



# 100 & MARKET PAGE



## EATING HABITS CHANGED WITH PASSING YEARS

Oregon appetites are as big as ever—only the method of satisfying hunger has changed.

Of course people still eat when they're hungry—if they're lucky—but the things they eat have undergone a decided change during the past 20 years.

"This gustatorial metamorphosis, as it were, is evident from reports received from federal and state departments of agriculture and public health.

Scientists say that the modern diet contains more protein and less carbohydrates, because we need less energy producing foods.

"Some blame this change on 'accidental' habits. All of which is another way of saying that we're getting lazy.

Apartment house life, the use of machinery instead of human labor, the feminine fad of slenderness, among the major factors which affected diet, it was claimed.

The chief victims of this change of taste are cereals. It was estimated that there was a decline in consumption of the last five years as compared to the period of 1909-13.

"Give me the good old days," is a demand that is justified, perhaps, on the part of the grain grower. Horticulturalists and agriculturists also enter into the picture, inasmuch as the "development of many new varieties of vegetables" is responsible for part of the dietary change.

Oregonians as well as others throughout the United States still like their sweets and sugars. Sugar consumption has gone up 27 pounds per capita, while pork jumped right up the list, gaining 10 pounds per capita per year, and still going strong.

### Food For Health

Long before the advent of modern science it had been commonly observed that the pastoral races, those deriving their sustenance from cattle, were more robust than the strictly agricultural groups who lived by the tilling of the soil.

The meat-eating and milk-drinking races were physically superior to those living mainly or exclusively on cereals and vegetables.

The physical superiority of the pastoral group cannot be accounted for entirely on the basis of diet. Tending sheep or cattle was not as arduous toil as winning one's livelihood from the soil. Then, too, it was mainly an outdoor existence.

None the less, as our recent diet studies indicate, the diet of the pastoral peoples, consisting as it did mainly of milk, milk foods and meat, was vastly superior to the diet of the agriculturists.

Modern science has many times demonstrated the special food values of milk and its derivatives. Milk contains in abundance vitamin A and, to a lesser extent, vitamins B and C.

Vitamin A is the so-called fat-soluble vitamin, essential for growth and for normal procreative or reproductive functions. Its absence from diet, or an inadequate amount of it in the diet, will in time produce a serious eye disease known as Xerophthalmia.

Vitamin A has also been shown to influence man's resistance against infections. Children whose diet was deficient in vitamin A were found more susceptible to infections of the respiratory (breathing) tract. Vitamin A is therefore an essential item in diets and of particular importance to growing children.

The most abundant sources for this protective vitamin are milk, butter, egg yolk, spinach and cod liver oil. One or more of these foods should be in the daily diet of every child.

Adults, too, require vitamin A for health, and those bent on reducing should be cautious about leaving milk and butter out of their restricted diet.

**42.6 Cents Average Cost Oregon Meal**

Eating is cheap enough in Oregon. The average cost of a meal is 42.6 cents.

This was disclosed by a survey made of restaurants over the entire state.

"Meals out" are getting cheaper, the report disclosed, for the average check in 1929 was 45 cents.

**Butter Scores**

The butter eaten by Oregonians this month, should show a decided quality improvement over that of April.

According to state dairy experts, the best butter was scored during March, July, August and November, the poorest during September and April.

**BAKE ROLLS**

Line paper used for baking cinnamon rolls with waxed paper, and when baked the paper can be easily removed from the rolls. This will prevent the rolls from sticking to the pan.

**TRUCK YIELDS BONDS**

Hemel, Cal., 69—C. B. McAdams bought an unclaimed truck for \$3 at an auction. In the truck he found four German government bonds of 100,000 marks each, issued since the war. With interest they were said to be worth \$128,000.

## Menus of the Day

### BARBECUE SAUCE FOR STEAK

- Breakfast: Fresh strawberries, egg omelet, buttered toast, coffee.
- Luncheon: Apple and celery salad, cheese sandwiches, apricot cookies, tea.
- Dinner: Creamed spinach, barbecue sauce, broiled new potatoes, bread, butter, head lettuce, Mayonnaise, pineapple pie, coffee.

