

Food Show Wednesday and Thursday to Feature Opening Celebration

PUBLIC INVITED ENJOY PROGRAM, INSPECT STOCKS

Free Groceries Will Be Distributed During Day — Music, Addresses, Floor Show for Entertainment

One of the largest food shows ever to be staged in Medford will be presented at the Western States Grocery company's new headquarters tomorrow and Thursday when hundreds of southern Oregon residents are expected to inspect this pretentious array of groceries and household equipment, much of which will be exhibited by local firms.

Tomorrow from two to five o'clock and in the evening from 7:30 to 10:30 o'clock the public is invited to attend the big food show which will be accompanied by a program which includes the following: short concert by the Medford high school band at three; greetings by Mayor George Porter and A. H. Banwell, manager of the chamber of commerce; a floor show by Eve Benson's students at four; and at 8:30 another floor show by the same talent. Interspersed with the program features will be distribution of free groceries.

Thursday afternoon at 4 o'clock Mrs. Benson's pupils will present another floor show and after dinner the Western States will entertain visiting grocers, employees and their families only.

Division Manager



Among the Western States Grocery company's officials who will be present for the food show activities is W. B. Blackaby of Portland, vice president and divisional manager for Oregon, who arrived here Monday with Mrs. Blackaby.

Mr. Blackaby has spent a number of years in the grocery business, and since being associated with the Western States firm he has been consistently rewarded for his outstanding ability by rapid promotion. He is optimistic about the future of the Medford plant and about the future of this community as a center of population and trade.

The visiting divisional manager will take an active part tomorrow and Thursday in entertaining the large

number of guests and grocers anticipated for the food show. Mr. Blackaby is a native Oregonian and was a graduate of the University of Oregon, class of 1921.

Menus of the Day

By Mrs. Alexander George.
CHOCOLATE PIE
Family Dinner Menu
(Do not Count Calories Today)
Grapefruit Salad
Baked Fresh Ham
Browned Sweet Potatoes
Buttered Spinach
Apple Butter
Chocolate Pie Coffee
Baked Fresh Ham.
4 pound ham
1 teaspoon salt
1/4 teaspoon paprika
1/4 teaspoon celery salt
2 tablespoons flour
2 tablespoons flour
1 1/2 cups water.
Scrub ham well and place in baking pan, fat side up. Bake 20 minutes in hot oven. Add seasonings. Flour and 1/2 the water. Cover and lower fire. Bake 2 hours in moderately slow oven. Remove from oven and discard stud. Add rest of water and bake ham 3 hours. Baste every 30 minutes. Gravy can be made after meat has been removed from pan. Add 4 tablespoons flour blended with 3 tablespoons fat in pan. Mix well and add to ham dripping. Add 2 cups water and boil 2 minutes.

Pie Crust.
1/2 cup lard
1/4 cup flour
1 1/2 cups flour
3 tablespoons cold water.
Cut lard into salt and flour, slowly add water. The exact amount cannot be determined so more may be required. When stiff dough forms, roll it out and fit into pie pan. Prick well and bake 15 minutes in moderate oven.

Chocolate Filling.
2-3 cup sugar
1 1/2 squares chocolate
1-3 cup flour
3 egg yolks
2 cups milk
1/4 teaspoon salt
1 teaspoon vanilla.
Shave chocolate and add to sugar, flour, yolks, milk and salt. Cook until thick and creamy in double boiler. Stir frequently. Add vanilla and pour into pie shell. Cover with meringue.

Meringue.
3 egg whites
1-3 cup sugar.
Beat whites until stiff, add sugar and beat until creamy. Roughly spread over filling and bake 15 minutes in slow oven.

Sen. Vandenberg Denies Candidacy
PORTLAND, Ore., Feb. 18.—(AP)—Senator Arthur H. Vandenberg of Michigan does "not intend to enter the Oregon primary or any other primary," he informed republican leaders here.
He has been mentioned as a possible republican presidential candidate "All I want at Cleveland (convention site) is the wisest possible decision . . . so that we may have the best possible chance in November to re-elect the republic," he said.

Heads F. B. A.



H. L. Summerfield, vice-president of the coast-wide Food Buyers' association, came to Medford a week ago from the Oakland, California head office to personally supervise plans for the Western States Grocery company's food show. Under his direction the new wholesale house on South Fir and Eleventh streets has been transformed into an unusually effective show place making an ideal setting for the artistic displays which are being installed.

Last fall was the beginning of the Food Buyers' association in southern Oregon, the first members signed were at Marshfield. This organization is primarily designed to give the independent grocer an opportunity to purchase his stock at lower cost and improve his business through consistent advertising programs and merchandising methods which have proved successful, according to Mr. Summerfield.

Since the founding of the Food Buyers' association last fall under the sponsorship of the Western States Grocery company, membership has grown to over 3500 stores on the Pacific coast. Savings to the individual

grocers in the organization include reduced cost for office equipment and fixtures in addition to the other major benefits. Mr. Summerfield pointed out.

