

NATIONAL CHEESE WEEK PROCLAIMED NOV. 9-16

That ancient and honorable foodstuff, cheese, is celebrating a third annual National Cheese Week, November 9 to 16—and observing its more than 3,500th birthday at the same time! Plenty of reasons for this oldest of all manufactured foods to hold the attention of a world of budgeting meal-planners!

For cheese this year, as never before represents the great bargain in food stuffs. Low cost and high food value; these are the theme song with which cheese takes the center of the food stage this year.

Because cheese is the most highly concentrated source of protein known and is, in addition, from 90 to 99 percent digestible, it deserves a place high on the list of staple foods in every week's menu. And because cheese is the most versatile of all the foods in the budget, it fits into a thousand menu uses. It is admirably suited to use in the main dish of the meal. Combined with rice, bread macaroni, or potatoes, it adds the necessary protein to these carbohydrate foods to make the perfect center-of-attraction for dinner. For economy and nourishment, cheese and the simple starchy foods represent the all-time "top." Vegetables and cheese—in casserole dishes that are both emptying and appetite-satisfying—are ideal combinations which may well serve in the observance of National Cheese Week. Cheese souffles, cheese puddings, cheese combined with eggs, with fish, with salads, with desserts—all of these combinations are as acceptable to those who eat them as to those who plan the meals and pay the bills.

Although the ancients were unaware cheese have been recognized by the smartest races of the world from almost the beginnings of civilization, America is only beginning to recognize the virtues of cheese in the everyday diet. Cheese is an important source of the health-maintaining Vitamin A, also of the protective Vitamins B and C, and in addition is rich in calcium, phosphorus, and other milk minerals so important to the maintenance of health and bodily vigor.

Although the ancients were unaware of the scientific facts about cheese,

Mayor Urges Observance

It has been brought to my attention that the week beginning November 9th and ending November 16th has been set aside as National Cheese Week. With the thought in mind of boosting the dairy industry and promoting a greater use of dairy products, especially cheese, during this week, no doubt the public is well aware of the fact that the dairy industry is the second largest in the State of Oregon and needs the complete cooperation of the citizens of Oregon.

Whereas, the above has been adopted by the Government, it is hoped that the citizens of Medford and the valley generally, will observe this week by the use of more cheese and dairy products. Especially do we call your attention to Oregon cheese, an industry in which the State of Oregon ranks third largest in the production in the entire United States.

GEORGE W. PORTER, Mayor of Medford.

they were adept at the various arts of using cheese. One of the earliest texts with reference to the use of cheese is the Bible. The boy David, who slew Goliath, presented cheese to the officers of the army. And, as early as 1400 B. C. cheese was a common food in Egypt. Cleopatra, and ladies of her day, it is said, ate cheese in large quantities as an aid to their complexion and beauty. Today the women of Spain and Italy share this belief, and eat cheese as an aid to beauty as much as an aid to health. Cheese has been an important ration in the armies of the world almost from the beginning of time.

Zoroaster, the ancient Persian philosopher, prescribed its use to build up the strength of armies, and he himself lived for 20 years in perfect health on a diet consisting of cheese and dried fruit. The Romans following the example of the Greeks, also rationed their armies on cheese. A large portion of cheese daily was included in the diet of the first Olympic games.

The standing army of the United States continues the practice of the ancients in using a large quantity of cheese, their daily ration consisting of about 25 of an ounce per day per man.

Cheese is virtually the only food known to every nation and race of people around the world. Its prominence in the food field was shown in days of old when cheese constituted a means of reckoning wealth among the wandering tribes of Asia and southern Europe—a medium of barter and trade long before books were kept on the Continent. Today there are more than 400 varieties of cheese known throughout the world. More than 200 varieties are known and produced in America. Although there are so many varieties of cheese known by different localities, the United States Department of Agriculture states that all of these varieties belong to about 18 or 20 distinct families. These family names are: Brick, Caciocavallo, Camembert, Cheddar (to which our American cheese belongs), Cottage, Cream, Edam, Emmenthaier, Gorgonzola, Gouda, Hand, Loaf, Limburger, Neuchatel, Parmesan, Pecorino, Romano, Roquefort, Sapsago and Trappist.

