

GROCETERIA SUPER FOOD MARKETS OPEN SATURDAY

INSTALL FINEST EQUIPMENT FOR HANDLING MEATS

Super Food Markets Latest Expansion Step By Gates and Lydiard to Provide Best Service Obtainable

"You must keep on the front porch if you want to see the parade"—and that is the aim of the Groceteria Super-food markets.

With the opening of the new meat markets Saturday in Groceteria No. 1 and No. 2, the last word in sanitation and refrigeration will be introduced to Medford's public, as well as some of the most attractive display cases to be installed in the city.

The white enamel cases, carrying a black shadow-effect design as the burden, not only bring out the pleasing features to the eye, but contain science's latest and most acceptable contributions to keep the meats at the highest standard of quality while they are in the cases, being offered to the public, W. A. Gates said, in an interview today.

Even Temperature
Each case has a three-in-one system in the plate glass, which aids in keeping the temperature inside at an absolute 35 degrees at all times. In the front of the Procel cases, put out by the Weber Showcase and Fixture company, and being installed locally by the Leonard Electric company, there are three separate plate glasses, and in the sliding doors in the rear, there are two, with considerable space between. Even in the hottest weather the temperature inside does not vary.

"There is no wood where the meat is stored, that it might absorb odors, but only porcelain and metal compose the enclosures," Mr. Gates pointed out. "The meat is kept at a 35-degree temperature, as at any higher degree, there is danger to the keeping quality. An automatic temperature control is a part of the system, and in the methods of refrigeration, a contribution of science is the automatic regulation of the humidity."

Two sets of coils contained in the cases are contributors to the systematic methods of regulating the temperature.

Carefully Planned
The ultra-modern, all Frigidate system, was carefully selected by Mr. Gates and W. H. Lydiard, his partner. Tom Trump, refrigeration and marketing engineer for the Weber Showcase and Fixture company made a special trip to Medford to confer with the owners and personally aid in finding the exact style of cases best suited for the two Gates and Lydiard stores.

Completing his work laying out the local markets, Mr. Trump flew to Chicago where he was called to arrange plans for the Chicago Municipal market.

These installations, Mr. Gates stated, are the first complete layouts in the state, with the exception of Portland, where the first one is being installed at the present time.

Besides the meat cases, the delicatessen case, with a full front glass has been obtained in the same design by Groceteria Super-Food markets, and will be used for fancy cheeses, sausages, and such articles of food.

In each shop there will be a new Dayton grinder, so that persons wishing to purchase sausage, may select the cut of meat, and may see it ground.

"We've killed the joke about the butcher weighing his hand," Mr. Gates said this morning, pointing to the new Dayton scales being used at the counter. The computing chart, with prices, is on the customer's side, and is electrically lighted, so that the purchaser can see the exact price for the amount.

Mr. Gates expressed the belief that meats can be displayed just as attractively on porcelain trays, which will be sterilized regularly, and only trays will be used by the two stores. The cases are electrically illuminated, the bulbs being on the outside, under a sheltering reflector.

A high gloss enamel that does not collect dust is being put on the walls in the bakery, the meat department and the room where the meat is cut. In the new shops, the meat will not be cut behind the counter, but in a special room directly in back, which will be open to the public for inspection at all times.

In this room will be a special place for poultry drawing, and the fowls will not be drawn on the block where meat is cut, Mr. Gates said.

Bond In Charge
The two shops will be in charge of Norman Bond, who will be assisted by two men at each store. Mr. Bond is a well known meat man, and is expected to add greatly to the successful operations of the stores.

Every meat cutter will be examined by a physician at regular intervals, and he must be able to pass the examination in order to work in the Groceteria Super-Food markets. Another innovation in Medford for handling meat, and to insure cleanliness, is that no meat cutter will handle any money. A special cash register system, whereby the purchaser receives a ticket and pays a cashier, will be installed.

Mr. Gates stated that in several states laws prohibit meat cutters handling money, and to insure cleanliness to as great an extent as possible.

Holly Theatre Re-opens Saturday for First Run Pictures

Proprietors



W. A. "PEORIA BILL" GATES, progressive business man and southern Oregon booster, who has again demonstrated his faith in Medford by expanding the business which, with W. H. Lydiard, he founded nearly 13 years ago.



W. H. LYDIARD, pioneer Medford groceryman, partner in Medford's two great food emporiums, the Groceteria Super-Food Markets, whose business ability has contributed greatly to the success of the enterprise which Saturday takes a new expansion step.

able, the measures adopted here. He also stated that should grade A meat regulations be adopted by the department of commerce, as has been suggested many times, but slight changes, if any, will be necessitated in their shops by the new law.

