

Public Invited to Attend Opening Festivities; Entertainment Planned

PALATE-TICKLING FOOD DISPLAY TO FEATURE OPENING

Over Forty Exhibits Will Give Visitors Picture of Supplies Carried — Free Samples to Be Distributed

Colorful food displays will tempt the appetite and shiny new kitchen equipment will be admired by hundreds of guests tomorrow and Thursday at the Western States Grocery company's grand opening. More than 40 exhibits were being completed today to give the visitors a panoramic picture of all types of food supplies and modern culinary methods.

Free samples of nationally advertised food products will be distributed at the big show by numerous representatives of manufacturing companies. Among the displays booked for the Western States Grocery opening are the following:

- Morton Salt company, Hansel Broom company, Porter-Scarpelli Macaroni company, People's Electric Store, Gilman's Dairy, Beck's Bakery, Medford Flower Shop, C. D. Bean, Inc., Huber Packing company, White King Soap company, California Packing Corporation, Best Foods Products, Durkee Famous Food, Kellogg Sales company, Beech Nut Packing company, Corn Products Refining company, Pillsbury Flour Mills, National Biscuit company, Standard Oil company, Reynolds Tobacco company, Sperry Flour company, Mason Soap company, Swift and Company, Libby, McNeill and Libby, Pennant Coffee company, Sleepy Hollow Syrup, Union Oil company, Albers Brothers Milling company, Kraft Cheese company, General Foods Sales Co., Alpine Milk company, Proctor and Gamble Co., Colgate, Palmolive, Peet company, Fisher Flouring Mills, Van Camp's Products Co., Golden State Milk company, Adcoops, Weason Oil Snowdrift, Jela-Rite Fruit Pectin and A. Schilling & Co.

K. F. Pair to Wed. RENO, Nev., Feb. 18.—(AP)—Marriage licenses issued here during the week-end included: John D. Hamilton, 25, and Dorothy Larimore, 23, both of Klamath Falls, Ore.

HERE ARE THE REAL FACTS ABOUT BRAN

Brought Out by Tests with Kellogg's ALL-BRAN

Some years ago, there was considerable difference of opinion regarding the use of bran. So to discover the actual facts of the case, the Kellogg Company asked for a series of laboratory tests at leading universities.

Experimental studies on a group of healthy women showed that the continued use of bran was thoroughly satisfactory. Unlike cathartics, it did not lose its effect.

Other independent tests on men indicated that, with certain people, the "bulk" in bran was more effective than that found in fruits and vegetables.

Laboratory analysis proved that Kellogg's ALL-BRAN supplied vitamin B and iron as well as plenty of bulk. This "bulk" in ALL-BRAN is gentle in action. It absorbs a great deal of moisture, and cleanses the intestinal tract.

ALL-BRAN corrects constipation due to insufficient "bulk." It is the natural way—far better than using pills and tablets.

Serve as a cereal—or use in cooking. Sold by all grocers. Made by Kellogg in Battle Creek.

