

'Keep Going With Pep' Kellogg Slogan

TAX COLLECTIONS ON MARCH 15 FAR OVER LAST YEAR

Income Payments Exceed Same Day in 1932 by Over Million — Total to Date Also Far in Excess

WASHINGTON, Mar. 17.—(P)—Income tax collections for March 15 exceeded the amount collected on March 15 a year ago by approximately \$1,011,000.

In making public these figures today, the treasury said also that collections for this month thus far were approximately \$2,000,000 more than for the same number of days last March.

The tax paid before the internal revenue bureau announced an extension for filing returns to March 31 amounted to \$13,559,902 as compared with \$12,648,765 a year ago. For this month's income tax has amounted to \$34,082,240 as compared with \$32,052,618 for the same period a year ago. Since last July 1, the tax for the fiscal year has amounted to \$417,414,269 as compared with \$399,173,981 the previous year.

Higher Rates Cause. The increase in tax is due to higher income tax rates and lower exemptions.

The treasury statement for March 15, which showed the collections also showed that Secretary Woodin had accepted \$898,789,593 of the subscriptions for five and nine-month certificates which bore 4 and 4 1/4 per cent interest.

This amount coming into the treasury with the income tax, miscellaneous internal revenue, customs receipts and miscellaneous receipts, made the total for that date \$910,489,058. The outgo was \$938,077,891 with \$613,643,338 of that due to paying the maturing certificates of indebtedness due on March 15.

On that day the treasury had a deficit of \$1,416,691,879 as compared with \$1,876,463,843 for the same period of the previous year.

Holiday Handicaps Guess. Since July 1 it had collected from all sources \$1,321,992,185 and had spent \$2,738,654,065.

While the income tax payments constituted the first indication of what the new rates would do toward increasing revenue, the 16-day delay in filing returns granted because of the bank situation, will prevent officials estimating accurately what the higher rates will return until after all the payments have been received.

Miscellaneous internal revenue receipts, swelled by the passage of the billion-dollar tax bill last summer, had reached a total of \$552,544,264 since last July 1 as compared with \$393,720,253 from the same sources in the similar period of a year ago.

CULINARY CRAFT

By Estella Dorgan, Director of Home Service, California Oregon Power Co.

PRESENTING EXHIBIT A

"Be well! Look well! BE YOUR OWN BEST EXHIBIT." So runs the advice of one food expert. Not a bad idea, is it? Just



is it? Just a modern way of what you preach? Perhaps. However that may be, we all recognize the fact that we can influence our appearance and well being by regulating our diet. Of course, the term "regulation" is under suspicion these days, and rightly. Over regulation is a bad, almost, as no regulation. Fads in diet have brought this fault, over regulation in food consumption, until we find many people, especially women, doing real harm to their physical well being (and disposition) by foolish plans to become slender by way of eliminating a large group of foods without making up for the loss in bulk. There is also the illusion that some foods are bulk when, in fact, the roughage nature provided has been removed. Examples are fine breads and mashed potatoes. The next time you are feeling below par, look into the food you are eating and, chances are, you will find your meals are actually so refined that your digestive system is left without the necessary stimulating roughage to carry on its work.

The natural way to remedy this condition is to include in your menus foods rich in cellulose (the solid part of plants), leafy vegetables, fruits with their skins, and cereals from which the bran has not been removed. Recently there has come on the market bran so processed as to be especially palatable and convenient to use. This is a real boon since it lends itself to filling out so many deficient foods. Although rich in iron and vitamin B, along with other good qualities, it is low in calories and therefore just the article for persons interested in a little reducing. After the essentials, this product is an ideal filler-in to furnish roughage in a delightful manner. There are a dozen ways you'd enjoy using it, among which I might list as follows:

Cereal with cream. Cereal, soaked in fruit juice. Muffins and other hot breads. In soup, sprinkled over salads, fruits or other desserts, replacing nuts. Mixed with, or in place of, bread crumbs.

RECIPES
All Bran Ginger Cake
1/4 cup shortening.
1/2 cup sugar.
1 egg.
1 cup all bran.
1 1/2 cup flour.
1 teaspoon soda.
1/2 teaspoon salt.
1 teaspoon ginger.
2 teaspoons cinnamon.
1/2 cup sour milk.
1/2 cup molasses.

