

MODERN BUILDING FOR FLUHRER'S GREATER BAKERY

(Continued from page one)

omatic electric equipment, from mixing the dough to shaping it for the pans have been installed in the modern workshop.

In the basement is a stock and supply room, and at the entrance way scales are located so that the produce might be weighed in. Another section of the basement is devoted to the wrapping department while still another to the heating system, and the incinerator.

On the ground floor, opening at the alley, the foreman's office is located, and the departments where each truckman receives his load and checks back each night.

For the convenience of the employees, dressing rooms have been constructed, with showers and lockers for each one. The rooms are finished in light green with black trimming.

The counters for the retail division will be located in the front, with large glass windows to the rear giving a view of the baking room. In back of the windows is a large counter under which trays slide, and are filled at all times with wrapped products, ready to be sent out.

Employees in southern Oregon and northern California, who aid in the manufacture, sale and delivery of the Fluhrer products are:

Mrs. Ellen Jackson, Marguerite McAllister, Linna Looker, Howard Persons, Lester Lawrence, Nye Bernhiesel, Glenn Abbott, Ted Newstrom, Eugene Jackson, Claude Hibbard, James Vincent, Ross Harden, Arthur Townsend, Roy Williams, Reese Gentry, Frank B. Ansel, George Lounsberry, George Tedrick, Jerry Lorton, Fred Hoagland, Elbert Robinson, Winnie Boothby, Maurice Putney, Roy Bradley, Albert Braun, Harold Shreve, Lee Church, George Holmgren, Inez Ager, Harold Johnson, Leonard Shreve, Louise Olson, Velma Showers, O. A. Wicklein, Felton Strader, Ray Harrison, Fred Dunn, Elwood Stoen, Fred Hoagland, Owen Gossett, Bob Elson, Paul Newcomb, Mary Elson.

FALCO DECISIONS BRITISH WONDER

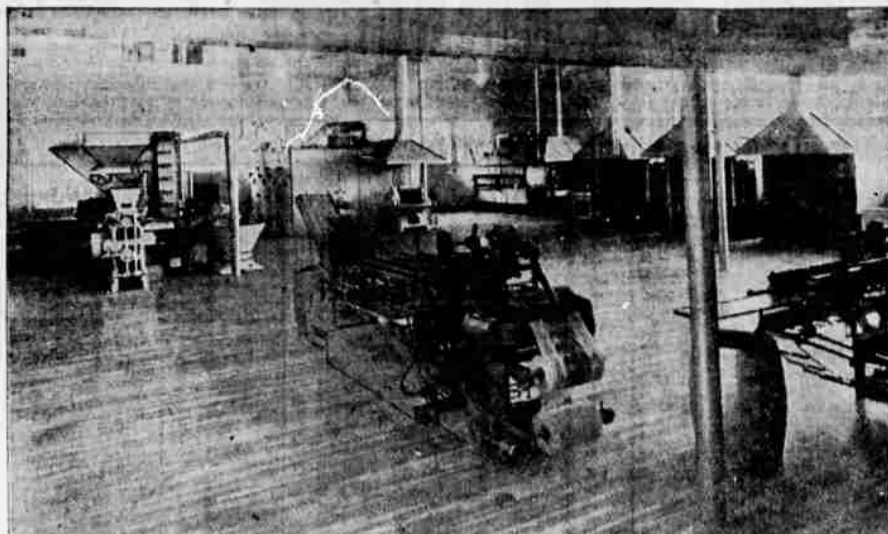
NEW YORK, Oct. 20.—(AP)—The unexpected defeat of Jack Kid Berg led boxing experts to take another hurried look today at the relative fighting merits of Billy Petrolle and Sammy Fuller who will clash at the Ridgewood Grove here tomorrow night.

Berg, an odds-on choice when he stepped into the ring against Tony Falco of Philadelphia at the Broadway arena last night, dropped a split decision. The British whirlwind took the first three rounds and the last two but Falco, landing the heavier punches, captured the other five and got the referee's nod after the judges had disagreed.

Petrolle remained a 7 to 5 choice to whip Fuller, the Boston gamester with whom he fought a stalling draw at the Hub a few months ago.

Edward Bell and Carl Moore, Frankfort, Ky., paddled a canoe 1,500 miles down the Kentucky, Ohio and Mississippi rivers to New Orleans.

Interior View of Bakery Showing Equipment



Interior view of the new Fluhrer bakery at Sixth and Holly streets. Above is a view of the central baking room showing four electric ovens which have capacity of 2000 pounds of bread per hour. Visitors will be taken through this room at the Grand Opening Saturday.