Finest Meat Available
"Never beef, but steers," is a promise we are making to the public as to the type of meat we are carrying in the two stores, Mr. Gates said.

"Fresh meats and milk are more susceptible to contamination than any other kinds of food, and for this reason, the highest grades will be sold by Gates and Lydiard."

"We now have ten stamped Swift steers in their refrigeration chambers for our Saturday sale," he stated.

Improvements have also been made in the bakery at the Groceteria No. 1, with showcases in porcelain carrying the same design as the meat cases. The bakery is situated next to the meat shop.

In the bakery, meat market, four-

MARLENE DIETRICH IN SONG OF SONGS INITIAL OFFERING

Fine Theatre Renovated and Placed in Tip-Top Shape for Opening With 1:45 Matinee On Saturday

"Only first run pictures" is the policy that has been announced by the Medford Amusement company which will open the Holly theatre Saturday afternoon at two o'clock with the matinee showing of Marlene Dietrich in "The Song of Songs."



MARLENE DIETRICH

In order that a glorified lighting effect will be in evidence at the box office, and beneath the brilliant marquee, a white enamel finish is being put on the painting and decorating is being done by the Runyan Paint shop.

"This is to be the home of the Medford movie-going public," Ernest E. Marsh, manager, said today, concerning the opening, "and the world's finest products will be selected for showing."

Mr. Marsh requested that the Medford public feel at home in the large foyer where comfortable chairs and davenport have been arranged. Rest rooms are located on both the first and second floor, and private telephone booths have been placed in the rest rooms, for out-going calls only. Other calls are received at the main office of the theatre.

The Holly theatre will specialize in fine projection, as Mr. Marsh has made a study of electrical lines as a hobby. "We are selling the pictures on the screen," the manager said, "and we want to please our patrons one hundred per cent."

The theatre will open Saturday with a two o'clock matinee, the box office opening at 1:45 o'clock, and a continuous show will be presented the

tain and food department of the two stores, the list of regular employees now exceeds forty, Mr. Gates said.

Slaps Depression
"If each merchant, who has ceased to make improvements during the past four years, would try to modernize his establishment at least fifty per cent, Mr. Gates stated, the country would forget depression."

Mr. Lydiard, who was busily engaged in his office this morning, going over the invoices for the new equipment, said they were too large for him to take any time off to make statements for publication.

remainder of the day, the same policy will be carried out each Saturday and Sunday, with continuous shows

Holly Manager



—Photo by Resaleys.
ERNEST E. MARSH, long experienced in the theater business, who comes to Medford from Portland, Ore., as new manager of the re-opened Holly theatre.

starting at two p. m.

Plans for week-day shows are the one matinee a day at two o'clock, the box office opening at 1:45 p. m. In the evening, the box office will open at 6:45 o'clock, with the first show starting at seven, and the second show at nine.

"Our shows will start absolutely on time, and regardless of the number of people present, every performance will start at the exact time announced," Mr. Marsh declared.

In addition to the first class run of features, short reels and subjects of a large variety are to be presented on each program. A well balanced showing including travelogues, scenic runs, comedies and other short subjects in keeping with the main feature, will be presented, as well as late news reels.

All employees at the theatre will be local people, Mr. Marsh said, and he announced that Dave Lewis and John Weidner will be operators. Don Cunningham has been employed as doorman.

As an added attraction, stage presentations will be given from time to time, and will be selected with a view to pleasing local theatre-goers.

Among the outstanding shows booked by the Holly theatre for the near future are "Penthouse," starring Myrna Loy and Warner Baxter, and Zane Grey's "To the Last Man," with Randolph Scott, Esther Ralston, Buster Crabbe and Noah Beery in the cast. Claudette Colbert will be starred in "The Torch Singer," with Richard Cortez and David Manners. "One Sunday Afternoon," in which Gary Cooper, Fay Wray and Neil Hamilton play, will be shown at the Holly theatre, as will "Bombshell," casting Jean Harlow and Lee Tracy.

Miss West, who won her screen fame in "She Done Him Wrong," will be seen here next in "I Am No Angel." Gary Grant, also cast in "She Done Him Wrong," will play opposite Miss West in her latest show.

ERNEST E. MARSH NEW MANAGER OF REOPENED HOLLY

The fascination of the theatre was something Ernest E. Marsh could not forget so he left his position with Commonwealth, Inc. property manager in Portland, and has accepted the management of the Holly theatre here, which will open Saturday afternoon with a two o'clock matinee.

