

New Housewares and Electric Appliance Store Opens Saturday

SALE TO FEATURE ENTRY OF LATEST BUSINESS PLACE

Modern Arrangement and Lighting Stressed — All Merchandise Visible for Prospective Purchasers

The new C. D. Bean housewares and electrical appliance store which opens Saturday at 229 East Main street is undoubtedly one of the most modern, arranged and lighted stores in the city. The doors of this fine, new store will swing wide Saturday morning with a sweeping sale of housewares as an opening feature.

The store will appeal to those who are in a hurry to do their shopping for everything is placed in plain view, and not hidden behind counters, shelves, or in store rooms. That does not mean, however, that the one who likes to "browse" before making a selection will not feel at home. For it would be hard to imagine a more home-like and friendly atmosphere than that achieved at C. D. Bean's.

An unusual feature of the store is the fact that there is not a "counter" in the entire store! All merchandise, ranging from the small kitchen equipment to the large electrical appliances are so arranged on shelves and display tables that they give the impression of being an exhibit, rather than just offered for sale.

To harmonize with the merchandise, the interior has been painted a rich apple green, and a wide canopy above the display shelves serves as a reflector for cleverly hidden lights, bringing out strikingly the quality of the stock.

Another novel feature of the store is the fact that the floor-level show windows have no backing, providing an uninterrupted sweep from the front to the rear of the store, making it possible to include everything in the shop in the window display.

In keeping with the modern trend of well-lighted stores, Mr. Bean has arranged his lighting effects from both the artistic and utilitarian standpoint, and the effect is well worth the effort.

Alaskan Nuggets Found To Be Brass

ELKO, Nev.—(UP)—Seventy ounces of gold nuggets were brought to a local bank to be converted into cash. George Walker, who claimed he found the nuggets in Alaska, made an affidavit he had personally washed the gold himself.

Bank officials, however, became suspicious of the quantity of nuggets and ordered an assay. The nuggets were found to be gold-plated pieces of brass. Walker was arrested.

Use Mail Tribune want ads.

Sincere Congratulations

to C. D. Bean

Upon the Occasion of the Opening of His Fine New Store In Medford

We consider Mr. Bean's enterprise an expression of confidence in the future growth and prosperity of this community. . . . We are glad to welcome his store to Medford's own circle of business establishments.

The FIRST NATIONAL BANK

A DEPARTMENTIZED BANK

Owner



C. D. Bean, former manager here for Montgomery Ward & Company, who is opening a new store at 229 East Main street in this city Saturday.

Mr. Bean's new store will feature a complete line of housewares as well as electrical appliances of all types.

Presbyterians Top C.I.T., Registration

PASADENA, Cal.—(UP)—Presbyterians lead among the future scientists attending the California Institute of Technology, according to a religious census taken by the Y. M. C. A. Figures were:

- Presbyterians, 26.9 per cent.
- Episcopalians, 18.3 per cent.
- Congregationalists, 11.2 per cent.
- Christian Scientists, 10.5 per cent.
- Methodists, 8.1 per cent.
- Jewish, 8.1 per cent.

The remainder stated no affiliation.

Driver's Kissing Found Expensive

GREENFIELD, Mass.—(UP)—You kiss while you're driving and the fine is \$10 in Franklin county.

That was the experience of Robert Denniston of Burlington, Me., who, according to Police Chief Edward J. Redmond, kissed a woman companion at intervals of about a mile and a half while driving along the highway.

Denniston was fined \$10 in district court for driving without a license.

Home Flag Honors Hero Son

WATERTOWN, Mass.—(UP)—Since his son, Joseph, enlisted in the infantry during the world war, David Thompson has raised a flag over their home every morning. The youth was killed at Bois d'Hautmont, France, October 16, 1918.

A Fish Was Embarrassing.

CAMBRIDGE, Mass.—(UP)—Because of the constant annoyance and embarrassment, Austin Fish, stationery engineer, asked Middlesex Probate court to let him change his name. He said that he usually was called A. Fish.

Caddy Add Brings Results

CAPE GIRARDEAU, Mo.—(UP)—A surplus of caddies has been reported by E. L. McClintock, secretary of the Country club. McClintock wanted 30 bag toters. Newspaper want ads brought him 200 applicants.