Although America produces more cheese than any other nation in the world, cheese consumption in this country lags behind that of other nations. The hardy Swiss are the world's champion cheese-eaters, with 23 pounds of cheese per year to the credit of every man, woman and child; Holland, France, and Denmark are next, with an annual per capita consumption of 13 pounds. Germany and England eat 9 pounds each per man—and America brings up the list with about 5 pounds per person. National per capita consumption of this worthy dairy product is increasing year by year, however, as national education about the high food value, economy, and versatility of cheese becomes more widely spread.

There is no meal in which cheese is not thoroughly at home, and scarcely a dish which cannot be improved by the addition of cheese. Recipes for some interesting and economical dishes whose principal ingredient is cheese, follow:

Main Dishes Made With Cheese

- Cheese Strata**
 - 12 slices day-old bread
 - 1/2 pound Sharp American Cheese
 - 4 eggs
 - 2 1/2 cups milk
 - Salt, pepper

- Arrange six slices of bread in the bottom of a baking dish, fitting them in so that the entire surface is covered. Spread the bread with the cheese (or cut it in slices and cover the bread with it). Cover with remaining six slices of bread. Beat eggs, add milk and seasonings, and pour over the bread and cheese. Let stand an hour. Bake in a moderate oven, 350 degrees, about 40 minutes, or until puffed up and browned.
- Cheese Souffle**
 - 2 tablespoons butter
 - 2 tablespoons flour
 - 3/4 cup hot milk
 - 1/2 teaspoon of salt
 - Dash of Cayenne
 - 1/2 pound Sharp American Cheese
 - 4 eggs

- Make a sauce of the butter, flour, milk and seasonings. When thickened and smooth remove from fire and add cheese sliced into several pieces. Stir until cheese is melted, add beaten yolks of eggs and mix well. Cool mixture and fold in stiffly beaten egg whites. Pour into an 8 inch casserole and bake 30 minutes in 350 degree oven. Serve at once.
- Cheese Bean Roast**
 - 1 pound can kidney beans
 - 1/2 pound American cheese
 - 1 onion, chopped fine
 - 1 tablespoon butter
 - 1 cup bread crumbs
 - Salt, pepper, paprika
 - 2 eggs

Drain liquid from beans; run beans

Hits Broadcasters



Speaking in New York, George H. Payne, federal communications commissioner, warned commercial radio broadcasters they would have to improve their programs and change advertising methods in order to maintain a system of privately owned stations. He also charged a "pragmatic endeavor on the part of those controlling commercial broadcasters to make the federal communications commission a subservient instrument to commercial radio." (Associated Press Photo)

and cheese through meat chopper. Cook onion in butter. Combine ingredients, add seasonings and beaten eggs. Mold into a loaf or roll, moisten with melted butter and water and roll in bread crumbs; or pack firmly in a buttered baking dish and cover the top with buttered crumbs. Bake in a moderate oven, 350 degrees until nicely browned. Serve with tomato sauce.

Macaroni Stuffed Peppers

- 5 green peppers
- 1 cup cooked macaroni
- 1 1/2 cups grated American cheese
- 1 cup cooked tomatoes
- 1 cup bread crumbs
- 1 teaspoon Worcestershire sauce
- Salt, pepper, paprika
- 1 can tomato soup

Remove tops and seeds from peppers and boil 5 minutes in salted water. Mix macaroni, 1 cup of cheese, tomatoes, crumbs, Worcestershire sauce and seasonings to taste. Drain the peppers and stuff with macaroni mixture. Stand upright in a baking dish, sprinkle remainder of cheese on top and pour around them the tomato soup slightly diluted with water. Bake in a moderate oven, 350 degrees 30 to 40 minutes.

Macaroni Cheese Timbales

- 1 cup grated American cheese
- 1/2 cup milk
- 2 eggs
- 1/2 teaspoon Worcestershire sauce
- Salt, pepper
- 1 1/2 cups cooked macaroni, (broken)
- 6 mushroom caps.

Blend well the grated cheese, milk, well-beaten eggs and seasonings. Divide the macaroni equally among 6 buttered mushroom caps and fill cups with the cheese mixture. Set in a pan of hot water and bake in a moderate oven, 350 degrees until firm. Unmold onto a platter, garnish each timbale with a mushroom cap, and serve with sauce made with the sharp American cheese, milk and seasonings cooked in a double boiler, until cheese is melted.

Tourist Increase Aim In Northwest

SPokane, Wash., Nov. 8.—(AP)—Railway, airway, steamship operators and chambers of commerce representatives of the northwest got together here today to see how more people could be made to go more places and often.

