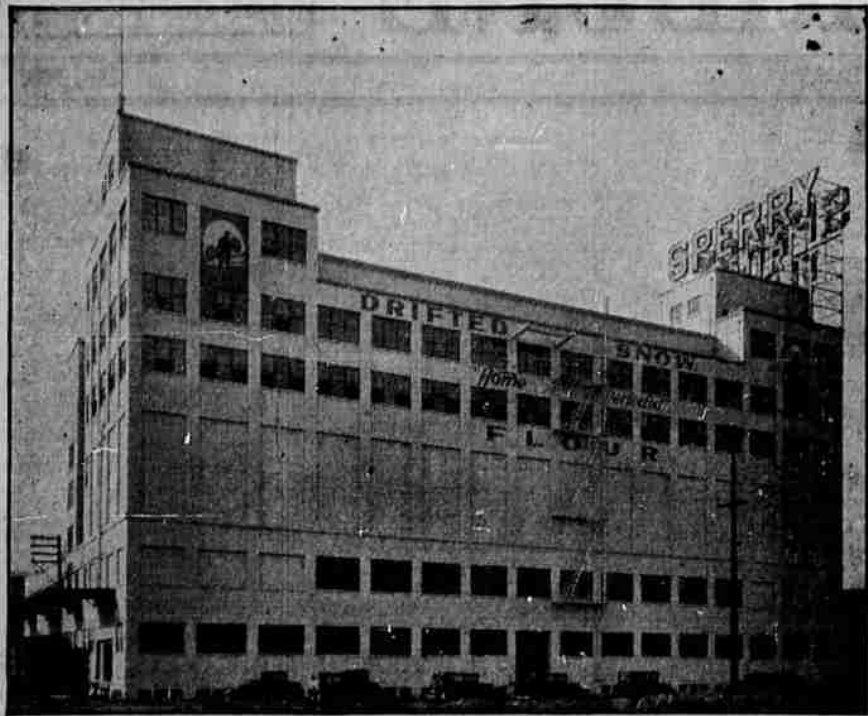


Oregon Products Given Prominence in Anniversary Week Jubilee

Sperry Flour Co. Plant Now Completely Modernized



Introduction of new products, progressive merchandising methods, plus plant modernization and improvement projects, have contributed towards full payroll maintenance in the establishment of the Sperry Flour company in Portland. The big Sperry mill, occupying a full block at East Second and Washington streets, has fortunately been one of Portland's busiest industries during the past two years and full time operation is expected to continue throughout the fall and winter months of 1932 and 1933.

Since 1930, four new products have been introduced by the Sperry organization to the Pacific coast, necessitating an augmented office and sales staff, consisting of 60 people. The Sperry mill, perhaps the most modern of its kind on the Pacific coast, has a daily capacity of 500 barrels of flour, 500 tons of feed, 37,500 packages of cereals, and 140,000 pounds of bulk cereals. In addition to serving Portland's immediate trade territory, several millions of dollars' worth of various products manufactured in this plant are annually shipped to Washington and California, and as far east as Salt Lake and Denver. In addition to

domestic markets, various products are exported to the Orient, and of course to Central and South America. In addition to continuing all manufacturing operations on the heaviest possible schedule, a program of modernization and improvement was instituted 18 months ago. This plan was devised to insure regular employment for the Sperry personnel during slack periods, and has resulted in almost full time employment for an average payroll of 100 people. In addition to the sales and office staff.

More than \$50,000 has been expended to date in this manner and additional funds have been appropriated to continue this program for a period of months. Outstanding among the improvements has been a complete interior two-coat paint job from top to bottom of the mill and warehouse. Machinery has been repaired, repainted, modernized and rearranged so as to obtain maximum efficiency along straight line production methods. The contract for exterior painting was awarded to Williamson & Bled, prominent Portland painters and decorators. Sperry operating policies give rec-

ognition to Portland as the foremost grain center of the Pacific coast. Sperry's northwest grain department is located in Portland and the purchase of wheat and other grains for Sperry mills in Spokane, Tacoma and Portland, as well as the operations of the most comprehensive line of warehouses under one ownership, is directed from Portland.