BEAN'S EXPERIENCE ASSURES SUCCESS OF NEW VENTURE

C. D. Bean, owner and active manager of the new housewares and electrical appliance store, which opens Saturday at 229 East Main street in this city, has a background of 18 years of experience in the field of retail merchandising. Since the World war, when he saw service in France, Mr. Bean has been active in various types of store management, and during the last seven years has been identified with Montgomery Ward & Company. During this period of service he managed numerous Ward stores on the Pacific coast, and served as sales and merchandise manager for the coast area for a portion of the time.

For the past two years, Mr. Bean has managed the Montgomery Ward store in this city, and during this time has become prominent in business, civic and fraternal circles of this city.

"During our two years' stay in Medford, members of my family and I have become Medford boosters, and it was the desire to make this city our permanent home which prompted opening of my own store in this city," Mr. Bean said today. "While my connection with Montgomery Ward & Company has been most satisfactory and pleasant, it is with considerable satisfaction that I can now feel that I am permanently established as a resident of this city. I wish to extend a cordial invitation to all southern Oregon people to visit my new store and become acquainted."

C. D. Bean has recently been selected as head of the retail merchants committee for the Jackson County Chamber of Commerce. He is a director of the Medford Rotary club and associated with other organizations of this community.

First Woman "Postmaster"

TROY, O.—(UP)—Mrs. Harriette Drury, who served as Troy's "postmaster" from 1867 to 1875, is believed to have been the first woman in the United States to hold a federal office. Records of her service have just been uncovered here. Residents of Belvidere, Ill., had believed that a woman postmaster there from 1871 to 1875 was the first woman officeholder.

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NATIONALLY POPULAR MERCHANDISE LINES AT NEW BEAN STORE

Nationally known lines of merchandise will be featured in C. D. Bean's new housewares and appliance store, which opens at 229 East Main street in this city, Saturday. The well known General Electric line of kitchen appliances, including G. E. refrigerators, automatic electric ranges, dishwashers, and other appliances, will be especially featured along with the famous Maytag washing machines and "Ironrite" ironers, 1935 Philco radios with greater volume and world wide reception will also be a feature line in this fine new store.

In addition to these electrical home servants, Mr. Bean's store will offer a very complete selection of housewares, attractively displayed on the newest type counters and display shelves. Demonstrations of appliances and other merchandise will be featured in this store from time to time, according to the present plans of the owner.

A store-wide housewares sale, featuring special values in scores of household necessities, will be the means of introducing C. D. Bean's new store to the people of southern Oregon and establishing for this firm a reputation for moderate prices and quality merchandise.

Town Honored Old Horse.

NEW MARLBORO, Mass.—(UP)—Sunshine, oldest horse in this section, honored its 32nd birthday anniversary with the whole town paying homage to it. After Sunshine had eaten its birthday cake, its owner, John Bigford, took it to its birthplace, a few miles distant and then back to the pasture to recuperate.

Lynn Parker's Paradise.

LYNN, Mass.—(UP)—Lynn—the automobile parker's paradise. Police have abandoned efforts to enforce the parking laws because the passage of the "no-fix" law by the state legislature has taken all the teeth out of the local parking rules. Police will leave the parking problem to the discretion of automobile operators.

Bees Traded With Soviet

SACRAMENTO, Cal.—(UP) The California state department of agriculture is negotiating with the Soviet government for the trading of 250,000 bees. Two shipments already have been made.

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CULINARY CRAFT....

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

LITTLE MISS MIXIT

Not so long ago "Little Miss Mixit" would possibly have been the title of a fairy tale. However, we are becoming accustomed to such imaginative stories being realized nowadays. So we anticipate that this is the heading for a few electric food mixer suggestions.

Truly, this "little miss" of the family may easily prepare combinations requiring long beating, stirring, shredding, chopping, etc. And "little brother" actually loves to whip the potatoes into a fluffy mass just right to eat with smooth, flavorful gravy!

By the way, have you considered how much the bride of this season would appreciate a modern electrical mixer to aid her in learning to organize the tasks of homemaking? She will thank you a thousand times for

minutes. Serve immediately, folding onto plate. Garnish with toast triangles, buttered and toasted crackers and jelly.

Jellied Vegetable Soup

- Cook on low heat several hours or in deep well cooker over night:
- 1 soup bone
- 1 c shredded celery
- 6 c cold water
- 1 T salt
- 1 T minced parsley
- 1 c shredded cabbage
- 1 c chopped carrots
- 1 onion, shredded
- 1 c tomatoes
- 1/2 t pepper
- 1 c green peas

To make jelly: 4 T plain gelatin 1/2 c cold water

Add softened gelatin to hot soup (strained) and stir until dissolved. Cool and cut in cubes to serve in bouillon cups. Garnish with parsley or celery curls.

