

ELECTRICITY ADDS TO EFFICIENCY OF FLUHRER BAKERY

(Continued from page one)

tending the mammoth electric ovens, wrapping machines, conveyors, mixers, chapers, molders, and bread trucks that fill the floor of the large building in orderly array. If you are fortunate enough to have the opportunity it will be well worth your time to follow, one operation after another, the making of a loaf of the bread of which Mr. Fluhrer is so proud and for whose perfect production he has built this beautiful bakery.

Large Refrigerator
In the first place you will be surprised at the size of the electric refrigerator in which is kept yeast, milk, shortening and other ingredients used in the bread. The flour, about two and 1/2 tons a day, is placed on the electric elevator at the back of the building and taken to the large concrete basement for storage. Each day's flour is taken from this store and carried up stairs to the mixing room. The flour is first placed in the blender, from the blender which is electrically driven, an electric hoist carries it to the after where the flour is electrically sifted into the automatic mixer. An electrically operated scales automatically weighs the flour as it goes into the mixer and when exactly the correct amount has been sifted in shuts it off. Electricity again plays an important part in operating the water injector which introduces exactly the correct amount of water into the mixer. The mixer is electrically operated, of course, and after the mixer has completed its work of mixing the flour, milk, yeast, shortening, salt, etc., thoroughly the dough is removed and allowed to go through the fermentation period in the mixing room at a temperature of 84 degrees.

Regulated Humidifier
After fermentation the dough goes to the divider, then the rounder which shapes the loaf, then an electric conveyor lifts it up to the overhead proofer where the dough goes through a short period of fermentation again. From the proofer it goes to the molders where the loaf is molded for the pans. The loaves in the pans are placed in the proof box for 30 minutes. An electric humidifier keeps exactly the correct amount of moisture in the proof box during this period and the temperature is automatically kept exactly right. Directly from the proof box the loaves go to the mammoth automatic electric ovens. The baking bread revolves constantly within the oven so that every part of the loaf is baked exactly even. It is certainly an exceptional sight to see the hundreds of loaves come out of those ovens, all exactly the same, even, rich, golden brown color and unless you are different from 99 out of every 100 people, the delicious odor of those hundreds of freshly baked loaves just from the oven, will seem a most delightful perfume.

New Loaves Seen In Dress Style Coming Season
NEW YORK.—(UP)—"Dresses this fall and winter will be as low in the back as the law will allow," according to Marjorie Howard, international fashion expert, who recently was made Paris fashion editor for the Woman's Home Companion.
A summary of the fashion trend, as compiled by Miss Howard:
Women's apparel will be more feminine. Dresses will be longer. Hips are coming back. So is the bustle, though not the stable one of the gay '30s—just a wee small one that might serve as a pillow for a toy dog. Velvets and taffetas are going to have their day. Brocade silks, reminiscent of the days of our grandmothers, are returning.

100% Electric
Every single machine operation in this modern plant for the efficient baking of perfect bread is electric. More than 200 kilowatts of electrical equipment is connected which means that if everything in the plant was operating at one time 200 kilowatts of electricity would be used every hour. The spotless cleanliness which Mr. Fluhrer demands in every cubic inch of his plant is greatly simplified through this 100 per cent use of electricity. Electricity eliminates the necessity for wood or coal, does away with smoke and soot in the building, and permits no dust or dirt from ashes to enter the plant. The new Fluhrer bakery is indeed something every individual in Medford can be proud of and Mr. Fluhrer appears to have actually reached his ambition to make every operation in the handling and baking of Fluhrer's Bread as "Clean as Sunshine."

DUCK DISEASE TAKES HEAVY CANADIAN TOLL

EDMONTON, Alberta.—(UP)—Tens of thousands of ducks in Alberta this summer never will come within range of hunters' guns due to a mysterious disease sweeping through the flocks.