A MEAL IN 6 1/2 MINUTES

Delicious Economical Satisfying

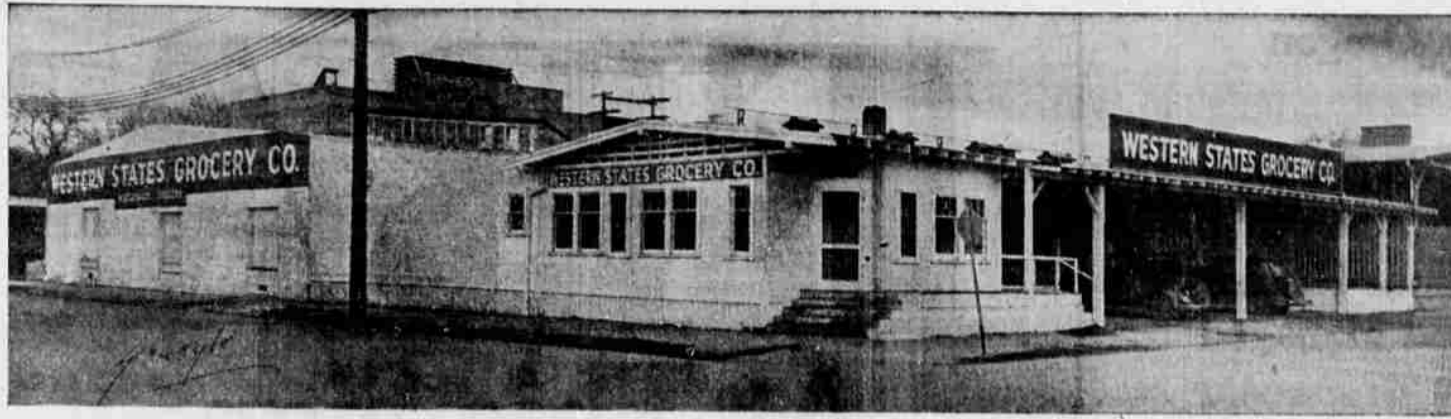
PORTERS FRIL-LETS

These tasty fresh egg noodles that "won't slide off the fork" take but a jiffy to prepare. They are a meal in themselves and combined with leftovers never fail to call for a second helping! Porter Fril-lets are made with 100% Grade A-1 Durum Semolina... more flavorful, more quickly digested, more nourishing!

150 RECIPE CABINET FREE

Send 8 Porter labels to Porter-Scarpelli Macaroni Co., Portland, Ore.

New Western States Grocery Company's Warehouse in Medford Scene of Food Show



View of the fine, modern warehouse and offices of the Western States Grocery Company, established at the corner of Fir and Eleventh streets in Medford. This plant will be the headquarters and distributing point for the vast southern Oregon territory and will be managed by L.G. Bickel. A portion of this warehouse will house the two-day food show, Wednesday and Thursday, which will be a feature of the Western States Grocery Company's Medford opening. Brilliant displays of merchandise and foods have been arranged and an elaborate program of entertainment has been prepared for visiting guests during the two days. Light and special entertainment and a dance will be arranged.

Area Chief



L. G. Bickel has been named manager of the newly established Western States Grocery headquarters in this city, following his association with this large company during the past year when he served as manager of the plant in Grants Pass, Ore. Twenty years experience in grocery business in Portland and Eugene, Ore. has thoroughly acquainted Mr. Bickel with all angles of the food industry. He has already moved his family to Medford. In keeping with the sentiment of the local organization, Mr. Bickel's motto is, "If it helps the Rogue river valley, we are for it."

Be correctly corrected in an Artist Model by Ethelwyn B. Hoffmann. Use Mail Tribune want ads.

VARIETY OF FOOD NEEDED TO GAIN SEVEN VITAMINS

Housewives' Problem Made Easier by Analysis of Foods Prepared by U. S. Bureau Home Economics

Foods that are called rich in vitamins may contain them all, but few foods are really rich in more than two or three of the six or seven known vitamins. That puts it up to the housekeeper again, says the bureau of home economics of the U. S. department of agriculture, for it is part of her job to provide the family with all the essentials of a good diet. In other words, she must provide vitamins, as well as carbohydrates, fats, proteins, and minerals in the meals she serves, and there is a "how" to this for each of the vitamins—even for vitamins A and D, although these two "fat-soluble" vitamins are found in some of the same foods.

Vitamin A is found in two classes of foods, however. The best sources of vitamin A are, on the one hand, yellow vegetables, yellow fruits, and green leafy vegetables; and on the other hand, certain foods from animal sources. This is due to the fact, nutritionists say, that the "mother substance" of vitamin A, or its "precursor" is carotene, a yellow coloring matter in carrots and in other yellow vegetables and fruits. Carotene is also present in the green leafy vegetables, although here it is masked by the green coloring, or chlorophyll. Carotene in these foods, when eaten by man or beast, becomes vitamin A in the body.

Each Important. Each of the vitamins is important in its own way. Nutritionists have found that vitamin A is necessary not only for growth and development of the body generally, but in particular to keep the linings in good condition—membranes of the nose, sinuses, throat, lungs, and the digestive tract. This is one of the vitamins the body can store up, but when foods providing vitamin A are lacking long enough for the body's store to be depleted, those linings lose resistance to infection, and trouble sets in.

There need be no lack of vitamin A, however, if the right foods are chosen, and used often enough. The variety of foods rich in vitamin A—that is, rich in carotene, or vitamin A, or both—is such that one or more such foods may easily appear on the table in the course of a day, or even at every meal. "Rich," however, is a comparative term. There is actually not very much Vitamin A in any food, so there is little chance of getting too much in our meals. The best sources of vitamin A are:

Animal foods: Liver, egg yolks, butter, cream cheese, cheddar cheese, cream, salmon (fresh or canned), cod liver oil and other fish liver oils.