SALEM CENTENNIAL NEXT JUNE HONORS JASON LEE SCHOOL

SALEM, Oct. 19.—(AP)—A Jason Lee Centennial, commemorating Jason Lee's pilgrimage to Oregon where he established a mission school in 1834, is planned for next spring.

Willamette University, which was the outgrowth of that mission school for the Indians, is cooperating with the board of home missions of the Methodist church in arranging the centennial.

Early next spring a motor-drawn covered wagon will make a trek from Connecticut to Oregon. The "prairie schooner" will embark from Wesleyan University, Middletown, Conn., where President Fisk first interested Jason Lee in Oregon.

The travelers will reach Willamette University at Salem, Ore., early in June, where the centennial program will officially open. The covered wagon will follow the old Oregon trail.

The Indian school established by Jason Lee became Oregon Institute in 1844—a secondary school for white persons—and in 1853 it became Willamette University. This was the first school for white people west of the Missouri river.

SALT LAKE CITY, Utah.—A tiny fish, the gambusia, seldom more than an inch and a half long, aided by the hot, dry weather, has almost rid the city of mosquitoes, according to a report by Prof. R. V. Chamberlin of the zoology department of the University of Utah.

Twelve of the small fish, which feed on mosquito larvae, brought from West Virginia and placed in the swamps last February, have mul-

Fashion's Whimsy

NEW YORK, Oct. 20.—(AP)—Floral jewelry is the latest for the well-dressed woman. At the Brook-floer show last night a bracelet of orchids accompanied a gown of lace. A debutante in evening gown wore a lei of tiny sweetheart roses. Another girl wore a lei of sweetheart roses.

Small streams which connect the swamps have provided a means for the gambusia to spread into almost every swamp in the vicinity.

FLUORINE FOUND IN MONTANA ROCK

HELENA, Mont.—Fluorine, a valuable insecticide, is being extracted from phosphate rock by Montana manufacturers of super and treble superphosphate fertilizer.

Fluorine is a chemical valuable in many industries. It is used in treating rubber latex, hardening and preserving concrete, refining lead and antimony, and manufacturing glass and enamels. In addition, apple growers of the west have found it particularly useful in exterminating pests.

There are about 80 pounds of the substance to each ton of phosphate rock, chemists estimate. Vast quantities of phosphate rock occur in Montana and Idaho, and are being developed for commercial use as an ideal soil conditioner for fields lacking phosphorus.

VITAMINS MAKE PEAR VALUABLE FOOD FOR YOUNG

The honey of childhood's paradise was never made less sweet by the pears that were purloined from old Mr. Tompkins' orchard. Stolen fruit may not always taste better, but pleasant memories linger on.

Times have changed now and the boy in the modern city has less temptation to partake of orchard gifts that do not belong to him because of the plentiful supply of delicious fruits in the stores. And with prices low he is usually allowed to eat of them freely, with resulting benefit to his physical well being.

Fresh pears, while not as well known up to this time as some other fruits, are coming into the markets in greater quantity than ever this year. Production of them has increased, whole orchards in Washington and Oregon having forsaken the growing of other fruits for the Bose, D'Anjou, Comice, Winter Nellis and other varieties.

Recent scientific studies carried on by dietetic experts have shown these varieties, especially the first two mentioned, are important contributors of vitamins A and C. While vitamins are not more essential than other dietary factors, yet the growing boy and girl need a diet which will give them a margin of health and vigor beyond the safety line and for this purpose plenty of vitamins A and C should be provided.

DATES ANNOUNCED FOR INCREASES IN HOG PROCESS TAX

WASHINGTON, Oct. 20.—(AP)—Secretary Wallace today announced the dates for increases in processing taxes on hogs, which will be at the initial rate of 50 cents per hundred-weight effective November 5.

The tax will be increased to \$1 per hundredweight on December 1, to \$1.50 on January 1, 1934, and will reach its maximum of \$2 on February 1.

The tax at the \$2 rate will continue until the end of the 1934-35 marketing year, November 4, 1935, unless Wallace finds it necessary to make adjustments in the rate as provided in the farm act.

Tax collections on live hogs during that period are expected to total \$348,000,000, of which about \$40,000,000 will be used to reimburse the federal treasury for sums it advanced to finance the recent emergency hog marketing program.

A maximum of \$200,000,000 will be available as benefit payments to farmers who reduce hog production 25 per cent under the new program. A maximum of \$58,000,000 of the receipts of the tax will be used for market operations for relief purposes and administrative expenses.

