

Snow Flake Week Observed by Southern Oregon Grocers Starting Today

DEALERS READY FOR PROMOTION POPULAR SODAS

In southern Oregon and throughout the Pacific coast, February 1 to 8 will be observed as "Snow Flake Week," when grocers will feature crisp, oven-fresh Snow Flake Sodas, produced by the "Uneceda Bakers." Today's Mail Tribune carries the initial ad of a five-part campaign featuring this well-known product, according to an announcement today by A. A. Seekatz, representative in the Medford area of the National Biscuit Company, Botoford, Constantine & Gardner, well-known advertising agency, with offices in Portland, arranged this effective promotional campaign.

Snow Flakes are the product of a large western industry. "Uneceda Bakers" make these delicacies in huge bakeries located in seven major cities of the west. In these bakeries are employed hundreds of westerners. Because there is always a "Uneceda Bakers" plant nearby, Snow Flakes are able to reach every Pacific coast home oven-fresh in their double wax-wrapped red packages.

Snow Flake week is a time-honored annual event when local grocers feature these salted wafers at attractive prices to extend the natural interest of housewives in the merits of cracker cookery and other uses of this staple delicacy—with soups, salads, desserts, cheese, canapés, hors d'oeuvres, and countless other dishes.

SNOW FLAKE RECIPES

PAV NO ATTENTION TO GROUND HOG DAY!

These "Snow Flake" Recipes Will Melt in Your Mouth! Crisp, cold days . . . or stormy, wet ones, make hospitality doubly precious. The hostess who has a new one "up her sleeve" for every occasion has solved her entertainment problem . . . and the hostess who has the secret of cracker-cookery enjoys her guests. Try these short cuts to good things to eat:

Honey Apple Pie
(It's a "honey" everybody likes)
25 Snow Flake Sodas.
1-3 cup butter.
1 tablespoon sugar.
4 apples, sliced thin.
1/2 teaspoon cinnamon.
3 tablespoons honey.
Crumble the Snow Flake crackers very thin and mix with softened butter and sugar. Press this mixture in a thin layer, firmly against the bottom and sides of a buttered pie plate. Fill with thinly sliced apples. Sprinkle with cinnamon and spread with honey. Bake in a hot oven (450 degrees F.) 25 minutes; six portions.

Egg Timbales
(They lend the touch of novelty)
1 tablespoon butter.
2-3 cup milk.
10 Snow Flake Sodas.
3 eggs.
1 tablespoon chopped parsley.
1 tablespoon minced onion.
Salt and pepper.
Melt butter in saucepan, add milk and finely rolled crackers and cook until thickened. Beat egg yolks until thick and lemon colored. Into them stir cracker mixture, parsley and onion. Season to taste and fold in stiffly beaten egg whites. Turn into buttered molds, filling two thirds full. Set in a pan of water and bake in a moderate oven (350 degrees F.) until firm, about 25 minutes. Six timbales.

Baked Apples and Sausage
30 Snow Flake Crackers.
18 link pork sausages.
4 peeled, cored and sliced apples.
1 tablespoon sugar.
1/2 teaspoon cinnamon.
Crumble crackers in bottom of greased baking dish. Cover with sausage and cover sausage with sliced apples. Sprinkle apples with sugar and cinnamon. Cover and bake 25 minutes in a hot oven (475 degrees F.) or until apples are tender. Uncover and brown. Serve hot. Six portions.

Prune and Apple Souffle
(Wherein the lowly prune takes a bow)
1 cup chopped prune pulp.
1 cup apple sauce.
1/2 cup prune juice.
2 egg yolks.
2 tablespoons lemon juice.
9 Snow Flake Sodas.
1/4 teaspoon powdered cloves.
2 egg whites.
2 tablespoons butter.
Mix fruit, crackers, fruit juice and cloves together and beat thoroughly. Stir into beaten egg yolks and fold in stiffly beaten egg whites. Pour into buttered casserole, dot with butter and bake 40 minutes in a moderate oven (350 degrees). Six portions.

