

## Fluhrer's Modern New Bakery Celebrates Opening Here Saturday

### FLUHRER'S GROWTH IN THIS SECTION COVERS 11 YEARS

Father And Son Start In July 1922, And Expansion Has Been Continuous.

New Fluhrer Bakery, which will hold its grand opening event Saturday, is the result of 11 years of steady and continuous growth, a review of its history shows.

The bakery was established in July 1922, when John A. Fluhrer and William H. Fluhrer, father and son, purchased what was then known as the Pullman Baking company, located on North Central at Beatty, and operated by Rudolph Scholz. After a year's operation in the North Central plant, the Webb building at 222 East Main was purchased and remodeled into a bakery with attached retail store.

The business continued to grow and in 1925 a full basement was dug under the building to add to the capacity of the plant. By 1930 the business had again outgrown its quarters and the cake department of the bakery was moved into the Boyden building across the alley from the Main street plant, which has since been devoted to bread baking.

In February of this year the northern California business of the concern had grown to such proportions that a branch bakery was established at Yreka, where five people are employed.

This bakery serves as the headquarters for the two routes which include the towns of Yreka, Montague, Gazelle, Weed, Shasta City and Dunsmuir. Shipments are also made to all points in the Scott and Klamath River valleys, which are located in the Yreka trade area.

Saturday marks the completion of the latest expansion of the Fluhrer firm and gives to Medford the distinction of having one of the finest bakeries of its size on the coast.

Equipment, arrangement and man-

William H. Fluhrer



WM. H. FLUHRER, secretary and general manager, in charge of operations of the Medford and Yreka plants of Fluhrer Bakeries, Inc.

### HOWARD PERSONS IS NEW BAKERY SUPERINTENDENT

Howard Persons, a graduate of both the American Institute of Baking and the Sibel Baking school, is the superintendent in personal charge of the baking operations of the new Fluhrer Bakery at Sixth and Holly.

Mr. Persons, who has been a member of the Fluhrer organization since 1928, has a remarkable background

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### ELECTRICITY ADDS TO EFFICIENCY OF FLUHRER BAKERY

All Equipment Operated By Copco 'Juice' and Regulator Lates Temperatures From Dough to Loaf.

When you visit the opening of the new Fluhrer Bakery on Holly street you have in store for you one of the most interesting and instructive hours ever spent. The first sight of the building, especially after dark, will impress you with the classic beauty of its architecture, and the exceptional size and number of its modern windows, through which the brightly illuminated interior is plainly visible from Sixth street, with its tall columns and ultra modern, very large plate glass windows, complete a building exterior that adds much to the beauty and dignity of the business district of Medford and that Medford citizens can well be proud of.

But as impressive as the exterior of this modern bakery is, the interior is even more so. Beautiful, gleaming, glistening, white enamel ceiling and walls, set off by the polished hardwood floor, with workmen at their tasks in starched, white uniforms, at-

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### AUTOMATIC CONTROL OF TEMPERATURE INSURES PROPER FERMENTATION

Controlled temperature and humidity is one of the many features of the new Fluhrer baker which will be finally open to the public this week end.

For the same reason that our grandmother covered her batch of bread dough with a cloth and set it away in the warmest spot in the house, modern bakers go to great pains to eliminate drafts and rapid changes of temperature in various parts of the baking processes.

In the dough fermentation rooms of the new Fluhrer bakery the air is washed, circulated and the temperature controlled by a fully automatic air conditioning system which maintains the exact conditions best suited to the proper fermentation of bread doughs.

This system was installed and adjusted by William Aitken, local heating engineer, and is one of the most complete bakery air conditioning units in the state and the only one located in a bakery outside of the city of Portland.

### Modern Structure Upon Holly Street Will House Fluhrer's Greater Bakery

Public Is Invited to Inspect Glistening White Bakery—Four Continuous Ovens Provide Double Capacity

Marking the completion of an extensive expansion program, Fluhrer Bakeries, Inc. will formally open its new bakery on Holly street, between Sixth and Main, Saturday.

The new plant, which has been under construction since June 14, is said to be one of the finest and most modernly equipped bakeries of its size on the Pacific coast.