Use Mail Tribune want ads.

S. SUMPTER SMITH IS LAID TO REST IN SISKIYOU PARK

"He lived a better sermon than I could ever hope to preach."

With those eulogistic words from the lips of the Rev. D. E. Millard, Sidney Sumpter Smith was laid to rest in Siskiyou Memorial park yesterday afternoon. As the casket was lowered with loving hands, a glorious sun poured out its warm affection as a symbol of the life of the man who had been a prominent and kindly citizen of Medford since 1913.

With a prayer by the Rev. Mr. Millard and the singing of "Rock of Ages" by the First Christian church male quartet, the brief but impressive graveside ceremony was brought to a close.

Services were held at the First Christian church at 2 o'clock, with the Rev. Mr. Millard, an old friend and former pastor of the church, officiating. The church was filled with friends and relatives of the man who had given so much of his life to Medford and the Rogue valley. The casket rested in a bower of flowers that kindly but eloquently attested to the high esteem in which Mr. Smith was held by his fellow-citizens.

"Friends," said the Rev. Mr. Millard, "I am not going to deliver a sermon. Sumpter Smith lived a better sermon than I could ever hope to preach. Medford and Jackson county are going to miss Sumpter Smith. The church will miss him. His friends will miss him, and they are many. Sumpter Smith never wavered from the faith learned at his mother's knee. In all my life I have never met a more princely Christian than Sumpter Smith."

The Rev. Mr. Millard then read several brief prayers that Mr. Smith had underscored in his prayer-book, including the last prayer that Mr. Smith had been able to read on his sick bed on October 29.

The pastor sang "The Song of My Heart," one of his own compositions that had been a favorite of Mr. Smith. Marnie E. and Elneta C. Olson sang "When the Mists Have Rolled Away."

Attending the church services were city and county officials and representatives of numerous civic, fraternal and trade organizations. Among those from out of town were George Neuner, former United States district attorney of Portland, and Curtis Anderson, a nephew of Mrs. Smith, from Alameda, Cal.

DALLES SEEKING ARMY AIR BASE

THE DALLES, Ore., Nov. 8.—(AP)—The Dalles chamber of commerce urged today that the war department establish a Pacific northwest air base on the North Dalles flats in Klickitat county, Washington.

George ("Bun") Stadelman was named chairman of a committee to prepare a brief urging the action. Stadelman said his brief would deal with military advantages.

The municipality now operates a lighted, intermediate air field at the site.

Idaho Crop Damage Over Two Million

BOISE Idaho, Nov. 8.—(AP)—If the Idaho apples, potatoes, celery and lettuce damaged by wintry weather in this state during the past week could be salvaged and sold at present prices, producers of these commodities would receive approximately \$2,675,000 for them, Idaho state department of agriculture officials "roughly estimated" today.

F. Lee Johnson commissioner of the

Cocktail Prexy Gets Jail, Fine

PORTLAND, Ore., Nov. 8.—(AP)—Circuit Judge Jacob Kanziel fined Barney Perlman, "cocktail college" dean, \$550 today and sentenced him to six months in jail.

A district court sentence, from which Perlman appealed, has given a similar sentence.

His "college" taught the art of mixing cocktails, Perlman said. He charged 25 cents a lesson and permitted the "student" to consume his handiwork.

Cold Snap Cracks Trees In Dalles

THE DALLES, Ore., Nov. 8.—(AP)—Sap oozed today from numerous English walnut trees cracked open during recent near-zero weather.

Pools of it formed on streets or on the tops of automobiles parked beneath the wounded trees.

Horticulturists said the English walnut trees might be permanently injured. Black walnut trees apparently were not injured.

Pupils March Out As School Burns

ASTORIA Ore., Nov. 8.—(AP)—All the school children marched out safely under fire drill regulations when the two-room Hillcrest school building at Knappa burned today.

An overheated stove was believed to have caused the fire. The building and contents, valued at about \$4,000, were a total loss. The school board will rebuild.

BREAKFAST FOOD KING BOOSTS WORKERS PAY

BATTLE CREEK, Mich., Nov. 8.—(AP)—W. K. Kellogg, the cereal manufacturer, announced an average of 12 1/2 per cent wage increase for all men employees today and declared the six-hour day, in which his company pioneered, seems to be the best solution to the unemployment problem.

