

LUMAN BROTHERS

Meat Specials

- Choice Beef Roast, lb. 9c
- Short Ribs Prime Beef, lb. 8c
- Swiss Steaks, choice beef, lb. 15c
- Fresh Ground Hamburger, lb. 10c
- Fresh ground Round Steak, lb. 15c
- Shortening, 3 lbs. 33c
- R. I. Red Hens, lb. 18c
- Lean Bacon, sugar cured, lb. 26c

M. J. B. COFFEE

- 1 lb. can 31c
- 2 lb. can 60c

PHONE 273

Bakery Department

Each Saturday we feature two items in our Bakery department which are designed to give new customers an idea of the quality of the products we offer. These items are always reduced somewhat from the regular price and are therefore doubly attractive.

Put this week's specials on your shopping list and see for yourself the exceptional quality goods we offer in our Bakery Department.

Danish Pastry Squares—Two Types, either filled with Dates or Orange, doz. 23c

Mocha Logs, a most popular cake, each 19c

LIBERTY MARKET
E. R. PECH, PROP.
CORNER MAIN AND GRADE.
PHONE 164 WE DELIVER

In Alexander's IGA Store

"The Home of Good Meats—Swift's Gov't Inspected Beef"

MEAT PACKING
Affords every citizen IN OUR STATE

Every section of Oregon sends us its finest produce to be processed under the Swift label of quality. Our payroll in Oregon is \$1,000,000 per year, expended in producing the following quality items:

Premium Ham	Brookfield Butter
Premium Bacon	Brookfield Eggs
First Shortening	Brookfield Cheese
Silver Leaf Brand Pure Lard	Vigoro

Swift & Company
Portland

The Liberty Market is proud to sell fine Oregon quality meats—the best always.

- Boneless Hams, lb. 22c
- Brookfield Sausage, lb. 25c
- Leg of Lamb, lb. 17c
- Oriole Bacon, lb. 27c
- Short Ribs Steer Beef, lb. 7c
- Tulip Bulbs, dozen 25c
- Home grown.

MODEL BAKERY

In Alexander's IGA Store
Special for Saturday

Oregon Product Special

- Oregon Walnut Rolls 6 for 15c
- Oregon Pumpkin Pies 25c
- Something New — Pumpkin Cake made with Oregon Pumpkin 18c and 25c
- Cheese Rolls 10c

FLUHRER BAKERY WITH NEW PLANT LARGE INDUSTRY

Medford is the home of the finest and most completely equipped bakery of its size on the Pacific coast and one of the chief reasons for this bakery being located in Medford is the fact that the grocermen of southern Oregon truly believe that "With Medford trade is Medford made." The above mentioned plant is the Fluhrer Bakery of this city, and it was built last year, after a steady growth of 10 years, during which time it outgrew its quarters twice before moving into the present structure at Sixth and Holly.

Prior to its advent to southern Oregon by the Fluhrer concern, a great deal of bread used in this section of the country was shipped in from various Pacific coast cities, such as Portland and San Francisco. Gradually, after this concern began operation here in 1922, food dealers of southern Oregon began to see the wisdom of trading with home bakeries. As a result, Medford is the home of a bakery which employs between 40 and 50 people the year around.

The soundness of the "Buy Oregon Goods" campaign is amply demonstrated by this parallel case which releases each week a substantial sum of money for Oregon business.

Fluhrer Bakers give daily truck service to over 500 food dealers in all parts of southern Oregon and northern California. The company maintains a branch bakery at Yreka, Cal., and their operation include daily truck service to points as far south as Dunsmuir, Cal.

Visitors are always welcome to inspect this fine new modern bakery, which is conclusive proof of the value of "Buy at home" and "Buy Oregon Goods" campaigns.

Fluhrer Bakers give daily truck service to over 500 food dealers in all parts of southern Oregon and northern California. The company maintains a branch bakery at Yreka, Cal., and their operation include daily truck service to points as far south as Dunsmuir, Cal.

Visitors are always welcome to inspect this fine new modern bakery, which is conclusive proof of the value of "Buy at home" and "Buy Oregon Goods" campaigns.

'UNEEDA BAKERS' STATE INDUSTRY

H. H. Wyatt, special representative for "Uneeda Bakers," was in Medford this week, conferring with A. A. Seekatz, Medford representative for the National Biscuit company, and with grocers here, in the interest of featuring Snow Flake Sodas during the Oregon Products Days campaign. The plant of the "Uneeda Bakers" in Portland is the largest of its kind in the state, according to Mr. Wyatt. A large payroll for Oregon labor is maintained in this modern, spotlessly clean factory in the Rose City.

