

SOUTHERN OREGON MORTICIANS HOLD ANNUAL MEETING

Southern Oregon funeral directors held their annual meeting at the Lithia hotel in Ashland last night and elected the following officers to serve during 1942: President Clarence M. Litwiler, Ashland; vice-president, Virgil E. Hull, Grants Pass; secretary, Andrew A. Ward, Klamath Falls. The newly elected officers were installed into office by Hemmerly W. Conger of Medford.

The Oregon Funeral Directors association was represented by Executive Secretary George Ryan of Portland who reported that all members throughout the state, at the request of President J. B. Hollingsworth of Eugene had registered themselves and their equipment with Oregon civil reserves and stand ready for any call for service in national defense. Ryan also reported on rationing of new cars and auto tires and announced that the tentative dates for the annual state funeral directors convention had been set for May 24-25-26 1942, with headquarters at the Multnomah hotel in Portland.

A vote of thanks was tendered Mr. and Mrs. Will Dodge of Ashland for the fine program and excellent dinner.

Mae M. Hall, Grants Pass, retiring president, presided and at the conclusion of the meeting was presented with a beautiful desk clock by H. W. Conger in appreciation of her services as president during the past year. Invitation to hold the next meeting in Grants Pass was accepted. John Perl, Medford; A. J. Ousley, Lakeview and Earl Whitlock, Klamath Falls, were appointed hosts to make meeting arrangements and prepare the program.

SNOW FLAKE SODA CAMPAIGN OPENS

A. A. Seekatz, representative here for the National Biscuit company, made news today with word of the largest, most vigorous local advertising program in Nabisco history.

Returning from his company's annual district sales meeting in Portland, Mr. Seekatz announced that the Medford Mail Tribune had been selected to launch the year-long drive with a new campaign for popular Snow Flake Soda Crackers—larger than ever before.

These sparkling new Snow Flake advertisements begin in the Mail Tribune this week for a run of several weeks and will be continued later in the year, Mr. Seekatz explained.

"Not only Snow Flakes but Honey Maid Graham's and other favorite Nabisco products will be pushed locally during 1942," the National Biscuit representative said. "As a leading Nabisco sales territory, Medford will benefit from this unusual advertising program along with other leading cities throughout the nation."

Supplementing local newspaper advertising, Mr. Seekatz said national magazines will also carry much advertising featuring Ritz Crackers, Milk Bone Shredded Wheat, Milk Bone dog biscuit, Nabisco 100% Bran, and other leading National Biscuit company products.

'FIRST AID' For Refreshment Committees

That modest "something" to serve at these wartime committee meetings and service group get-togethers need never be dull nor uninteresting. With a big red package of Snow Flake Sodas on hand, you have the "makin's" for any number of delightful, nourishing concoctions—the kind that give cause for the refreshment committee to pat itself on the back!

- Here, for instance, are a few suggestions suitable for simple refreshments at all types of gatherings. They're inexpensive, easy to make, and they can be depended on to make a hit. Surprise Curry Au Snow Flake 30 to 40 Snow Flake Sodas 1 cup rice, washed 1 tablespoon butter 1 small onion, chopped 1/2 cup milk 1 egg, beaten 1 cup grated cheese 1/2 teaspoon curry powder 1/2 teaspoon salt 1/4 teaspoon pepper Cleaned shrimp, oysters, mushrooms.

GLASSES Dr. R. M. Hood, Optometrist Sparta Bldg. Main and Riverside, Medford, Ore. Skillful Service—Reasonable Prices

Performers in Ice Jinx Saturday



One of the features of the first Ice Jinx of the season Saturday night at the Medford Ice Arena will be a baton drill by the Medford senior high school's girls' drum corps majorettes, supported by Miss Ruth Edge, daughter of Denny Edge, arena manager. Left to right, the majorettes are Harriet Mattheison, Joan Humphreys, Virginia Hawley and Barbara McGrew. In front is Miss Edge.

room buttons, or small flakes of tuna. Boil rice in salt water until tender. Rinse with boiling water, drain. Meanwhile melt butter in saucepan, cook onion in it until tender, add rice, milk, cheese, egg and seasonings. Mix Flakes arrange your choice of single shrimp, mushroom buttons, etc. Cover with teaspoonful of rice mixture. Two or three to a serving. Serve with hot or cold beverage, and small molded salad. Serves 12.