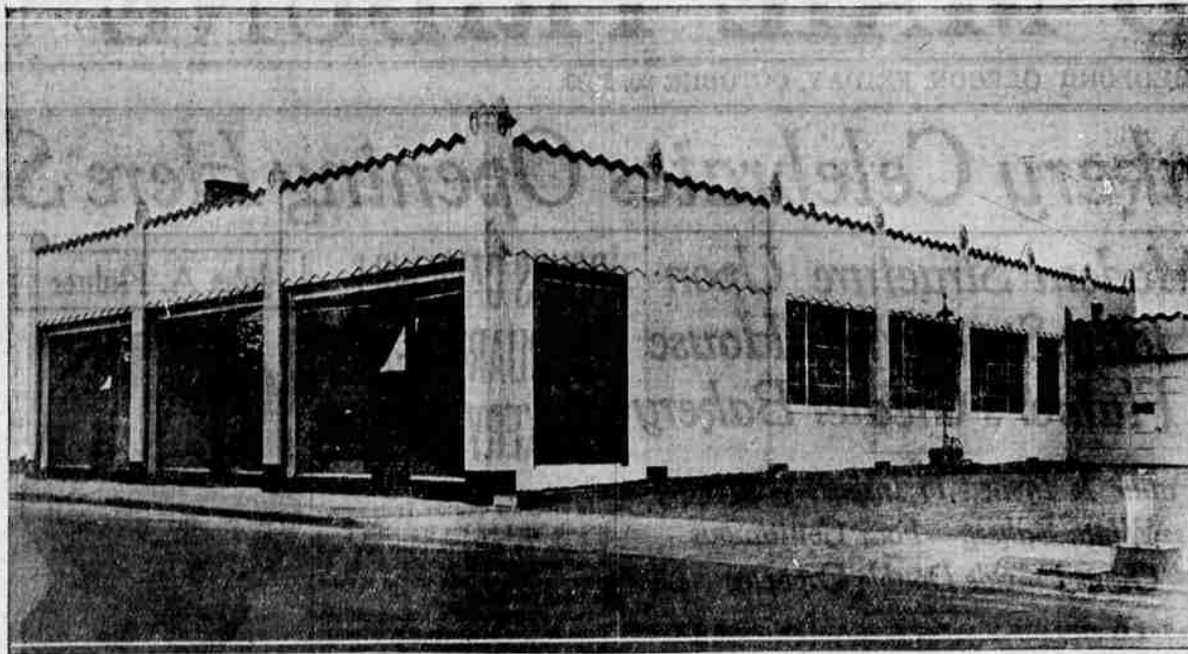
Known as "duck disease," the malady has killed 15,000 of the birds in the Gleichen district alone, 75 miles southwest of Calgary.

Provincial authorities now are conducting an investigation in hope of checking the epidemic. "Duck disease" first made its appearance in Utah in 1903. Since 1912 the U. S. biological survey has conducted investigations looking toward a cure for the malady.

WHISPERING WELL IS WEATHER FORECASTER

SEATTLE.—(UP)—Like grandpa's cubs in his knee, residents of Bellevue near here are able to forecast the weather by a "whispering well." E. N. Sears, deputy county clerk, owns the well. He says it "coughs" with the sound of a long sigh when a storm is brewing and whispers news of good weather with a low "whoo-whoo" as it sucks in air. The well is 135 feet deep and the lower levels are quicksand.

New Home of Fluhrer Bakeries, Inc., Opening Saturday



New Fluhrer Bakery building which will be formally opened for inspection tomorrow in grand celebration. The building, modern in every detail, is a structure of exceptional beauty and a creditable addition to the business structures of Medford.

HOWARD PERSONS IS NEW BAKERY SUPERINTENDENT

(Continued from page one)

of varied experience in the baking business throughout the Northwest. In 1925 he was one of four men from the Northwest who were awarded scholarships to the American Institute of Baking, a technical research and training school maintained by the National Bakers' association. On completion of his work at the school in Chicago he returned to Oregon and was connected with the University Bakery of Eugene and the Cherry City Bakery of Salem.

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FLUHRER'S GROWTH IN THIS SECTION COVERS 11 YEARS

(Continued from page one)

facturing processes are of such caliber that they are only equalled in a few of the larger cities of the coast. The new bakery is another institution which helps to establish more solidly the fact that Medford is the trading and commercial center of southern Oregon and northern California.

LADY POLITICIAN'S MATE A SUICIDE

NEW YORK, Oct. 20.—(AP)—Herbert P. Lederer, broker and husband of Isabel Leighton, biographer of President Roosevelt, committed suicide today by hanging himself in his Park avenue apartment.
Lederer was 44 years old and a customer's man, employed by the brokerage firm of Edward B. Smith and company.
Miss Leighton recently resigned as head of the women's committee of the NRA drive in New York city, and is now active in politics.
Lederer's body was found by a maid when she went to prepare breakfast for Lederer and his wife. The body was hanging from the kitchen trapezium by an electric iron cord.
Miss Leighton recently was appointed vice-chairman of the independent citizens' committee for John V. McKeen, independent Democratic candidate for mayor. She was absent from McKeen headquarters, where it was said she was at home, ill with a cold.

Paper Hanging Painting
FRANK LASH
Free Hand Decorative Creations—Had Charge of the
Painting and Decorating
of
FLUHRER'S BAKERY
Phone 640 22 S. Grape St.

A Credit To Medford

The new, modern Bakery just completed and ready to be formally opened Saturday is a credit not only to its owner but to the business district of Medford as well.

We congratulate you, Mr. Fluhrer, and wish you great success.

