

PROMOTION WORK FOR 1938 BEGUN BY PEAR BUREAU

SEATTLE, Wn.—(Sp.)—Two Oregon-Washington-California Pear Bureau committees met here recently to plan the new season's work. The advertising committee, headed by J. W. Hebert of Yamtna, developed plans for release of advertising to be submitted to a trustees' meeting soon for approval. Philadelphia and Chicago were suggested as the primary cities for advertising concentration this next season, since they both have potentialities which the bureau feels have not been developed due to lack of funds and manpower. Milwaukee will be covered out of Chicago, St. Louis and New York are the secondary cities for bureau work. The Twin Cities and several south-

eastern markets are next in line, contact work to be done in conjunction with Pacific Northwest Fruits in order to effect economies. Roy Webster, eastern manager of the pear bureau, will not be stationed in any one eastern city but first will go to Philadelphia, if the advertising committee's recommendations are accepted by the trustees. He will cover other cities by trips out of Philadelphia but in the Quaker City he will help with promoting pears in food shows, newspapers and other media. The trade in Philadelphia is enthusiastically making plans for cooperating with the bureau. New display material was reviewed by the committee which also heard parts of the script for the pear moving picture which is in preparation. The other group which met here was the committee on third grade pears, headed by B. A. Perham, of Yakima. Considerable discussion centered around creation of a third grade to remove from the market a large quantity of poor quality pears which at present are termed "unclassified." These low-quality pears tend to break the price for extra fancy and fancy pears and the government insists before any subsidy can be applied this season that some-

thing be done to remove the large quantity of "unclassified" from the market. The findings of the committee have been referred to the agricultural adjustment administration for consideration. Porter Taylor, chief of crops, was invited to come west to meet with representatives of the fruit industry. Those who attended the meeting included David Wood, Medford.

4 MEN ARE UNHURT IN ODD CAR MISHAP

WOODBURN.—(UP)—Four Woodburn men have been counting themselves lucky since they escaped uninjured from an automobile accident caused by lightning. When their car was struck, Al Hopkins, driver, was paralyzed and could not control it. The machine ran off the road and crashed into a rocky projection. The men were dazed for about an hour and a half and then experienced chills and nervousness which lasted for some time. The radio in the car was not damaged by the bolt.

JUNE JOB PLACEMENT IS 65 PER CENT OVER EMPLOYMENT IN MAY

SALEM, July 29.—(AP)—June job placements exceeded those of May by 65 per cent, the state unemployment compensation commission reported here today. Placements for the three months ending June 30 totaled 12,777, of which 2012 were women and 10,765 men with 946 of the latter veterans. The June total was 5019, of which 4020 were men and 999 women while in May the total was 3037 divided between 2668 men and 429 women. In April the total was 3221 with 3037 men and 584 women. Nine per cent of the male placements over the three months period were veterans, while 17 per cent of those going back to work were women. The Portland area accounted for 2966 or 24 per cent of the total.

DOG WARNS FAMILY ABOUT RATTLESNAKE

THE DALLES.—(UP)—Albert Hazen says he values his dog at \$50, although the other night he just couldn't make the animal keep quiet. In search of a cool place to sleep, the Hazen family placed their beds under a tree at their home in the Mill creek district. After they retired the dog started barking and would not stop. Then Hazen heard a buzzing sound. He went in the house, got a flashlight and shotgun and killed a large rattlesnake just a few feet from where his son had been sleeping.

ENROLLMENT GAIN IS SHOWN AT SONS

SOUTHERN OREGON STATE NORMAL SCHOOL, Ashland, July 29.—(Special)—Enrollment gain for the second session at the normal school totaled 31 students on the last day of registration, an increase of approximately 40 per cent over the corresponding period for last year, with the total enrollment at 110. The increase is largest in the second year teacher training students and in graduate teachers taking advanced courses. Nineteen students entered the second session who were not enrolled for the first six weeks. The summer school will close August 19, to be followed by a month's vacation before the fall term opens on September 19. Increased offerings in the lower division field are expected to attract a larger enrollment in this department for the year 1938-39.

PARTY WILL SEEK MARINE RECRUITS

A traveling recruiting party for the U. S. marine corps will visit Medford on Wednesday, August 3, 1938. Sergeants John W. Grantham and William B. Simmons, U.S.C., will make their headquarters at the Medford post office building from 11:30 a. m. until 2:00 p. m. Purpose of the visit is to contact applicants for enlistment in the marines and to answer all inquiries regarding service with the marines. Accepted applicants may accompany the recruiters to Portland where they will be given their physical examination; and, if found fit; they will be enlisted immediately and transferred to the Marine Corps Base, San Diego, California for their preliminary training. There are especially good opportunities for advancement in the marines for young men who have finished high school.

NEW NURSERY IS PLANNED AT O.S.C.

CORVALLIS, July 29.—(AP)—A new nursery school located on the main campus of Oregon State college will be constructed here in time for opening early in the fall term as a result of action by the state board of higher education, college officials announced today. The new building will replace Covell house, a ramshackle residence that has been operated by the school of home economics for the past 11 years. It will be a two-story building. The cost, to be met from student building fee funds, will not exceed \$10,000. A nursery school is maintained by the school of home economics throughout the college year and the summer session as part of the instructional facilities. When established here in the summer of 1926 it was one of the first such schools in the west.