### Apple and Celery Salad

- 2 cups diced apples
- 1 cup diced celery
- 1 tablespoon lemon juice
- 1 teaspoon salt
- 1 cup broken nut meats
- 1 cup salad dressing

### Barbecue Sauce

- 2 tablespoons butter
- 2 tablespoons chopped onions
- 2 tablespoons chopped green peppers
- 1 tablespoon Worcestershire sauce
- 1/4 cup catsup
- 2 tablespoons vinegar
- 1 cup lard
- 1 cup meat stock

### Heat butter in frying pan. Add onions and pepper. Cook slowly three minutes. Add rest of ingredients. Boil gently four minutes. Serve hot.

### Pineapple Filling

- 3 cups crushed pineapples
- 1 cup sugar
- 2 tablespoons flour
- 2 tablespoons lemon juice
- 1/2 teaspoon cinnamon
- 2 tablespoons butter

### Mix sugar and flour. Add pineapple, lemon juice and cinnamon. Pour into pie shell. Dot with butter and arrange pastry strips.

### DRESSING FOR SALAD

- 1/2 cup oil
- 1/2 cup vinegar
- 1/2 cup sugar
- 1/2 cup salt
- 1/2 cup catsup
- 1/2 cup mustard
- 1/2 cup paprika
- 1/2 cup celery seed
- 1/2 cup onion juice
- 1/2 cup catsup

### MEAT ROLLS (Serving 6)

- 1 pound chopped raw beef
- 2 tablespoons chopped parsley
- 1 tablespoon chopped celery
- 1 tablespoon chopped onion
- 1/2 cup catsup
- 1/2 cup salt
- 1/2 cup sugar
- 1/2 cup flour
- 1/2 cup water

### CHILLING

- 2 cups sliced shrimps
- 2 tablespoons flour
- 1/2 cup sugar
- 1/2 cup butter
- 2 tablespoons lemon juice
- 2 tablespoons lemon juice
- 1/2 cup catsup

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## BAY DISTRICT IS HELD A FUTURE AIR CROSSROAD

San Francisco (AP)—The San Francisco bay region was pictured as the base of American-Hawaiian air lines and the "air crossroads of the world."

The prediction was made by Capt. F. M. Bartlett of the Curtiss-Wright flying service in a survey at the request of the Crocker First National bank of San Francisco, to determine possibilities of air development in the bay region and northern California.

Citing establishments of the naval dirigible base at Sunnyvale and the army bases in Martin and Alameda counties, Capt. Bartlett said they were indicative of the trend.

He said it is only logical that San Francisco should become the eastern terminal for Hawaiian-Philippine-Asiatic dirigible lines of the future, as San Francisco is 200 miles nearer Honolulu than any other port on the Pacific coast.

"When California celebrates the centennial celebration of the discovery of gold in 1849," Capt. Bartlett said, "the San Francisco region will rank as one of the great aviation centers of the world."

"Nowhere is there a commercial air travel between the bay region and Stockton, Sacramento and Fresno should be a accomplishment."

"The trend in this direction is clearly indicated by the fact that there are more registered planes in California than in any other state in the Union."

Wichita, Kan. (AP)—A concerted program looking for economic stability for the Midwest's agricultural and petroleum industries will be mapped out here May 19 when the governors of nine states meet.

Formation of a permanent Midwest council to deal with the economic problems of this entire section is the central hope of Gov. Harry Woodring. He has issued invitations to Gov. W. H. Murray, of Oklahoma; Gov. Ross Sterling, of Texas; Gov. Henry S. Caulfield, of Missouri; Gov. Charles W. Bryan, of Nebraska; Gov. Arthur Seligman, of New Mexico; Gov. F. C. Emerson, of Wyoming; Gov. W. H. Adams, of Colorado; and Gov. Harvey Parnell, of Arkansas.

Gov. Woodring explained that the New England states already had established a permanent committee to help solve the problems of their section.

Citrus Industry Is Planning Expansion

Santa Paula, Cal. (AP)—More than 250,000 citrus trees will be planted in Ventura county this spring and early summer, according to the estimate of A. H. Call, county agricultural commissioner.

The plantings will be the largest in the county history, Call said, and will bring the total citrus acreage to 19,000.

A large increase in the planting of lemons has been noted, the commissioner said.

Citrus brings the greatest returns by far to county farmers, according to Call.