Long Mountain

LONG MOUNTAIN, Oct. 20.—(Sp1)—A surprise birthday party was given for Mrs. Nick Young, October 4. Those who enjoyed the covered dish dinner were: Mrs. Ethel Coy, Mrs. Stella Halley, Mrs. Nevah Holman, Mrs. Cliff Hixon and two little daughters, Doris and Arlene, Mrs. Mabel Harnish and daughter Helen, Mrs. Rosie Smith, Mrs. Lizzie Perry, Miss Nell Halley.

A group of friends gathered at Mrs. Mae Stowell's home Thursday afternoon. Ice cream and pear pie were served. Those who enjoyed the afternoon were: Mrs. I. R. Kline, Mrs. Wm. Perry, Mrs. Wm. Holman, Mrs. Mabel Harnish, Mrs. M. C. Kline, Mrs. Ethel Coy, Mrs. Ruby Young and Mrs. Mary Taylor.

Pearle Stowell and nephew Tommy Stowell, have been spending several days on the coast.

Mr. and Mrs. George Stowell, Mr. and Mrs. Nick Young, Miss Nell Halley, Mrs. Alice Dalley and Peter Simons spent October 15 at Mrs. Wes Childreth's home in Eagle Point.

Owen-Oregon logging train has ceased operation for a few days due to the railroad men repairing the bridge over Little Butte creek. Those visiting at the Holman home the past week were: Stray Lake, John Owens and son Deane, and Victor Gardner.

Mrs. Alice Nichols spent Sunday at Crater Lake.

W. R. Holman of this district, is

a proud owner of a 15 months' old Percheron stallion colt, weighing 1260 pounds. Although Ohio gave eight presidents to the nation, only five are buried in Ohio soil. Prescott, Ariz., claims to have held the first public wild west rodeo, nearly 80 years ago.

Padgham Planing Mill Extends Congratulations to Fluhrer's Bakery Fixtures Were Made By Our New Mill Phone 521

Congratulations Mr Fluhrer

The people of Medford and Southern Oregon have reason to be proud of the new, modern, sanitary bakery you have just completed in the city. We trust that every one who possibly can, will turn out and help make your Formal Opening a Grand Success. We ask you to

Inspect the Heating and Plumbing

I am happy to have played my part in the construction of this fine Bakery. While at the opening Saturday do not overlook the plumbing and heating, which are an important part of every modern building, and too, if you are planning on a building of any kind it will pay you to see—

Wm. A. Aitken

HEATING AND PLUMBING
Medford Bldg. Medford

Congratulations Mr. Fluhrer

We congratulate you, Mr. Fluhrer, on having one of the finest bakeries on this coast. Everyone should attend the formal opening Saturday.

Portraits of Destination across from the Holly

VISIT FLUHRER'S FINE NEW BAKERY

FLUHRER'S HOLSUM and FLUHRER'S MILK BREAD

Is Made With

Jewel Shortening

You too can use this wonderful shortening—for all cooking. It is stocked at your favorite food store in small containers.

Swift & Company

The—

DOW CAFE

is to be—

CONGRATULATED

—for choosing the best in Cafe equipment. In fact there is not a nicer small Cafe on the coast.

The Two Westinghouse Refrigerators and the Hot Point Range Were Installed by

People's Electric Store

214 West Main. Phone 12

CONGRATULATIONS To FLUHRER'S

On the Opening of Their NEW BAKERY

Sperry Flour Company

Clean as Sunshine!

CONGRATULATIONS Mr. FLUHRER upon one of the finest bakeries

in the Northwest. "Clean as Sunshine" is a phrase that expresses the utmost in perfect cleanliness. Nothing can be cleaner than sunshine and nothing can be cleaner than the new Fluhrer Bakery. Demonstrating the sound business judgment for which Mr. Fluhrer has been known throughout his entire business life, when he decided to build the finest bakery possible, he made it 100% electrical. The fact that it is 100% electric makes possible the perfect cleanliness this sparkling, white enamel workshop has attained. Glistening, white enamel walls, spotless, polished hardwood floors, starched, white uniforms of workmen and attendants can remain spotless, clean and white with electric fuel and power only.

Electric elevator, blender, flour hoist, sifter, electric scales, automatic mixer, automatic water injector, dough divider, rounder which shapes the loaf, conveyor to overhead electric proofer, molder which shapes the loaf again, then proof box where humidity and temperature are electrically controlled then the mammoth electric ovens, then cooling tunnel, then slicing and wrapping machine with a capacity of 3600 loaves an hour and the bread is ready for delivery. Every operation, every machine is electrically operated and controlled. No wonder this new bakery is as "clean as sunshine."

THE CALIFORNIA OREGON POWER COMPANY

ELECTRICITY IS AS CLEAN AS SUNSHINE