Vegetable Meat Casserole
3 medium potatoes.
1 pound ground roast beef.
1 large onion, chopped.
1 small green pepper, chopped.
1 can tomato soup.
1/2 cup water.
1/2 cup All Bran.
1/2 pound grated cheese.
Salt and pepper.
Place layer of sliced raw potatoes on bottom of greased casserole; then a layer of meat mixed with chopped onion and green pepper and seasoned. Alternate until all is used then add the tomato soup diluted with the water. Sprinkle the bran on top and then the grated cheese and bake for one hour at 350 degrees. Remove cover the last 15 minutes.

Bran Waffles
1 1/2 cups flour.
4 teaspoons baking powder.
1 teaspoon salt.
2 tablespoons sugar.
2 eggs.
1 cup sweet milk.
1/2 cup melted shortening.
1/2 cup all bran.
Pour milk over bran. Sift first four ingredients together. Beat eggs and combine with soaked bran. Combine all and bake in hot iron. (This may be kept in the refrigerator nicely.)

Scotch Bran Cookies
3 cups all bran.
3 cups flour.
1 cup brown sugar.
1 cup lard.
2 teaspoons baking powder.
1 teaspoon salt.
1 teaspoon soda.
2 teaspoons vanilla.
1/2 teaspoon lemon.
6 tablespoons cold water.
Mix dry ingredients then work lard in the mixture well with the fingers. Add the flavoring to water and add

last. Roll rather thin and make at 350 degrees for 15 minutes.

Favorite Bran Muffins
2 tablespoons shortening.
1/2 cup sugar.
1 egg, well beaten.
1 cup sour milk.
1/2 teaspoon soda.
1 cup All Bran.
1 cup flour.
2 teaspoons baking powder.
1/2 teaspoon salt.
Cream the shortening and sugar then add the egg. Add soda to sour milk and add to first mixture with the bran. Let soak while sifting flour, soda and salt. Add to first mixture, stirring only enough to get flour combination in. (Too much mixing will ruin muffins.) Fill greased muffin tins two-thirds full and bake at 400 degrees for 20-25 minutes, according to size.

Dry Leader Will Make Address In Phoenix Sunday
Harold Singer, one of the noted speakers of the Allied Forces and director of the national organization of Allied Youth, will visit this city on Sunday, March 19, to speak at a mass meeting to be conducted under the auspices of the Allied Forces. The meeting here is part of the continuing program of the Allied Forces for furthering the fight against the liquor traffic through temperance education. All local citizens, including men, women and young people, are invited to attend, and it is hoped that there will be a number of delegations from nearby towns. The meeting will be held at 7:30 p. m. at the Presbyterian church.

BIRTHS
The first baby to appear on the Irish holiday was reported this morning by the Purucker maternity home, where a son was born to Mr. and Mrs. W. J. Nee of Jacksonville. He weighed 9 1/4 pounds.

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One of the reasons is that the legislature has given the commission no choice but to go on a strictly maintenance basis. Another is that the state has no funds with which to match federal aid for new construction, or relief work.

Nevertheless, several projects already undertaken are being carried on. About \$200,000 of federal money remains for the work of widening the East Side Pacific highway between Salem and Portland. Two emergency projects, the reconstruction of the Rice Hill section of the Pacific highway in Douglas county and the grading and paving of approaches to the Santiam river bridge on the Pacific highway at Jefferson will be completed.

The Rice Hill work was let to S. N. Newall of Portland for \$30,250, and Lindstrom & Feigenson of Portland entered the low bid of \$14,355 for the Jefferson bridge work.

Oregon Weather.
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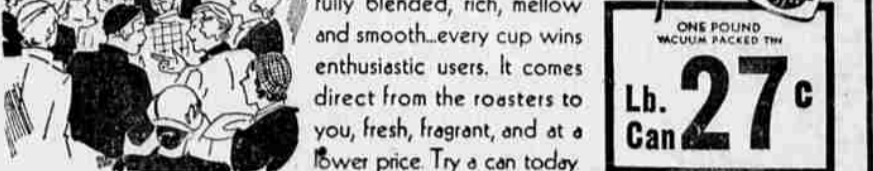
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Always dependable, carefully blended, rich, mellow and smooth... every cup wins enthusiastic users. It comes direct from the roasters to you, fresh, fragrant, and at a lower price. Try a can today.