Coconut Taffy Pudding
(Frustrating, but oh, so good)
20 Snow Flake Sodas.
1/2 teaspoon salt.
2 1/2 cups milk.
1 1/2 cups brown sugar.
1/4 cup melted butter.
1/4 cup coconut.
1 teaspoon vanilla.
Combine crumbled crackers, salt and hot scalded milk and cool. Melt sugar and butter in pan. Combine with first mixture and add coconut and vanilla. Bake in greased baking dish, set in pan of water, in moderate oven (375 degrees F.) 45-50 minutes. Preparation, 12 minutes. Six portions.

ORIGIN OF ETHICS GIVEN G. P. ROTARY IN GATES ADDRESS

GRANTS PASS, Feb. 1.—(Sp.)—"Rotary International" was the theme of an illuminating talk by W. A. Gates of the Medford Rotary club before local Rotarians Wednesday noon. In his talk Mr. Gates pointed out the philosophy of life of the different peoples, from their origin, each one designed to correct current evils in the countries occupied. Confucius had a problem to correct, Buddha a different problem, and the sun worshippers, the Christians, Plato, Socrates, Aristotle, each had a philosophy intended to correct the evils of the times, and each one borrowed something from the others, but all were at variance. We see the faults of other nations, yet each encounters different problems, and as a result America refuses to accept the world court, he stated.

Mr. Gates pointed out that, as Rotarians in Grants Pass and Medford, club members may feel that the influence exerted is nil, yet Rotarians have a philosophy resulting from that of all ages, and a code of ethics accepted by the leaders of 70 nations where Rotarians gather for weekly discussions.

Confucius, Buddha, Christ, and the philosophers of Greece and Rome had no means of swift communication or interchange of thought, yet their influence has extended down the ages, he said. Even the smallest club has a greater audience than these.

Guests at the club luncheon included Ed Shockley of Medford.

COLORFUL FIGURE OF OLD WEST DIES

COLORADO SPRINGS, Colo., Feb. 1.—(AP)—Colorful figure of the early west and one-time governor of Colorado, Albert W. McIntyre, 82, Yale graduate and great grandson of a revolutionary war officer, died in

a hospital here late last night of a paralytic stroke.

The affluence and prominence of his earlier years as a leader in Colorado affairs was in sharp contrast to the poverty of his later life.

He was born in Pittsburg, Pa., and attended Newhall's Institute there. Later he was graduated from Yale and in 1875 from the Yale law school. He came to Colorado, after practicing law a short time in the east, in 1876.

In 1894 he was elected governor, defeating Davis H. Waite, known to

Coloradans as "Bloody Bridges" Waite.

ROUNDUP WOULD PROFIT FROM OREGON RACING
SALEM, Feb. 1.—(AP)—Provision that five per cent of the net revenue derived from racing in Oregon be paid to the Pendleton Round-Up association, up to a maximum of \$3000 was contained in a bill introduced in the senate today by Senators Best and Allen and Representatives Scott and Engdahl.

BABY BONDS SALE STARTS MARCH 1

WASHINGTON, Feb. 1.—(AP)—Secretary Morgenthau announced today the first series of the treasury's new "baby bonds" will be offered to the public on March 1.

Legislation authorizing this new type of United States savings bonds and increasing the treasury's borrowing power by \$9,000,000,000 is ready for President Roosevelt's signature.

The "baby bonds," so-called because offered in small denominations, will have a 10-year maturity. No amount as yet has been fixed for the initial offering.

Age for wisdom, youth for enthusiasm and execution.

Use Mail Tribune want ads

FEDERAL INCOME TAX RETURNS ARE DUE BY MARCH 15 IS WARNING

J. W. Maloney, collector of Internal revenue, wishes to remind taxpayers that federal income tax returns for the calendar year 1934 must be filed with his office not later than March 15, 1935.

Income tax forms were mailed on January 10, 1935, to all taxpayers who filed such forms the previous year. Failure to receive his forms will not relieve the taxpayer from the penalties provided if the return is not filed on time. Taxpayers required to file income tax returns, who have not received the forms, should apply at once to the collector's office for such forms.