Those who visit the bakery Saturday at its opening will be shown the automatic temperature control system, air conditioning, traveling electric ovens, full automatic make-up machinery and many other innovations.

"All baking in the new plant will be done by electricity," Henry W. Fluhrer, manager, has announced.

This is one of the largest bakery installations, and the four continuous bake ovens give the firm a capacity double that of their old plant, located on East Main street.

The building which houses the bakery is an attractive result of modern architectural planning, and was designed by Frank Clark of Medford. The color scheme used in the structure, on the exterior, is white, trimmed in black. The inside has silver added to emphasize the other colors. R. I. Stuart and Sons had charge of building operations.

The tile floor in the front of the building is in shades of tan. From that section of the building, a stairway leads to the second floor where the offices are to be located. Mr. Fluhrer's private office is also on the second floor, and a view of the work-shop may be gained from it.

A retail store is also established in the new building, but Mr. Fluhrer has announced that the retail store on East Main street will also be maintained for their patrons in that section of the city.

At the opening Saturday, visitors will be taken through the plant, and be given an opportunity to view the new equipment, and the special arrangement of the store.

A special invitation is being extended to the boys and girls of Medford, who will be given free cookies and a penny scramble. Employees of the bakery will also show the children through the structure.

In the back room, the glistening white walls, with the expansive windows make an attractive work shop for the many people employed there. Special temperature controls, and au-

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Fermentation and mixing room of the Fluhrer bakery at Sixth and Holly, which will be opened to the public Saturday in its grand celebration, marking the completion of the new structure.

### DOW'S CAFE WILL BE QUARTERED IN BAKERY BUILDING

In attractive quarters, made exceptionally light by the highplate glass windows, Mr. and Mrs. Dean Dow will open their new establishment to be known as Dow's Cafe, in the Fluhrer building Saturday.

Immaculately white walls with the counters, stools, booths and tables in brown, form an attractive place for lunches, meals, and short orders, to be prepared by the Dows.

The cafe, which is to feature steaks, will be open from 6 a. m. to 11 p. m. each day, Mr. Dow has announced.

Both Mr. and Mrs. Dow are well known here, having operated the Airport cafe since the establishment of the Medford Municipal airport.

Fluhrer's Bakery goods will be carried at the cafe, Mr. Dow stated, with the exception of pies, which will be made by the cafe.

Two counters are in the place with booths also on the ground floor. Upstairs, on an attractive balcony, the tables are to be arranged.

The cafe is large enough to accommodate 27 people at one time.

Among the features of the place will be the fountain service. The entire working apparatus of the kitchen is electrically equipped.

### GILMORE STATION REMODELING ENDS

Remodeling is nearing completion at the Rod Waters service station located at the corner of Sixth and Holly streets, featuring Gilmore products exclusively. Red and cream colors of the Gilmore company have been used throughout the station and buildings.

Mr. Waters stated yesterday that his station is featuring Gilmore products one hundred percent, and among the special services at the station is the Check-Chart lubrication. The repair and battery repair services are also to be given the Medford public at the station across the street from the post office.

Besides the latest greasing equipment, car washing facilities and a hydraulic lift have been placed in the building to the rear of the main office.

Assisting Mr. Waters at the station are Herbert Hartle, and Bob Lewis.

Huge flood lights are to be erected about the place just as soon as the equipment can be received from the factory, Mr. Waters stated yesterday.

End of a Party

PORTLAND, Ore., Oct. 20.—(UP)—Frank Milley, 52, died today following a drunken party in which he slapped a woman and was in turn knocked down by her son. Although his skull was fractured by the fall, death was due to acute alcoholism, Deputy Coroner Crabtree said.

John A. Fluhrer



JOHN A. FLUHRER, founder and president of Fluhrer Bakeries, Inc., well known on the Pacific coast as a skilled craftsman, and until his retirement two years ago was in personal charge of all baking operations of the company.

### BEST INGREDIENTS FOR ALL PRODUCTS

"The best flour available" is the description of the Olympic Baker, blue stem wheat flour furnished the Fluhrer Bakery by the Sperry Flour company, for the manufacture of the bread, which will now be made at the new bakery on Holly street.

Besides the Olympic Baker, the "Soft as silk" cake flour is another Sperry product which Fluhrer's use in the Betty Crocker cakes.