Vegetables: Greens of all kinds, and the green parts (but not the white parts) of lettuce, cabbage, and other leafy salad vegetables, green peppers, green peas, green beans; carrots, sweet potatoes, yellow squash, tomatoes.

Fruits: Apricots, prunes, yellow peaches. "D" Different Problem. Vitamin D presents a very different problem to the housekeeper. This vitamin, like vitamin A, occurs in certain animal fats and oils—but there are not very many foods rich in vitamin D. Richest of all are such oily fish as salmon and sardines. Eggs and butter are comparatively good sources, though variable. Liver, cream, milk and oysters contain a little. But at best, the quantity of this vitamin that can be had in the common foods under ordinary conditions is not very great.

There is another source of vitamin D, however, and that is sunlight—or rather, the ultra-violet rays in the sunlight acting upon the skin either of animals or human beings. The skin contains a substance which is changed by the sun's ultra-violet rays into vitamin D, so human beings and animals that spend a great deal of their time in the sun get much of their vitamin D that way.

The discovery of these facts had important results for children. It was known that undernourished babies, and little children shut off from the sunshine in city tenement districts commonly had rickets—a disease of the bones, which left such children bow-legged, "chicken-breasted," or otherwise deformed for life. Milk helps to prevent this condition, because of the bone-making materials (calcium and phosphorus) milk contains. But milk alone will not do it. Something else is needed.

ful rays in what sunshine there is. Vitamin D for adults is not much of a question. Their bones are built, and if they get plenty of outdoor sunshine, the small amounts of vitamin D they get in the milk, butter, eggs, salmon, sardines, and liver they eat are probably all they need, nutritionists say. Not sunshine through window panes, however, or through any other glass, unless it is the kind of glass specially manufactured to let the ultra-violet rays come through. Outdoor sunshine, however, can not be improved upon.

Schilling
PURE VANILLA
retains its delicate
flavor in all
FROZEN DESSERTS

Congratulations
WESTERN STATES GROCERY CO.
We are glad to have a part in your big
FOOD SHOW
We will serve FREE Hot
Bisquick Biscuits
at our booth
Sperry Flour Co.

Special Demonstration
At The Western States Grocery Co.'s
FOOD SHOW
WEDNESDAY -- THURSDAY
At The New Medford Warehouse, 11th and Fir Sts.
SEE THE NEW, FASTER

maytag
WASH CLOTHES
FASTER
Using WHITE KING
Granulated Soap
Ironing Quickly, Easily Done with a G. E. Automatic IRONER

Inclined ironing board, moisture trap, ruffle iron, thermostat, 350 pounds of pressure, 300 square inches of ironing surface. Presses and irons automatically and the result is perfect ironing and a shorter ironing day.

Own a Maytag For Only—
\$5
A Month Low F.H.A. Terms

LOOK
At These Outstanding Maytag Features!

- Counter-sunk Gyrator, fast, gentle washing action
- Roller Water Remover, with enclosed, self-reversing drain.
- Sediment trap that keeps the water free from loosened particles of dirt.
- Auto-type shift lever — to start or stop washing action
- Quiet, oil packed, enclosed power drive
- Handy hinged lid
- Non-splash crown
- Adjustable legs to suit your height
- Easy-rolling, rust-resisting casters.

We Congratulate—
The Western States Grocery Company upon the opening of their
NEW MEDFORD WAREHOUSE

We are glad to welcome the Western States Grocery Company to Medford... The establishment of offices and warehouse in this city is another expression of faith in the advancement of this fine community and all southern Oregon. To Mr. L. G. Bickel, manager, and officials of the Western States Grocery Company and Food Buyers' Association we extend our best wishes for success in their Medford operations.
ED. EFTELAND, Manager.

BE SURE TO SEE THE
Firestone
DISPLAY
As a Feature of the
Western States Grocery Co.'s
FOOD SHOW

Firestone
AUTO SUPPLY & SERVICE STORES
NINTH AND RIVERSIDE TELEPHONE 520

C. D. BEAN, INC.
229 East Main Street. Phone 497