All individuals, partnerships, fiduciaries and corporations filing income tax returns, must also file Form 1094 with the return, in accordance with the publicly provisions of the revenue act of 1934. The law requires the collector to prepare such form, and add \$5.00 to the tax in any case where the taxpayer fails to file it. To avoid this additional expense taxpayers are urged not to fail to file Form 1094 with each income tax return.

Corporations in existence during 1934 must file corporation income tax returns even though no business was transacted or income received. Especial care should be used in the case of such inactive corporations to see that Form 1094 accompanies the return when filed, as the tax leaves no alternative for the collector than to prepare the form and assess the \$5.00 additional charge so provided in the act.

THIEF OUTFRAN, DROPS \$3000 TO ESCAPE

PORTLAND, Ore., Feb. 1.—(AP)—Fred Williamson of Maupin, and his brother, Horace, of Portland, were thankful today for their sprinting ability—it saved them \$3,000 in cash and bonds.

The brothers heard someone tampering with an automobile owned by Fred Williamson. Upon investigating, they saw a prowler run from the car, carrying a grip containing the funds. They chased him, and stayed so close that he had to drop the grip in order to avoid capture.

2000 FEET BARRIER TO CIVIL SERVICE JOB

PORTLAND, Ore., Feb. 1.—(AP)—Linwood B. Cornell hasn't a steady job today because he lives about 2000 feet outside the Portland city limits.

Cornell has acted as director of sales of city lots for some time, but when he applied for a permanent position, he was told the municipal civil service board has a rule which prohibits city employees from living outside the city limits.

dish, set in pan of water, in moderate oven (375 degrees F.) 45-50 minutes. Preparation, 12 minutes. Six portions.



Snow Flakes

they're Oven-Fresh wherever you buy them

"Appetizers..." someone says... "that means delicate, flaky, tender Snow Flakes." So many hostesses these days are discovering new uses for Snow Flakes and building reputations for originality!

The secret of the great popularity of Snow Flakes all over the west is the oven-freshness and their crisp, delicate texture. Nearby "Uneceda Bakers" bakeries deliver these appetizing little squares to your grocer soon after they are baked. Double wax-wrappings keep that fresh, crisp texture intact. There's economy in buying Snow Flakes by the large, family-size carton.

TEACHER COUNCIL EXECUTIVES MEET

The executive council of the Oregon Association of Intermediate Teachers held a business meeting at Monmouth, Saturday, January 26, with Miss Emma Henkle, president of the association and supervisor of intermediate grades at the Oregon Normal school, presiding.

In addition to the regular business, plans for the luncheon for the educational conference to be held in April, were discussed. The association is also putting out a bulletin which will be of interest at that time.

Due to the illness of Miss June Theuring, the executive council voted Miss Edna Staret to act as vice-president for the remainder of the year. She will automatically become the state president next year.

Those in attendance were: Miss Clara O. Trotter, Miss Dora Schreffsky and Miss Neva Dallas, Polk county; Miss Edna Staret, Yamhill county; Miss Alys Hummel, Benton county; Miss Marie Tinker and Miss Hazel Edmiston, Lane county; and Miss Jean Gregory, Miss Dan Oldham, Miss Ann McConnell and Miss Mary Mayers of Linn county.

NRA FAILURE TO OPEN JOBS CITED BY GREEN

WASHINGTON, Feb. 1.—(AP)—William Green, president of the American Federation of Labor, told a senate judiciary sub-committee today that "failure of NRA to achieve any real substantial gain in employment makes imperative the adoption of the 30-hour week."

OVEN-FRESH your choice of 3 CONVENIENT sized packages

This is 11th Annual
SNOW FLAKE WEEK February 1st to 8th inclusive
YOUR GROCER FEATURES AND RECOMMENDS SNOW FLAKES—FAVORITES OF THE WEST!

NATIONAL BISCUIT COMPANY
"Uneceda Bakers"

"Let's Dance"
Tune in Uneceda Bakers "Let's Dance"! Three solid hours of real dance music every Saturday night from 9:30 until 12:30 over National Broadcasting stations KPO, KFI, KGW, KOMO, KHQ and KFSD.
Have a party in your home—serve "Uneceda Bakers" crackers, cookies and cakes