Hotel Medford
P. G. DENSON, Manager

Science Gives Data On How To Handle Your Mother-in-Law

CHICAGO, Oct. 20.—(AP)—For the bride who wishes to get along with her mother-in-law and be happy, science has come forth with a few suggestions. Here they are:
Don't criticize her "old-fashioned" ideas.
Don't try to reform her methods of household management.
Don't (out loud) resent dealings she has with her son.
Don't begrudge waiting on her.
Don't belittle her real or fancied ailments.
Don't criticize her personal habits.
Don't forget to practice tolerance, always.
If the bride will just do these things all will be well with her relations with her mother-in-law, said Dr. E. W. Burgess, professor of sociology at the University of Chicago. He arrived at his solution by sifting and studying the answers to 5,000 questionnaires sent to married couples to find out how persons can be happy and married.

A Baritone Weds
RIVERSIDE, Calif., Oct. 20.—(AP)—Richard Bonnell, famous metropolitan opera baritone, and his bride, the former Miss Mona Chapman Wood of Los Angeles, were enroute today to San Francisco on their honeymoon.
Nearly 12,000,000 young fish were distributed from state hatcheries in Montana this year.

CONGRATULATIONS DOW'S CAFE

We know your patrons will be satisfied with meats from the

CITY MEAT MARKET

Congratulations

DOW'S CAFE

and

Fluhrer's Bakery

With the Valley Trade Is the Valley Made

Reliable Cash Grocery

W. A. Holloway

Notice the Beautiful

TILING

at

FLUHRER'S BAKERY

Laid by

Medford Art Tile Co.

R. E. Ewart

1508 S. Riverside Phone 262

LOCAL WORKERS AND FIRMS AIDED BY CONSTRUCTION

(Continued from page one)

A dazzling white interior finish greets the visitor, as he enters the bakery, all walls and the ceiling having been given many coats of high gloss enamel. A color scheme of black and silver was used in connection with the white enamel and the result is an exceptionally pleasing color combination. All painting work was performed by Frank Leah and a crew of local painters.

The millwork for the building and the interior hardwood finish of the stores and offices was furnished by Trowbridge Cabinet Works. A large automatically controlled refrigeration unit was also built by this firm.

The front design of the building represents a radical departure from the ordinary type of construction in that no transom bars were used above the show windows. The plate glass windows thus formed are fourteen feet in height and are among the largest windows of this type in the city. All plate glass, consisting of 25 separate windows and doors, was purchased from the Medford Planing Mill of this city. The steel sash glass was also installed by the Hansen firm.

All showcases and display fixtures were manufactured by Henry Padgham and are a distinctive type of fixture which have been made to conform with the color scheme of black and white used throughout the building.

BEST INGREDIENTS FOR ALL PRODUCTS
(Continued from page one)

Sperry Flour company here maintains warehouse in Medford making it possible to be of service to the bakery at any time. Another feature appreciated by the bakery, is the bakery service department of the flour company, which offers aid to them at any time it becomes necessary in their shop.

The local Sperry office is in charge of A. H. Endris, manager. The plant is located at the corner of Fourth and Fir streets.

A marker honoring William E. Livingston for his part in developing pure blood livestock breeding has been erected by the Michigan Game Breeders' association at Farm, Mich.

FORMAL Opening

Rod Waters Service Station

SATURDAY

OCTOBER TWENTY-ONE

We extend a very cordial invitation to the people of Medford to visit this station Saturday, our Formal Opening day. The only thing we will have to pass out is the best of service, high quality Gilmore Products and a pleasant smile. You are always welcome.

Chek-Chart Lubrication Service
Willard Batteries and Battery Service
Dependable Tire Service Always
Complete Line Gilmore Products

WELCOME
The new Fluhrer Bakery is to be opened Saturday. You should also attend this opening and inspect one of the finest bakeries on the Pacific Coast. We welcome Mr. Fluhrer to our neighborhood and congratulate him most heartily.
ROD WATERS

Rod Waters Service Station

6th and Holly Opposite Postoffice Phone 126

Formal Opening DOW'S CAFE

Saturday, October, 21

We invite the public to call and inspect our new place of business Saturday which is located in the new Fluhrer Bakery building.

No expense has been spared to make this Cafe strictly modern in every detail. Everything is brand new and up-to-date.

We Specialize on Fine Steaks

Dinners, Lunches, Short Orders

You will find it a pleasure to eat here. None but the very best of foods will be served and they will be prepared the way you like them.

We Congratulate Mr. Fluhrer

We are glad to add our praise to Mr. Fluhrer for his enterprise in constructing this fine building and we are pleased to be located in their fine structure.

Open 6 a. m. **DOW'S CAFE** Close Midnight
D. H. Dow was formerly located at the Medford Airport
Fluhrer Building Between Main and Holly

Western Milling Co.

Manufacturers of
HIGH GRADE
DIAMOND X BAKERY FLOUR
MILLS AT
PENDLETON, OREGON
SALT LAKE CITY, UTAH

MILL WORK

In Fluhrer's New Bakery

furnished by

Trowbridge Cabinet Works

"The Old Reliable"
Established in 1908