

McCradys New Medford Cafe to Celebrate Opening Saturday

**EATING UPTOWN
POPULARIZED AT
FINE NEW PLACE**

**Twenty-Four Hour Service
Given—Local Firms Furnish
High Class Products
for New Model Kitchen**

Judging from the crowds seen at McCradys new cafe since Tuesday morning, this is "Eat Up-town week" in Medford. These same people and others are looking forward to the grand opening Saturday, Sept. 19, when the genial Harold McCradys, formerly manager of the Rex Cafe, will be on deck to greet his southern Oregon friends.

McCradys cafe was remodeled and decorated by local companies, the beautiful Philippine mahogany fixtures being manufactured in Medford by the Trowbridge Cabinet Works. Sixteen roomy booths, and a 40-foot mahogany counter for short order service, accommodate a large number of guests. Speaking of short orders, McCradys will be open 24 hours daily.

Local Firms Patronized

Lee Williams, well known Medford carpenter, and Grinsted and Runtz, painters and decorators, are responsible for the artistic arrangement of the interior. The Peoples Electric store has charge of wiring and lighting. Supplies for McCradys will be furnished by the following firms: Economy Market, Star Market, Rogue River Meats, Inc., best quality meats; Hansen Coal company, fuel; Valley Candy company, candy; Snider Dairy & Produce company, Gold Medal butter, milk, cream, eggs; Gold Seal creamery, Gold Seal ice cream and milk.

Art Goss, who was employed as chef at Lee Duke's restaurant in Eugene for the past two years under the management of Mr. McCradys, is in charge of the splendidly equipped kitchen at the new cafe. A full line of bakery goods and pastries will be featured.

Herman Burgoyne, formerly associated with Mr. McCradys at the Rex cafe, is a business partner in the local enterprise.

**Washington Bossy
World's Champion**

YAKIMA, Wash., Sept. 17.—(AP)—A world's champion cow was acclaimed here today at the Washington State fair.

Producing 898 pounds of butterfat in 10 months as a junior two-year-old, Glen De Kol Walker Beauty, a Holstein exhibited by H. H. Faust of Ellensburg, Wash., surpassed the previous record of 887.5 pounds set by the famous Massachusetts Agricultural college cow, Clover Heights Ormsby Maid.

**To Give Community
Dance at Bellview**

BELLVIEW, Ore., Sept. 17.—(AP)—The dance committee of the Upper Valley Community club is sponsoring a benefit dance to be given in the club house the night of September 24. With Melody Makers, four-piece orchestra, furnishing the music.

These dances are given by the Bellview ladies during the fall and winter, to finance needed improvements in their clubhouse. Everyone is invited. Refreshments will be served.

Guthrie, Former Valley Grower Utilizes Methods Learned Here In Operation English Orchard

The Mail Tribune has received a copy of the London Daily Express of September 2, which is running a series of articles "On the Farming Front" by the well known author, Sir Philip Gibbs.

In this issue article No. 3 is printed, and the following extract will be of interest to the people of southern Oregon, particularly to the fruit growers:

I visited an interesting apple grower not far from Paddock Wood and found him bringing in a load of windfalls, after wandering through his orchards in search of him. His trees were heavily laden and the fruit looked splendid.

He is an Englishman with new methods which he learnt in Medford, Oregon, U. S. A., and is trying to adapt to English markets.

He sorts his apples into ten grades by an up-to-date machine which cost him a lot of money, I am told. He packs them tenderly, each apple separate with a lovely bloom on it. Hospitals buy them direct from him, and he finds a good market in Covent Garden.

He does not believe much in the rough-and-ready packing of the ordinary growers, and caters more for the luxury trade. His friends and rivals smile and shrug their shoulders. "Too costly," they say. "We couldn't make a profit on those lines. We grow for the multitude."

