Nebergall opened a meat business in Albany in 1911. First-day income was \$12.35. His 12x12 slaughter house today has grown into a four-floor packing plant, the D. E. Nebergall Meat Co., with business in excess of \$3,000,000 annually. The firm, including its Eugene branch, markets its own brands of hams, bacon, lard, sausages, fresh meats, poultry feed in Western Oregon between Salem and Roseburg. Shown, from left, are Nebergall; his daughter, Helen Zolsky, and sons, Olin and Raymond, all company officials. "The complete financial services of the Albany Branch of First National have been most helpful to us," Nebergall said.

BUSINESS GREW FROM PANSY SEEDS

"People thought we were crazy in 1927 for trying to grow pansy seeds at Grants Pass," recalls C. W. Harrold (right). However, the Rogue River Valley looked just right to both Harrold, a mid-West plant grower since 1902, and his son, M. E. Harrold (left). Since then Harrold's Pansy Gardens have earned world-wide recognition, not only for pansies, but for tuberous begonias—and for many new varieties of each. The firm's printery lists 6000 wholesale customers and 30,000 individuals. The Harrolds credit early cooperation of First National of Grants Pass with helping them build this Oregon business.



In every part of our state you'll find busy people—people of vision and energy—people working hard as they better themselves. And as each undertaking expands it creates greater opportunities for all of us in Oregon. Endeavors of the thousands who are Building Oregon Together are many and varied, such as those pictured here.

On our part, those of us in the First National Group make constructive banking services widely available to help Oregon grow—family by family, farm by farm and business by business

"LET'S BUILD OREGON TOGETHER"

SALEM BRANCH
FIRST NATIONAL BANK
OF PORTLAND

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