LIQUOR BANNED ON ROADS

Moscow (AP)—Total prohibition has been decreed on all railroads in the Soviet Union as one of the measures for raising labor discipline. Station restaurants and buffets have been forbidden to sell any sort of alcoholic drinks, including light wines and beer.

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## RADIO BEACONS TO LOCATE SHIPS

Cleveland (AP)—Radio beacons that give the exact location of ships and their position to foghorns are in operation on the Great Lakes.

Vessels on the lakes have been supplied with an "eye" that can see a lighthouse 200 miles away through a heavy fog, according to E. R. McCracken, passenger traffic agent of the Detroit Navigation company.

The 34 beacons were established by the U. S. lighthouse service.

The beacons are operated by clock work and are checked daily from Arlington during the season of navigation to eliminate the possibility of different stations interfering with each other.

More than \$30,000,000 was paid last year in workmen's compensation to workers or their dependents in the major industries of England.

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On the road the family Safeway store stands out as a friendly beacon to hungry vacationists who know from experience that the Safeway sign always means food satisfaction. Safeway Stores are located all over the West, convenient to the resident or traveler—look for one wherever you go!

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**Jell Well** Assorted flavors—Dessert Plate Free

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**Cheese** Oregon Full Cream—Rich and Tasty

2 lbs. . . 29c

**All Bran** Kellogg's large size package

2 for 35c

**Salad Dressing** Best of Gold Medal 12 oz. jar

15c

**Potato Chips** Large package, 10c package FREE

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**Wheaties Large Packages** 3 for 25c

Try them with strawberries

**CERTO** Berry season is here. Lay in a supply at this price

2 bottles 49c

**Corn** Wyoming brand—Golden Bantam Large No. 2 cans

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**MALT** Try Rainier for best results—Hop flavored

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**New Peas** Well filled pods

3 lbs. 25c

**Potatoes** California whites

8 lbs. 25c

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**Pork Roast** Choice cuts of young fresh meats **Lb. . . . 30c**

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1 pound \$1.36

3 lb. Can \$3.00

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PURITY SANDWICH SPREAD— 27c

PURITY MAYONNAISE— 27c

PURITY FLOUR— \$1.23

49 lb. sack

CAMPBELL'S PORK & BEANS— 22c

3 cans

B & M BEANS— 19c

Large can

CRESCENT BAKING POWDER— 29c

1 pound

MORNING MILK— 15c

Tall can, 2 for

SMALL WHITE BEANS— 19c

3 pounds

BLUE ROSE RICE— 23c

4 pounds

**SWANSDOWN CAKE** 35c

FLOUR A green and white FREE with each pkg.

WHEATIES— 25c

2 packages

A child's meal bowl FREE With each two packages

**ELSIKORE PINEAPPLE—** 45c

Large cans, 2 for

**ELSIKORE VEGETABLES for salad.** A fine combination, 3 cans... 57c

**Saturday Meat Special**

Shoulder of Veal Roast— 16c

Pownd— 16c

Swiss Steak (U. S. Inspected) 29c

Beef Pound— 29c

Frank's Sausages, Gooseliver, Braunschweiger, Mortadella, Head Cheese, Morrell's Cooked Ham.

**Saturday Cake Special**

A Marble Cake with chocolate malted milk icing. Reg. three-layer, 49c

6 1/2 size . . . 49c

Large Angel . . . 50c

Cakes . . . 30c

Medium Angel . . . 30c

Cakes . . . 30c

Chocolate, Mocha, Coconut, Fruit, three-layer round . . . 65c

Two-layer oblong . . . 50c

Lady Baltimore . . . 75c

**Stacks of Fresh Vegetables**

New Potatoes, Local Peas, Asparagus, New Carrots and Beets, Celery, Head Lettuce, Hot House Tomatoes, New Cabbage, Onions, Radishes, Peppers, Rhubarb.

**Fresh Fruits**

Strawberries at their best. Cantaloupes, Peaches, Winesap and Yellow Newton Apples, Grape Fruit, Oranges

**Lunches for Picnics**

We are prepared to make up any size lunch for your picnic or can cook and bake anything you want.

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Tomorrow Morning and Every Morning Give Your Family a Treat With Pure Rich Cream

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