In commenting upon the production of the Portland plant of the National Biscuit company, Mr. Wyatt said a daily production equivalent to four Snow Flake Sodas for every man, woman and child in Oregon, is maintained. Soft Oregon wheat is especially suitable for the manufacture of crisp, Snow Flake Sodas, and the "Uneeda Bakers" are large purchasers of this Oregon commodity.

BOSTON. (UP)—Have a real hard-boiled egg! The egg, firmly imbedded in a large lump of cement, was found by Incent Dobay, ERA worker, while digging rocks. It had turned into stone, but was believed to have been freshly laid—40 years ago.

CULINARY CRAFT . . .

By Estella Dorgan, Director, Home Service, the California Oregon Power Company

Cooking Meat Electrically

During the last few years a vast amount of experimental work in meat cookery has been done in the laboratories of commercial dealers as well as the home economics departments of various colleges and the Bureau of Home Economics of the United States Department of Agriculture. After receiving information from time to time from such sources, we should be in a position to know pretty well how to obtain the best results from any type of meat, tough as well as tender.



Estella Dorgan how to obtain the best results from any type of meat, tough as well as tender.

To get down to fundamentals, the tough cuts of meat should be cooked with moist heat and slowly, so as to break down the connective tissue by this process. Tender cuts may be cooked by dry heat, such as broiling or roasting without the addition of water. In any case, the newer method is to cook at lower temperature than formerly used, with the result that the meat is cooked more uniformly throughout.

For those who wish a seared outside surface and rare inside meat, the old method of a hot oven or pan to begin with stands. In fact, many people could very well broil quite large roasts in about half an hour and have just the type of rare beef they have been wishing for and missing because of moist cooking.

Roasting
Wipe the meat with a damp cloth. Place in pan just large enough to hold it, with the fat side up. Place in cold oven and set not higher than 400 degrees. (Pork, lamb and veal at 350 degrees.) Do not cover unless you especially like the steamed texture. Do not add any water.

Pot Roasts
These, using the less tender cuts of meat, are cooked with moisture and slowly.

First brown the meat, adding a little onion or garlic if you like the flavor. Next add the vegetables you wish to cook with the meat, leaving them whole unless they are exceptionally large. Sprinkle lightly with salt and add a cup of water. Cover and cook slowly, allowing about 45 minutes for each pound of meat cooked.

Frying
Bring the heat up in the pan on "high," then turn to "low" and do the actual cooking at the more moderate heat. With fowl or veal, cover the meat after searing and cook with the twitch turned "off" for some time. (Depending upon the amount of meat.)

Swiss Steak
Sear the meat and season, then cover with tomato sauce, water or milk, cover and steam over "low" heat or in the oven at 350 degrees.

Stewing
Cut the less tender pieces of meat into small pieces and place in pan. Cover with cold water and add salt to taste. Cook slowly to bring out the flavor. Add vegetables (thick slices or cubes) for the last hour of cooking.

Broiling
An meat that is fairly tender may be broiled. First see that it is cut rather thick. Brush it with butter and place it on the rack, cutting the binding fat so as to keep the meat from curling up from intense heat. Place in a preheated oven in the pan which has been heating some ten minutes with the door closed. After the meat is placed in the pan, leave the door open and when the meat is seared on one side, turn it and allow it to sear on the other side. That is all, remove the meat and serve promptly.

Planking
Wipe off steak or steaks, brush with butter and sear on both sides in a hot skillet or in the broiler. Oil a heated plank and place the meat on it. Arrange stuffed tomatoes, small cooked onions, cauliflower flowerettes and mashed potatoes around the meat. Place a piece of bacon over the tomatoes and some grated cheese on the cauliflower. Brush the potatoes with beaten egg. Place the plank in the oven at a moderate heat, 375 degrees, until the border of potatoes is browned nicely. When removed from the oven, sprinkle steak with chopped parsley, salt and paprika.

TRAVELING LABORATORY OF UNION OIL COMPANY SHOWS TRITON QUALITY

A demonstration of the stability and lasting lubricating qualities of Triton Motor Oil, a recent development of the Union Oil Co., was held here last night before nearly 100 local new car dealers, oil resellers and industrial users of lubricating oils.

The meeting was a part of a coast wide tour being made with a traveling automobile laboratory, and the demonstration was made under the direction of Don M. Cameron of the lubricating oil department of Union Oil Co.'s main offices at Los Angeles, assisted by P. H. Enoch, of the research department at Wilmington, Cal. J. F. Wallace, sales manager of the Medford district, was chairman of the meeting, which was held in the small ballroom of the Oriental Gardens.