Mr. Marsh, who has had a wealth of experience in the theatre business, came to Oregon from Minnesota in 1922 and has made his home in this state since that time.

At Portland, Mr. Marsh was manager of the Columbia theatre on Sixth street, Jensen and Von Herberg's ace house. From that position he went to Astoria after the fire, and opened a wooden structure, completed

forty days after the first board was nailed.

Two years later, he was in charge of the new Liberty theatre opened in Astoria, with a seating capacity of 1020.

Leaving Astoria, Mr. Marsh returned to Portland, and took charge of the Hollywood theatre, at the corner of 41st and Sandy. Continuing in the theatre business he then went to Vancouver, Wash., taking over Mayor Keegan's interests in the three theatres operating there at that time.

At Corvallis Mr. Marsh was managing the Whitehead and Majestic theatres, until a few months ago. It was then that he accepted the position to carry on a special campaign on apartment houses for the Commonwealth Investment company in Portland.

"The urge to get back into the theatre work was too strong," Mr. Marsh said, in an interview today, "and I am very pleased to be in Medford, and I like the city."

Mr. Marsh is charter member, No. 1 of Elks lodge No. 1046 at Aberdeen, South Dakota, and is a Shriner, being affiliated with Zurah temple at Minneapolis, Minn. He is also a member

of Kiwanis, International, having belonged to the clubs in the various cities where he has resided.

Mrs. Marsh, who is now in Portland, where they have their home, plans to come to Medford in the near future to join Mr. Marsh.

Wines of Australia Liked by Canadians

MONTREAL (UP)—With a sale last year of 60,000 gallons, the Australian wine trade is developing "very nicely" in Canada, according to H. E. Laffer, London, Britain, representative of the Australia Wine Marketing board, who has just completed a tour of Canada.

"The Australian wine industry never has attempted to compete with the light wines of the continent, particularly the French type, in Canada," Laffer said. "We realize we are up against competition in price as well as in quality, and from the outset Australian wines sought rather to compete with the wines of Portugal and Spain."

SPANISH PRISONER MODERNIZES WORK

MONTREAL (UP)—The famous "Spanish prisoner" who has been in jail since the days of the War of the Spanish Succession, has bought a mimeograph to aid him in his task of finding someone to finance his fight for freedom.

"During the last few weeks at least 30 Montreal merchants have received letters from the mythical prisoner, who is offering to give one-third of a huge fortune he has hidden away to anyone who lends him enough money to renew his fight for freedom."

Apparently tired of writing so many letters by hand, the prisoner now is using a mimeograph. The text of every letter received here is exactly alike. The names of the 30 addresses are cleverly inserted in ink of the same kind and color as that used in the mimeograph.

Sixth Street Steps Ahead

With the Opening Tomorrow of the Groceteria

Super Food Markets

—and the Re-opening of the Holly Theatre

SIXTH Street is in the spotlight this week with the opening of Gates and Lydiard's finely equipped Groceteria Super Food Markets and the re-opening of the Holly Theatre under the management of the Medford Amusement Company, Inc. With other important development under way and projected on Sixth Street, this thoroughfare is fast gaining in importance.

Congratulations

Mr. Gates and Mr. Lydiard
Upon the opening of the

FINE GROCETERIA Super Food Markets

We also congratulate them upon the selection of Mr. Norman Bond as Manager of their Meat departments. We know the quality of the meats handled by these markets to be of the very best.

Rogue River Meats, Inc.

Al. and Herb Meusel

Electricity —and the Modern Food Store

THE food store of today is a far call from the old-time grocery store. . . . Modern fixtures are designed with an eye for the convenience of patrons and serving attendant alike. . . . Since foods must be RIGHT, they must be kept in perfect condition through electrical refrigeration. The Groceteria Super Food Markets employ the last word in electrical refrigeration in smart, porcelain cabinets. . . . Patrons of these fine markets are assured of foods in perfect condition.

Electricity —and the Theatre of Today

ELECTRICITY plays a leading role in the theatre of today. . . . With the advent of talking pictures, electricity assumes an even more important place in the operation of such an enterprise. In practically every phase of theatre activity, electricity has a part. . . . projectors, sound equipment, lighting effects, spots, lobby and foyer lighting—electricity is depended upon. Brilliantly lighted signs, marquee and front are like powerful magnets, drawing pleasure-seeking crowds.

The CALIFORNIA OREGON POWER COMPANY