

PROTECTED FOOD CAMPAIGN BEING LAUNCHED HERE

Refrigeration fast becoming a day element in American life. Lane county Frigidaire dealers are entering a national campaign planned to improve quality of food and meats in a "protected food campaign." It was announced here Saturday by J. O. Olsen, of the Olsen Manufacturing Co., Lane county distributor.

Olsen, in addition to handling special Frigidaire products in county, has a plant fully equipped with freezer cases, cold storage and cooling systems for meats and dairies. The plant is three and one-half miles west of Eugene on the Marshfield railroad, display rooms of the company are at 29 Fifth avenue east. company employs eight men present time and in normal has a payroll of from 12 to 15.

Although we are located some distance from the city, we have an extra share of the mill business in the past nine years," Mr. Olsen said.

plant which covers an area of approximately 10,000 square feet, is equipped with machinery capable of cutting out all types of wood fixtures and mill work. A metal shop and paint shop also are maintained in connection with the plant.

and glass cases for refrigeration constructed at the plant and the equipment is installed in stores. In instances where storage are built, the company is prepared to send men qualified to install the cooling equipment.

example of the type of work done by the plant with Frigidaire equipment will soon be demonstrated at the Moss street grocery where we are installing refrigeration," Mr. Olsen said.

"The work started within 10 days and at completion, an open house will be held so that persons may view a refrigeration plant in a small building."

Olsen company also is installing equipment in the new residence being opened on Williams street and is furnishing mill work remodeling.

have always stressed quality work and during the past nine years have furnished the mill work of the better homes built in Eugene," declares Mr. Olsen.

Any Apartment Residents Demand Good Refrigeration

Apartment without electric refrigeration just isn't home, according to most housewives who are accustomed to having proper facilities for storage and preservation of food and meats.

new apartments have automatic refrigeration, according to J. O. Olsen, Frigidaire distributor here, and older apartment buildings are modernized by installation of household refrigerators.

but that an apartment has proper refrigeration facilities is worth \$15 to \$20 more a month to the rent, according to Mr. Olsen, and savings in food spoilage and waste alone amount to \$7.70 a month on the average.

Electric refrigeration is just as necessary if an apartment is to be a home and remain occupied as run-down," Mr. Olsen said.

Modest housewives won't put up with antiquated methods of refrigeration any more than they will with old lamps and coal stoves.

many of the key cities of the West, apartment house owners have increased the percentage of apartments from less than 50 to nearly 100.

Harrisburg Notes

HARRISBURG, July 22.—(Special) Mrs. Henry Holmstrom returned Tuesday from a trip to Colorado where they visited with relatives.

Mr. Borg has just returned from a trip to Monument, Oregon, where he spent a short time with a brother.

Mr. Lowell is home from a trip to the ranch east of the mountains. He reports a very fair crop this year.

RUTH LIKES HER FRIGIDAIRE!



Ruth Etting, famous blues singer and star of Broadway, is here shown standing beside her beautiful Frigidaire which uses less electricity than a single electric light bulb.

Home Equipment Simplifies Details of Meal Planning

Scientists and bacteriologists often have issued statements warning housewives not to purchase foods and meats that have not been kept under proper refrigeration in the neighborhood stores in which they trade.

Proper preservation is one of the surest ways to economize on household budgets that is known. It has been found, because foods and meats that are fresh when purchased have less waste and last longer.

Miss Verna L. Miller, noted home economist and chief of the home economics section of Frigidaire Corp., subsidiary of General Motors, has just completed a study of modern day household food problems and incorporated her findings in "A Key to Meal Planning," a booklet that may be obtained from the J. O. Olsen Manufacturing Co., Frigidaire distributors for Lane county.

This book met immediate acceptance by the leading woman's editors, writers and home economists of the country as a splendid step forward in helping housewives plan meals and make purchases in such a way considerable sums of money are saved.

"If housewives will trade in groceries, markets and dairy products and delicatessen stores that have proper food storage facilities, they will obtain better foods and meats and will save money."

"I doubt if there is a single buyer of food who has not seen a railroad refrigerator car. A refrigerator car is one link in the chain of food delivery from source to ultimate consumer. The moment an animal is slaughtered, the meat is refrigerated."

"From the packing house, it is delivered to a distribution point in a refrigerated railroad car. At the distribution point, it is loaded into a refrigerated truck and hauled to the store through which it is to be sold. More than 200,000 stores have Frigidaire equipment to safeguard the quality of the meat until its sale to housewives. Other stores do not, and form the only weak link in the chain. It is in these stores that meats become tainted and often cause intestinal maladies in households in which they are served."

"The 200,000 stores that have proper refrigeration equipment this week are participating in the 'Protected Foods' program sponsored by our organization. This program was developed to impress upon the 2,250,000 housewives who have Frigidaire in their homes the fact that only in Frigidaire equipped stores and markets are they able to buy foods that have the same refrigeration protection they themselves give their foods and meats in their homes. When it is remembered that there are one million more household Frigidaire in use than any other make, the tremendous purchasing power of Frigidaire users is realized."

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Opportunities Like This Make Your Electric Refrigerator A Thrifty Investment



BECAUSE-

- 1 It saves food costs.
- 2 Its temperature is always below 50 degrees.
- 3 It protects your health
- 4 It is absolutely safe.
- 5 It is fully automatic.
- 6 It is on the same bill with your other electric service—hence it helps to make your rate lower.

REFRIGERATE THE ELECTRIC WAY.

It's Safe, Sure and Clean. And it costs so very little in Eugene



LET THIS EMBLEM GUIDE YOU to fresher, better foods ... look for it

If you want tender, juicy, full-flavored meats—if you want dairy products that look and taste fresh—if you want food that is appetizing, wholesome and safe—look for the Frigidaire emblem.

This emblem identifies the places where quality foods are served or sold. It marks those merchants who have left nothing undone to safeguard the health of their customers.

More than 200,000 business places have installed Frigidaire to make certain that perishable foods are properly refrigerated from the moment they enter the store until they are

delivered to you. You will find "Frigidaire Protected Foods" in the leading groceries, meat markets, delicatessens, hotels and restaurants throughout the country.

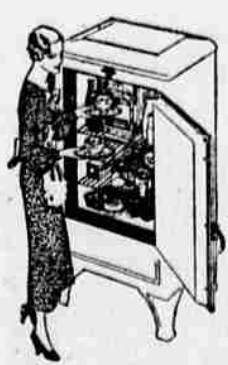
And these business men selected Frigidaire because the refrigeration they use must be dependable. It must continue to function smoothly and efficiently night and day—through the hottest summer weather and in overheated stores in winter. Look for the Stores that display the "Frigidaire Protected Foods" emblem.

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AND NOW A HOUSEHOLD FRIGIDAIRE THAT USES NO MORE CURRENT THAN ONE ORDINARY LAMP BULB

Here's an amazing new Frigidaire that uses no more current than one ordinary lamp bulb. Remarkable also in its new conception of convenience and value, this Frigidaire has automatic defrosting, automatic ice-tray releasing, cold

storage space, one-fourth more food space, new beauty, outstanding quality and long life. Yet the price, installed and Federal Tax paid, is only \$96, plus freight.



"Visit the General Motors Building ... Century of Progress ... Chicago"

FRIGIDAIRE A General Motors Value

J. O. OLSEN MANUFACTURING CO. Eugene, Oregon 29 E. 8th Street