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### LOCAL WORKERS AND FIRMS AIDED BY CONSTRUCTION

Fluhrer's Bakery Monument To Local Artisans—All Material Possible Purchased Of Home Dealers.

Many local firms have been employed in the construction and equipment of the Fluhrer Bakery and building which is an exceptional example of the excellent quality of work performed by local artisans. All materials which could be obtained locally were purchased in Medford and none other than Jackson county residents were employed in the construction work.

R. I. Stuart and Sons, held the general contract on the concrete and carpenter work.

Wm. Aitken, local heating engineer, installed the plumbing, heating and air conditioning units which represent the latest in this type of equipment. Automatic temperature and humidity control are important items in the manufacture of bread and both the main bakery room and the fermentation room are automatically controlled as to temperature and humidity. An incinerator which burns all waste material is ingeniously used to heat the water supply for the entire building.

Electric work was performed under the supervision of the Palmer Electric company and the work was in charge of R. A. Helvey, who installed all the electrical equipment. The complete installation which is one of the largest of its kind on the coast, is controlled from a central switchboard in the basement which carries 35 separate circuits and requires a 6-inch conduit for the main intake service.

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### Betty Crocker Cakes to Be Feature of Fluhrer Opening

A few years ago, Betty Crocker was a mild eastern housewife busily engaged in looking after a bustling family on a limited budget.

In spite of her many duties at home she had acquired somewhat of a local reputation for exceptional cakes. One day a large milling concern began to conduct a series of cake baking contests in large mid-eastern cities. Betty's friends persuaded her to enter one of her cakes.

To her surprise, she won the grand prize and along with it a position as home economics instructor with the milling concern. She traveled all

over the country instructing and lecturing. She became famous for her work. Hundreds of thousands of women have listened to her entertaining and helpful talks over various radio networks.

She has an angel food recipe which has proved remarkably successful and Fluhrer's bakery has taken this recipe and converted it from tablespoon and cupfuls to ounces and pounds. They will feature it as one of their opening day special cakes.

A full line of Betty Crocker cakes is manufactured by Fluhrer's which was the first bakery in southern Oregon to use these recipes.

### Free Cookies and Penny Scramble for the Kiddies

Two features of the grand opening of Fluhrer's bakery Saturday will interest the kiddies.

All children under 12 who attend the opening will be given free cookies as long as the supply lasts. Of course, a good natured effort will be made to keep the youngsters from doubling up at the expense of the more timid ones. Wm. A. Fluhrer, manager, has announced.

At 2:30 and 4:30 p. m., there will be two old-fashioned penny scram-

bles for the youngsters in front of the bakery. Hundreds of pennies will be flung into the crowd of youngsters and finders will be kept. There will be plenty of excitement but city policemen will be on hand to prevent any unnecessary roughness.

Because the kiddies will also be interested in inspecting the bakery, employees will be on hand to explain the workings of the various pieces of equipment to them.

## REMEMBER

We will continue our regular retail store on East Main street as heretofore.

The special items advertised below may be obtained at the Main Street store as well as at our new Retail Store.

We were the first bakery to introduce Betty Crocker Home Recipe Cakes, in Southern Oregon.  
We lead, others follow!

## FLUHRER BAKERIES, Inc.

### Every Member

of the family will like this item which we have

The finest cake cookie we know of and a sure repeater. Large size — chewy — filled with nuts and dates.

A Real Bargain at  
**17c Dozen**

This is the introductory price only

### Three Types of Cake Made From Home Recipes

We recognize the fact that the housewife in her own kitchen is our only real competitor and that is why we have adopted her own recipes and methods. We want just one chance to prove to you that our cakes are not just ordinary bakery cakes. Hence the give away prices listed below. Remember these are introductory prices only. Regular prices will prevail after Saturday.

Betty Crocker  
Angel Food  
**33c**

The large size cake at the lowest price we have ever quoted.

Sunset  
Apple Sauce Cakes  
**19c each**  
Medium Size

These cakes will sell regularly from 30 to 60 cents each.

Pineapple  
Cream  
**23c each**  
Medium Size

### Boston Crullers

Each day we find new friends for this delicate fried pastry.

People keep coming back for more.

Iced with a delicious glaze icing.

**19c Dozen**