In acquainting local motormen with Triton, two types of experiments were performed to demonstrate the qualities of the oil, which Mr. Cameron termed as the most important product of the Union Oil Co., for which \$2,500,000 has already been invested in research and new refining equipment. A talking motion picture was presented, and another moving picture explained Union Oil's refining method, which Mr. Cameron said was valued at \$50,000,000. By means of a slide containing colored barographs, it was shown that all crude oils, regardless of their source, contain exactly the same constituents; and that no matter what crude stock

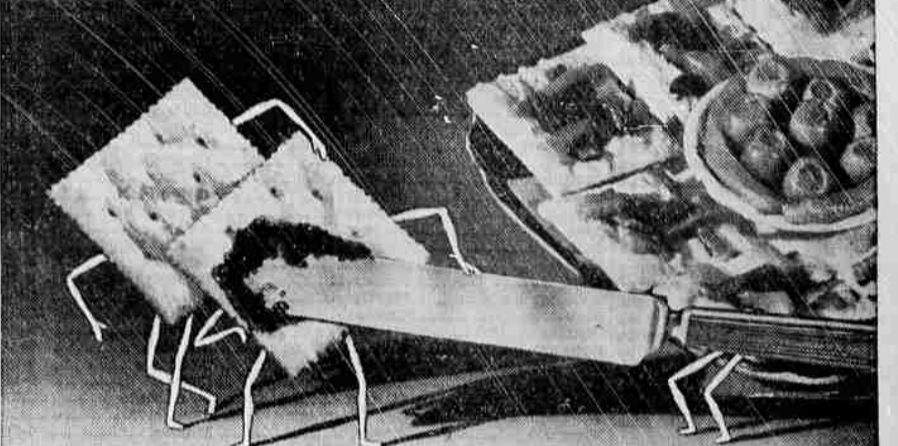
is used, under Union Oil's method of refining, Triton, which is a pure substance, would be recovered. The first experiment was an accelerated oxidation test, during which the equivalent of approximately 600 miles of "wear" was given to Triton oil, branded Pennsylvania oils and one typical western oil selected by popular vote of the audience. It was shown that all oils, to some degree, form carbon and "sludge," which is a product of partial oxidation and accounts for most of the wear that takes place in an internal combustion engine. The superiority of Triton, it was shown, as accounted for by the fact that it contains only stable saturated hydro-carbons which resist combining with oxygen. The second experiment demonstrated the use of liquid propane in de-waxing and de-asphalting crude lubricating oil stock. Propane, a product of petroleum, which Mr. Cameron said has become one of the most valuable assets of the Union Oil Co., is kept in liquid form under pressure, during the de-asphalting operation. When the pressure is released, the wax content of the crude stock crystallizes, and is then removed by filters. After the meeting, the viscosity increase of oil oxidized or "used," to an extent of 500 miles in the crankcase was checked in a newly-developed and accurate frictionometer, which measures the internal friction or resistance to movement of motor oils.

Silver NEW YORK, Nov. 16.—(AP)—Bar silver barely steady, 1/4 lower at 84 1/2.



Fisher's BLEND BRAND FLOUR
ALWAYS UNIFORM

BUSY CRACKER GETS FANCY APPETIZER JOB



When is an appetizer more appetizing? When it teams up with Sunshine Krispy Crackers, of course! . . . They make appetizers taste better!

Sunshine KRISPY CRACKERS
FROM THE THOUSAND WINDOW BAKERY

LOOSE-WILES BISCUIT CO.

A TIME SAVER
Prepare biscuit or muffin dough when convenient. Set in cool place and bake hours later if you wish. You save time in using

Double Tested — Double Action
KC BAKING POWDER
Same Price Today as 44 Years Ago
25 ounces for 25c

You can also buy
A full 10 ounce can for 10c
15 ounce can for 15c

MILLIONS OF POUNDS HAVE BEEN USED BY OUR GOVERNMENT

It's all news to me!

AMAZING FACTS about SALT

ROADS OF SALT
Engineers are experimenting with salt layers to prevent ice forming on roads.

In full 2 pound packages LESLIE SALT gives you 6 to 12 more fillings than smaller packages that cost the same!

LESIE IODIZED SALT
ALWAYS GET

The Penwicks enjoy Guests



"Marvelous!" cried the Penwicks, after fragrant cups of Hills Bros. "But—expensive?" Their guests said Hills Bros. Coffee did cost a few cents more per pound but because of greater flavor and strength it makes more cups to the pound and with greater economy. "Maybe we can't afford more than one bedroom," declared Madge Penwick to her husband, "but it looks like from now on we can't afford not to have the finest of coffees!"

WHEN THE JACKSONS arrived for the week-end and the Penwicks gallantly gave their guests the one bedroom and camped in the living room, things began to look pretty dismal. Next morning—out of coffee. Said Mrs. Jackson, "Don't worry. We didn't use up all our Hills Bros. Coffee on the camping trip. There's a can still in the car."

"Marvelous!" cried the Penwicks, after fragrant cups of Hills Bros.

Hills Bros COFFEE

Copyright 1934 Hills Bros.