- Beans 25c (Fancy Small Whites, 7 lbs.)
- Sugar 47c (Pure Cane, Fine Granulated, 10 lbs.)
- Matches 20c (Favorite, Sure Strike, 6 box Ctn.)
- Starch 15c (ARGO, National Quality Corn or Gloss, 2 pkgs.)
- Oxydol 21c (The Magd. Washing Powder, small package free with each Lrg. pkg.)
- Peanut Butter 15c (MAX-I-MUM Extra Quality, 2 lbs.)
- Hot Sauce 15c (TASTE TELLS, for Variety and Flavor, 4 Cans)
- Baker's Cocoa 10c (Rich Ground and Sweetened, 1/2 lb. Can)
- Salad Dressing 10c (GOLD MEDAL, a Real Salad Necessity, 3 pt. Jar)
- Canned Corn 17c (White or Golden, Minnesota Valley Pack, 2 Cans)
- Airway 22c (A Pure Brazilian Blend Quality Coffee, Lb.)

- Flour Advances! BUY YOUR NEEDS NOW SAFEWAY (Highest Grade—the all purpose Flour 49 lb. bag \$1.09)
- DUCK BRAND 89c (Oregon Milled Hard Wheat 49 lb. bag)
- Crackers 24c (Grahams or Fresh Salted Wafers, 2 lb. pkg.)
- Extracts 19c (Schilling's, a Pure Quality Extract, 2 oz. bottle)
- Ginger Snaps 13c (N. B. C. First Quality Snaps, Lb.)
- Asparagus 25c (MAX-I-MUM, Fancy Small White Salad Tips, 2 Cans)
- Naptha Soap 17c (Feldman's Large Yellow Bar, Wrapped, 4 Bars)

- Kellogg's Pep 19c (Keep Going with Pep, 2 pkgs.)
- Saniclor 9c (Quality Liquid Bleach and Disinfectant, Pint Bottle)
- Tissue 15c (WALDORF, Nationally known quality, 4 rolls)
- Spinach 11c (Fresh from the gardens, 2 lbs.)
- Rhubarb 6 1/2c (A wonderful Spring Tonic, Lb.)
- Fill Those Pantry Shelves Now with These Exceptional Values
- TOMATOES 9c (Southern Oregon, Solid Packs, Lrg. Can)
- PEAS 10c (Coquille Valley, Tender, Sweet No. 2 can)
- RICE 25c (Fancy California Broken, Buy now 10 lb. pkg.)
- RAISINS 14c (Fancy Seedless, a Good Buy now 3 lbs.)

In Our Meat Department

- Choice Mutton LEGS . . . 11 1/2c
- SHOULDER . . . 9 1/2c
- CHOPS . . . 10c
- STEW 5c
- Hamburger . lb. 5c
- MORRELL'S BACON lb. 12 1/2c
- MORRELL'S BONELESS PICNICS lb. 13 1/2c
- Pork Chops lb. 10c
- LEG OR LOIN Pork Roast lb. 9 1/2c
- FANCY NO. 1 TURKEYS . lb. 17c
- Shortening or LARD . 3 lbs 21c
- R. I. Red HENS . lb. 17 1/2c
- OYSTERS qt. 35c

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There's Real PEP in—
Gold Seal
WITH EVERY MEAL
Pure Pasteurized MILK
Nutritious GOLD SEAL Milk builds strong bodies, stimulates keen minds—Just give the youngsters a sparkling glass of GOLD SEAL MILK . . . Watch how it's enjoyed! There's no safer, better milk available.
PHONE 51

Keep going with PEP!
... and enjoy the better flavor of Kellogg's PEP Bran Flakes
YOUNGSTERS WHO ROMP. Grown-ups who keep active. Energetic people of all ages agree on the goodness of Kellogg's PEP Bran Flakes.
The taste pleases them. The famous flavor of Pep. Crisp. Crunchy. Delicious with milk or cream. Fruit or honey adds tasty variety.
Toasted wheat is as wholesome as it is good. Chock-full of nourishment. Proteins. Vitamin B. Iron. Plus enough bran to be mildly laxative.
Local grocers are featuring these better bran flakes. Buy them and try them. Enjoy PEP often. Breakfast. Lunch. Supper. Always fresh and good. Made by Kellogg in Battle Creek.