SPokane, Nov. 8.—(AP)—Hugh J. Wood, Spokane county horticulturist, said today Spokane county's apple crop looks like a total loss.

Phone 542. We'll haul away your refuse. City Sanitary Service.

FORESTERS URGE AID TO PLANNERS

PORTLAND, Ore., Nov. 8.—(AP)—Twenty foresters recommended creation of a forestry committee under the Pacific northwest regional planning commission today.

The timber experts, here from four states to confer with the commission, pointed out that forest problems are directly linked with problems of agriculture, general land use, grazing ranges, water resources, transportation, recreation and practically every economic and social phase of northwest life.

They recommended to Marshall N. Dana of Portland, chairman of the

BIKTHS

Born to Mr. and Mrs. P. A. Prints of 234 South Grape street, an eight-pound 15-ounce boy, November 9, at Community hospital. The new son has been named Richard Barry.

"KICKERNICK" Undergarments that fit at Ethelwyn B. Hoffmann's.

Phone 542. We'll haul away your refuse. City Sanitary Service.

Shoes dyed any color. Work guaranteed. Called for and delivered. Tel. 101. Bob's Shine Parlor, 19 N. Front.

GUNSMITH Repairs for all makes of guns. Sims Bros. 23 N. Fir

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Beautiful N. and N. tailor made Real Silk lined Men's Neckties

Absolutely FREE

With each purchase of Four (4) 25c packages of Genuine Parker super-quality guaranteed finest hollow ground Blue Steel Blades—for 99c you pay only 99c for all.

Blades fit old or new Gillette type razors.

NOTICE A special factory purchase makes this unusual offer possible—if you can't be at our store during sale hours, send someone else—leave 99c and your order will be put aside for you.

OFFER limited to stock on hand—Ideal for Christmas Gifts

WESTERN THRIFT STORE
Phone 274
Cor. Main and Central Medford, Ore.

\$842 SAN FRANCISCO \$1600 ROUND TRIP

Cheaper than driving your own car! For these low fares you can go in a big, roomy coach. Or sleep in a fine improved Tourist Pullman for these same fares plus a small berth charge... spacious dressing rooms, porter service and other Pullman facilities. Rates are also low to Los Angeles, San Diego and other California points. And here's something else that will save money on your trip...

NEW FOOD SERVICE

Now served in coaches and Tourist Pullmans on all trains to California: coffee 5c, milk 5c, sandwiches 10c, 3 do-nuts 10c, ice cream 10c, apple or orange 5c, etc. (And pillow rental now only 10c in coaches.)

Southern Pacific
J. G. CABLE, Agent, Tel. 24

A QUALITY DRINKER... IS A MODERATE DRINKER

An appreciation for all fine things is governed by moderate indulgence in all fine things.

Overland STRAIGHT WHISKEY

KENTUCKY BOURBON 95 PROOF 18 MONTHS

Aging in the wood gives it that famous old pioneer mellowness.

PINT... \$1.15
QUART... \$2.20

D&B BLACK LABEL WHISKEY—A BLEND—90 PROOF

3 1/2% is 17 years old, 17% is 4 years old and 40% is 1 year old and all expertly blended with 40% pure grain neutral spirits to make perfection.

PINT \$1.10 QUART \$2.15

GULF STREAM STRAIGHT WHISKEY 90 PROOF 12 MONTHS

There is no let-up on the increasing popularity throughout all of Oregon of this splendid whiskey. The reason why, is quality; quality first and last. Try it yourself!

HALF PINT... 40¢
PINT... 75¢
QUART... \$1.40
HALF GAL. \$2.75 GALLON \$5.25

PARK LANE STRAIGHT RYE WHISKEY 95 PROOF

Distilled by experts from specially selected grain gives this whiskey its distinctive character.

14 MONTHS OLD
HALF PINT 50¢ PINT 90¢
QUART... \$1.70

QUICK STARTING!

Winter 76 Gasoline

Winter 76... available in every 76 pump, contains an extra supply of the volatile, quicker firing petroleum fractions. Even on the coldest mornings these "cold-proof" elements assure you quick, easy starting.

Your motor warms up faster, gets you out of the garage, or away from the curb quicker. There's less cold-engine wear, less drain on the battery, less gasoline wasted through choking.

Fill with Winter 76 today... enjoy quick starting at all temperatures... plus the anti-knock and mileage qualities for which 76 has always been noted.

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