V. E. Pope Produce Buyer For Stores
Trained in the large Los Angeles markets, V. E. Pope is well fitted to buy the fruit and produce for the Economy Groceteria, working under the supervision of W. A. Lydiard. Mr. Pope is a thoroughly experienced produce buyer and a wide knowledge of sources of supply and quality of fruit and produce. In buying for the two Medford stores preference is always given to local producers, according to Mr. Pope. PARIS.—(P)—Pale gray is much in vogue for formal afternoon wear. Many smart Parisians are appearing in ensembles of pale gray wool, while others choose frocks of gray crepe or satin to wear with their black coats.

Walter Steele Head Groceteria Bakery

Walter Steele, head baker for the Economy Groceteria's widely known

bakery, is a graduate of the American Institute of Baking. For eleven years he has been associated with Gates and Lydiard, starting as a helper boy in 1921 and growing up with the

steadily expanding business of this department. Walter is considered an authority on baking and the excellence of the Economy Groceteria's bakery products reflect his ability in selecting ingredi-

ents and supervising the actual baking of "Bread Like Mother Made." PARIS.—(P)—The Duchess of Westminster appeared at a recent smart tea wearing a frock of black velvet

designed with a long full skirt, a bodice buttoning down the front and sleeves puffed at the elbow. The frock was finished with a collar and cuffs of deep ecru lace.

The Home of Bread Like Mother Made **Economy Groceteria** The Home of Bread Like Mother Made

Anniversary Sale Prices On Famous Procter & Gamble Products



IVORY SOAP
99% Pure - It Floats
At the new low prices use Ivory for everything—

- Guest size, 5 bars.....19¢
- Medium bar, 6 bars.....29¢
- Large bar, 3 bars.....25¢
- Ivory Flakes, large pkg...19¢



you need both
Specially Priced For This Event
One of Each or Two of a Kind
35c



Quicker Suds—Less Time—
Less Work. Large Pkg.
19c



CRISCO—
that finer shortening
3 lb. can 47c
6 lb. can 93c



P. & G.—The world's fastest selling Laundry Soap—
10 bars 25¢; case of 100 bars **\$2.39**



the soap of beautiful women

Down comes the cost of Beauty:
Camay
4 bars 19c



Here Is a New One From PROCTER & GAMBLE
Dash—A P. & G. quality granulated and concentrated Soap. A big 5 lb. pkg. **37c**

Saving Without Self-Denial **6th at Grape**

Gates & Lydiard

6th at Central Delivery of \$1.00 orders. Phone East Side 752; West Side 428

THE HOME OF BREAD LIKE MOTHER MADE

Economy Groceteria

THE HOME OF BREAD LIKE MOTHER MADE

OREGON PRODUCTS!

From An OREGON FIRM With a LARGE MEDFORD PAYROLL

HERE are Oregon Products of international fame—the use of which contributes to local Medford payroll—provides a market for Rogue River Valley dairy and poultry products—in fact makes Medford a basic price point for many of the things we have to sell.

Swift's Jewel Shortening

- 3-lb. Carton 29c
- 4-lb. Pail 44c
- 8-lb. Pail 83c

BROOKFIELD CHEESE



- Swiss — American — Pimento
- Limburger — Old York and Spreading Cream
- 1-2-lb. Pkgs. 2 for 25c

Vanity Fair Toilet Soap, 3 bars 19c

Swift's BROOKFIELD BUTTER IS ROGUE RIVER VALLEY BUTTER!

GEM MAYONNAISE (Pint FREE with each quart) . . Quart 44c

Delivery of \$1.00 orders—Phone East Side 752—West Side 428

6th at Grape

Gates & Lydiard

6th at Central

SAVING WITHOUT SELF-DENIAL

Peach Fritter Recipe Given by Irene Dunne

Irene Dunne, RKO-Radio Pictures Star in "Thirteen Women"

This is one of a series of favorite recipes of movie stars who find delight in cooking.

Irene Dunne, RKO-Radio Pictures star, is another Hollywood actress who likes to fix her own meals occasionally. Here she gives a recipe for peach fritters.

PEACH FRITTERS
Well-ripened peaches
2 egg whites
Cracker crumbs
Formay for deep frying

Peel and stone the peaches, cutting each in half. Have a deep kettle of Formay on the stove, hot enough to brown a cube of bread in sixty counts. Beat the two egg whites slightly, and add to them three tablespoonsful of water. Dip the peach halves into the egg mixture, roll them in cracker crumbs, place them in a frying basket or sieve and lower them into the hot Formay. When nicely browned, serve with bacon curls.