THE HOME OF "GROCETERIA GOODNESS" -- One SHOPPING STOP For Everything--

Home Purity Bakery

Bread and cakes like mother made

For your Sunday dinner or your outing dinner—three fine cakes:

- Lemon Butter
 - Harlequin
 - Betty Crocker Angel Cake
 - 25c - 29c - 49c - 59c
 - Cheese Sticks dozen 15c
- Serve them with your salads—a real treat.

Why Shop Around for Bargains? Come First to Your Super-Food Markets!

WATERMELONS! CANTALOUPE!

FRESH FROM THE PATCH!

OUR BIG Produce Truck has gone south for a load of Melons! Friday morning before sun-up it will be on its way back with watermelons and cantaloupes as fresh as melons can be.

It won't be long before the fine home grown melons will be ready. Until then we shall try to furnish you with vine fresh melons from the Southern patches, now but an overnight drive from Medford.

Every Melon Guaranteed Both Ripe and Sweet.

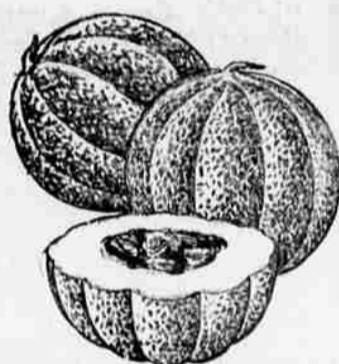


WATERMELONS

AVERAGE WEIGHT 22 POUNDS - EACH 35c

CANTALOUPE

SIZE 36 - - - - 4 for 25c



SAVINGS In the SUPER FOOD MARKETS

"FOODS ARE FRESHEST WHERE SOLD FASTEST"

- Kelloggs Corn Flakes, pkg. 7c
- Kelloggs Bran flakes, pkg. 10c
- Kelloggs All Bran, pkg. 21c
- Shredded Ralston, 2 pkgs. 23c
- Wheaties, 2 pkgs. 21c
- Mothers Oats (choice of premium) pkg. 25c

Z-MOR-U Coffee

Ground to suit your coffee maker

Pound 23c

2 pounds 45c

- S & W Salad Vegetables No. 1 tall can 24c (The Finest)
- S & W Julienne (Shoestring) Beets, No. 2 can 14c
- Wesson Oil, quart can 38c
- Snowdrift Shortening 3 pound can 51c
- Goody Goody Peas No. 2 can 10c

- Sperry Rolled Oats, 3 lb. pkgs. 18c (No Premium)
- Sperry Wheat Hearts, 28 oz. pkg. 22c
- Corn Kix, 2 pkgs. 25c
- Rippled Wheat, 3 pkgs. 25c
- Sunshine Taffy Kisses, 3-lb. pkg. 15c (ASSORTED)

- Edgemont Cheez-it Wafers, pkg. 11c
- Royal Gelatin Dessert Powder, 3 pkgs. 14c
- Strained Honey (new local) 5 lb. pail 39c
- Pure Lemon Juice, 8 oz. can 10c
- Campbells Tomato Soup, 3 cans 20c

FOUNTAIN REFRESHMENTS

A Refreshing Shopping Pause



- Ice Cold Watermelon, a good portion 10c
- Banana Split 15c
- Ice Cream, any kind, quart 25c

Fountain Dinners

Served from 11 a. m. to 8 p. m. 25c and 29c

- Armours Star Corned Beef, No. 1 can 17c
- Armours Star Liver Spread, No. 1 can 10c
- Armours Star Hamburger, No. 1 can 10c
- Armours Star Corned Beef Hash, No. 1 can 10c
- Armours Star Old Fashioned Beef Stew, can 23c
- Kingans Pork Sausage, can 23c
- Pent House Raviolas, No. 1 tall can 10c
- Thompsons Chocolate Malted Milk, 1 pound can 38c
- Eagle Brand Milk, can 19c
- Elbow Cut Macaroni, 3 pounds 14c

GROCETERIA SUPER FOOD MARKETS GATES & LYDIARD

6th at Central
6th at Grape
Savings Without
Self-Denial

Delivery of \$1.00 Orders
Phone:
East Side 752
West Side 428

ONE SHOPPING STOP FOR EVERYTHING

Super Meat Markets

Quality Controlled Meats

FOR ANY AND ALL OCCASIONS THE COLD MEAT Plate Is The Vogue!

IN THE leading magazines will be found beautiful color illustrations of cold meat plates. Beside furnishing the most enjoyable food cold luncheon meats add a touch of color not possible with any other meats.

The Woman's Home Companion for August carries a beautiful full color picture of a fine assortment. This picture is in our windows and in both meat markets.

We can duplicate any plate illustrated in any magazine.

It isn't often that style and economy go hand in hand. The cold meat plate is one of the exceptions.

Woman's Home Companion cold plate meats as pictured; 59c Service for eight

Same meats for four 30c

Other Very Attractive Plates, ample service for six, from a pound of assorted luncheon meats 25c

Hubers Bologna or Liver Sausage, pound 18c

Veal Loaf (our own) pound 25c

Wisconsin Swiss Cheese pound 33c

Sweet Pickles (Knights) pint 15c

Swift's Ready Cooked Circle S Picnics (ready to serve) part or whole, pound 33c

Hormels Spam 12 oz. can 27c

Pure Vegetable Shortening, 4 pounds 44c

Quality Controlled STEER BEEF

Chuck Roast pound 15c

Boneless Cubes pound 20c

Short Ribs pound 12½c

Ground Steer Beef pound 15c

FOR YOUR CONVENIENCE - 2 FREE PARKING LOTS - - Opposite West Side Market - Next To East Side Market