Mr. Summerfield has been identified with the retail and wholesale grocery business over a long period of years, and is well-known on the Pacific coast for his work in behalf of independent grocers. Many of his sales promotion and advertising programs have been copied throughout the country. "During the food show I hope to meet many of the southern Oregon grocers and other valley residents. I am confident of the successful future of our new Medford plant," Mr. Summerfield stated, and he is very enthusiastic as to what he will be able to offer the retail grocers of Oregon through the Food Buyers' association, now that Western States have nine wholesale houses in Oregon.



(Continued from Page One.)

than Marcantonio, although they have yet to meet the floor of a patrol wagon on face to face, as he did.

For example, Ohio congressmen have been plagued with complaints that unskilled workers get \$55 a month in Cleveland, \$60 in Detroit and \$57.50 in the comparatively small city of New Castle, Pa.

The workers are organizing and depending on their congressmen, demanding what they call "equal treatment."

Authorities on that subject have long suspected no complaint-proof system can possibly be worked out. The original money man of the new deal was Prof. Farnon of Cornell, who rarely speaks in public. Some of his friends who are in a position to understand his slant on money, however, are presenting the following in-

teresting contentions as more or less unofficially representing his current personal viewpoint:

The federal reserve board will not be as effective in influencing price levels as Chairman Eccles thinks it can be.

A continuation of present administration policies will inevitably lead to a further cheapening of the dollar.

The only thing which has been effective in bringing about a better relationship between basic commodity prices and administratively fixed prices was raising the price of gold.

But before consideration is given to raising the price of gold further, some automatically operating formula should be passed by congress and given to some responsible body to administer which will be effective in lowering the price of gold as well as in raising it.

This is essentially the commodity dollar basis. Warren's friends contend it would not be inflationary, but deflationary. It is not being considered seriously in Washington now. The new dealers have chosen a different course, for the present at least.

Warren's remaining personal contacts within the administration, however, have deep respect for his price views. Representatives of certain large corporations and banks secretly slip up to Ithaca from time to time to get his line on prices.

The best house cloakroom laugh of the week was that of the new dealers at the expense of a Pennsylvania republican congressman who runs a shoe factory. He is one of the severest critics of the administration, but his factory recently sent out a letter saying its business is the best in history. "The republican can see no joke in that. He contends business is better in spite of the new deal, but that has not diminished the merriment.

Downtown apartment dwellers have heard that the new deal is going to take over more of their buildings. The war department has already taken one. A somewhat panicky rent situation has thus been caused by expanding government departments.

CONGRATULATIONS

Western States Grocery Co.

See Our Display at the

Food Show

Wednesday and Thursday

PHONE 776-R-2 for daily delivery of GRADE A RAW and PASTEURIZED MILK and CREAM

We have the only glass lined pasteurizer in Southern Oregon

GILMAN'S SANITARY DAIRY

"THE MILKY WAY TO HEALTH"

The WORLD'S MOST ECONOMICAL MOTOR OIL

PENN-RAD

DISTRIBUTED BY

Western States Grocery Co.

PUREX

Assures Snowy White Clothes--

Include a Bottle in Your Next Grocery Order—

Two Other Household Necessities

PUREX DRAIN OPENER

PUREX BOWL CLEAN

Available At Your Grocer

BOOTH SARDINES

Include a Tin With Your Next Order From Your GROCER

We Congratulate—

The Western States Grocery Co. upon the opening of their

MEDFORD WAREHOUSE

Another step in making Medford the distributing center for the vast southern Oregon and northern California territory is marked by the moving of offices and warehouse of the Western States Grocery Company to this city. We join the people of Medford in extending a cordial welcome to this company and wish them success in their endeavors here!

Delicious FISHER'S SCONES at the FOOD SHOW

Western Grocery Company Warehouse WEDNESDAY and THURSDAY

Will Be Prepared on a

Westinghouse Range

Some Exceptional Bargains Left in our February Clearance Sale

Buy at Sale Prices on F.H.A. Terms

PEOPLES ELECTRIC STORE

214 West Main St. Phone 12

Free Bobby Benson TUMBLER

WHILE THEY LAST

with PURCHASE HO OATS 2 Regular Size Pkgs. OR 1 Large Size Pkg.

Take Advantage of This Offer When You Shop at Your GROCER

We Congratulate

The Western States Grocery Company Upon The Opening Of Their New Medford Warehouse

ANOTHER step in the progress of this fine community is marked by the opening in this city tomorrow of the Western States Grocery Company's fine new warehouse at Eleventh and Fir streets . . . This opening will be celebrated by a food show Wednesday and Thursday of this week . . . This long-established Medford firm wishes the Western States Grocery Company success in their activities here!

More Than 30 Years Serving the People of Southern Oregon

SNIDER DAIRY & PRODUCE CO.

Telephone 203

"If It's SNIDER'S —It's the BEST to BUY"

Snider's offer you a complete selection of high grade Dairy Products. Our modern, sanitary plant on N. Bartlett St. is open for your inspection at all times . .