Fluffy Omelet

- 4 eggs (separate)
- 1/2 t salt
- 1/2 t pepper
- 1/2 c water
- 1/2 c milk
- 1/2 T butter

Beat whites in large bowl at high speed until stiff. Combine yolks, water, milk, salt and pepper. Beat at high speed for 2 minutes, then combine the two, using low speed, just enough to blend well. Pour into frying pan in which butter is melted. Cook over low heat until puffed, then bake at 325 degrees about 15

Cream Puffs

- 1 c water
- 1-3 c melted shortening
- 1/2 t salt
- 1 c flour
- 4 eggs

Bring water and shortening to a boil and add flour and salt. Stir briskly until the mixture leaves the side of the pan. Cool until you can place finger on the side of pan easily. Place in large mixer bowl and add one egg. Beat until the egg is absorbed into the first mixture, then add the other eggs, one at a time, beating well after each addition.

Drop by spoonfuls on oiled cookie sheet and bake at 450 degrees, 15 minutes. Reduce the temperature to 350 degrees for 30 minutes. Fill with crushed fruit and whipped cream for dessert or with creamed meat, fish or vegetable for luncheon dish.

Lemon Layer Cake

- 1/2 c shortening
- 1/2 t salt
- 1/2 t baking powder
- 1 c milk
- 1 1/2 c sugar
- 3 c flour
- 1 t vanilla
- 4 egg whites

Beat whites at high speed until stiff. Cream shortening and sugar, add sifted dry ingredients alternately with milk and vanilla, using medium speed. Fold in beaten whites, using low speed. Bake in 2 large or 3

small pans at 375 degrees for 25 minutes.

Filling:

- 2 1/2 c sugar
- 4 T cornstarch
- 1/2 t salt
- 1/2 c boiling water
- 2 c lemon juice
- 1 c flour
- Grater rind of one lemon
- 2 T butter
- 4 egg yolks

Mix sugar, salt and corn starch in large bowl, using medium speed. Add boiling water gradually while beating. When smooth add remaining items. Cook on low heat until thick and clear. Cool and spread between layers of cake.

Top with:

- Four Minute Icing
- 1 c sugar
- 1/2 c cream of tartar
- 2 egg whites—unbeaten
- 1/2 t salt
- 3 T water
- 1 t orange extract

Put all ingredients in a bowl and set on low heat on range or over boiling water as you wish. Beat four minutes, using high speed and moving so as to include all of mixture in heating.

Question: Can I use an electric mixer to prepare an Angel cake? Answer: Yes, indeed. Use high speed for the whites and add sifted sugar and sifted flour with low speed. Stop mixing as soon as the flour has all been absorbed. Bake in usual manner, cold to 325 degrees for one hour.

GENERAL ELECTRIC

THE REFRIGERATOR THAT DEFIES TIME!

100 LBS. OF ICE for 15¢

a General Electric Refrigerator gives you the equivalent refrigeration of 100 pounds of ice for only 15¢ worth of electric current.

HOT DAYS AND NIGHTS

mean spoiled foods and wasted money unless food storage is provided with constant temperature below 50°.

For only 5c or 6c a day you get dependable, carefree refrigeration plus all the pure, sparkling ice cubes you will want. Be thrifty this year and have a G-E Refrigerator in your kitchen.

You will save more money with a General Electric because of the low operating cost of its "ageless" sealed-in-steel mechanism. This famous mechanism requires no attention—not even oiling—and carries 5 Years Performance Protection for only \$1 a year.

- ★ All-Steel Cabinets
- ★ Stainless Steel Super-Freezer
- ★ Automatic Interior Lighting
- ★ Foot Pedal Door Opener
- ★ 8 Point Temperature Control
- ★ Matched Food Containers
- ★ Vegetable Drawer.

C. D. BEAN

HOUSEWARES • ELECTRICAL HOME SERVANTS

229 East Main Street Phone 497

We Congratulate—

C. D. BEAN Upon the Opening of His New Medford Store

THIS fine, new store is a splendid addition to the progressive firms of this city featuring electrical home servants. . . . The constantly increasing use and demand for refrigerators, radios, washing machines, ranges, ironers, dish washers and countless handy electrical appliances, spells success for this enterprise. . . . C. D. Bean's new store is a credit to this community and this company is glad to join the people of this community in congratulating its owner upon the occasion of his store opening Saturday.

The California Oregon Power Company