I can't express a judgment between those points of view, but I was vastly interested in the more scientific handling of fruit which I saw in Mr. Guthrie's orchards, and in the story of his American experiences told under the timbered roof of a fine old farm-

house of Stuart England. He can beat the Americans on their own lines because of the cheaper transport between Kent and London instead of the six thousand miles' journey from Oregon to Covent Garden. Perhaps there is more to be done this way if the costs are not too high.

E. F. Guthrie operated fruit ranches here very successfully from about 1908 to 1918, with H. E. Franson, winning the apple sweepstakes at the Spokane show. He lived for many years near Jacksonville where he operated his own pear orchard, as well as a pear orchard near Central Point and an apple orchard near Eagle Point.

His experiment of using American methods in England, has been followed with keen interest by many of his friends in the valley, several of whom have visited him in England during the past ten years.

SITE BOUGHT FOR MARSHFIELD P. O.

MARSHFIELD, Ore., Sept. 17.—(AP) Construction of Marshfield's \$140,000 federal building will begin early this winter, according to George Neuner, U. S. district attorney, who yesterday closed the deal for the purchase of the site from Mrs. A. H. Powers. She was paid \$14,000 for the site on Second and Anderson streets. Local labor and material will be used.

Business training at the Medford Business College pays because it is both practical and cultural. Fall term opens Monday, Sept. 21. Phone 866 for catalog. GWN.

Dr. Mastys E. Russell, S. T. and magnetic treatment, formerly of Grants Pass, now situated at 2 East Third St., Medford. Hours 9 to 5.



Ready To Serve You!

MCCRADY'S

Beautiful New Medford

Confectionery and Cafe

121 EAST MAIN STREET

These well known Medford Firms have participated in the Remodeling and Decorating of Medford's Fine New Cafe and will furnish supplies for the new enterprise.

Lee Williams

Expert Carpenter Handled the Remodeling of McCradys Cafe
Phone 1390-W 925 Reddy Ave.

Valley Candy Co.

Serving McCradys New Restaurant
Phone 51—North Fir

Grinsted & Runtz

Handled the

Painting and Decorating

Of Medford's Fine New Cafe

MCCRADY'S

"Let Us Save the Surface"

Telephone 1568

Star Meat Market

Supplying Quality Meats for McCradys
East Main Phone 273

Economy Meat Market

"Quality Considered, Our Meats Are Cheapest"
East Main Phone 26 or 46

Rogue River Meats, Inc.

Crater Brand Meat Products
1520 North Riverside

Hansen Coal Co.

"That Good Coal"
New Location 508 South Front

MCCRADY'S New Confectionery and Cafe

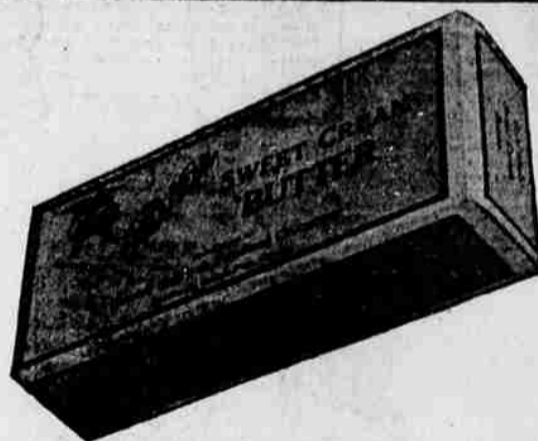
In line with the Policy of Serving Only the BEST, will feature

Gold Seal

WITH EVERY MEAL

ICE CREAM
and MILK

Products of the GOLD SEAL CREAMERY



There's a Reason—
Why McCradys Cafe

Serves It's Guests

Southern Oregon's Favorite

Gold Medal Butter

Just another tribute to the superior flavor of Snider's Gold Medal Butter — and further proof that we make the finest butter available.

McCradys also use Snider's Milk,
Cream and Eggs

Snider Dairy and Produce Co.

"IF IT'S SNIDER'S . . . IT'S THE BEST TO BUY"