For those all-day sessions when you want to serve something more substantial and in somewhat larger quantities, here is an escalloped dish that serves equally well whether you prepare it in individual scallop shells or in one big casserole. Friday Scallop 4 cups coarsely crumbled Snow Flake Sodas 1 egg 1 cup milk 1 medium can tuna fish (or your choice of seafood) 1/2 teaspoon salt Dash of pepper 1 small onion minced 1 tablespoon minced parsley Mix all ingredients together and pile into individual greased scallop shells or into a greased casserole. Top with additional Snow Flake crumbs and bake

In moderate oven (375 degrees) until golden brown on top. (About 30 to 40 minutes). Serves 4. If your problem is an evening meal of the buffet type, here's a satisfying meat dish that is surprisingly inexpensive. The most inexpensive cuts of lamb are best. Lamb Platter 2 lbs. ground lamb 1 egg 2 cups Snow Flake Soda crumbs 2 tablespoons minced parsley 2 tablespoons minced onion 1 tablespoon minced green pepper 3/4 teaspoon salt 1/2 teaspoon teaspoon pepper 1 cup (or more as needed) 1 cup milk (or more as needed) Mix all ingredients thoroughly, using just enough milk to moisten well. Shape into an oval about two inches thick on heat-proof platter. Bake in slow oven (300 degrees) about one hour. Then around the loaf arrange mounds of mashed potatoes alternately with mounds of cooked, butter brussels sprouts. Continue baking 15 minutes. Serves 6.

'TORTURE TO COME' WARNS GOVERNOR

Portland, Jan. 16.—(AP)—With unity and courage the United States will achieve victory in the war, Governor Sprague declared at a banquet last night, but he warned of "tortures yet to come." The country entered the war weakened by 20 years of education against war, he said, and there was too widespread a belief that victory would be quick and easy. Blind reliance on America's vast resources contributed to the weakness, he asserted. "Are we tough enough mentally to endure the tortures yet to come?" he asked.

NO SALE Portland, Ore., Jan. 15.—(AP)—A man strolled into the lobby of a hotel and offered to sell Don Russell an overcoat. But he fled when Russell shouted: "Hey! that's my coat!" It had been taken from Russell's car, parked in front of the hotel.

Advertisement for Snow Flake Sodas. Features a man holding a box of sodas and a box of Snow Flake Sodas. Text includes: 'Extra FRESH! Extra FLAKY! Extra FLAVOR!' 'DRESS UP' your meals the SNOW FLAKE way! 'FRESH-FROM-THE-OVENS Grand Tasting SNOW FLAKES BAKED BY NABISCO NATIONAL BISCUIT COMPANY'

NAVY OFFICIALLY CONFIRMS SECOND SHIP TORPEDOED

Washington, Jan. 16.—(AP)—The navy confirmed today that a merchant vessel had been sunk yesterday off the south shore of Long Island. The vessel was an allied merchant vessel of foreign registry, the navy said, officially corroborating the account of a submarine action given out yesterday by the coast guard at Quogue, Long Island. The navy said survivors were being brought in, but that it did not know their whereabouts. The name of the ship, second to be attacked in New York

waters in two days, was not divulged, nor was its type. A mix-up in naval communications was said to have caused the delay in official confirmation. The navy has not yet received full details, it was said, from the commandant of the third naval district at New York. Yesterday the coast guard said a coast guard plane had dropped food and drink to a small group of survivors seen in a lifeboat and on a raft. The attack, as reported by the coast guard, took place off Hampton Bays, Long Island, about 75 miles from New York City, about 9:30 a. m. Thursday, 32 hours after a submarine torpedoed without warning the Panamanian tanker Norsen about 50 miles from the scene of yesterday's attack. PRESSING MATTER Hickory, N. C., Jan. 16.—(AP)—The Rev. Sam B. Stroup, an Episcopal rector, is trying to figure out what he can do with an electric tie presser somebody

sent him as a gift. For 28 years he has worn a clerical collar, and hasn't use of a necktie. Oceanlake, Jan. 16.—(AP)—Despite a recent drop of about 80 per cent in resort business, Speed Thompson of the North Lincoln Lions club today predicted a brisk recovery in the spring, probably by April.

Schilling Coffee advertisement. Text: 'GOOD COFFEE MEANS A LOT ... to begin the day And a cup of rich, full-flavored Schilling Coffee starts you off right... on wings of the morning!' Includes an image of a coffee can.

LUMANS' For Free Delivery Service Dial 2239 ONE CALL BUY ALL It Always Pays to Buy at Lumans'

Lumans' Meats advertisement. Features 'FOOD SAVINGS' banner and a list of meat products with prices: Hens 25c, Sausage 20c, Pork 20c, Roasts 20c, Bacon 25c, Steaks 25c, etc.

Schilling Coffee advertisement. Image of a coffee tin with text: 'Coffee Schilling 1-pound tin 30c 2-pound tin 59c'

Lumans' Flour Specials advertisement. List of flour products: Klamath Bouquet 1.29, Kitchen Queen 1.79, Fisher's Blend 2.09, Drifted Snow 2.09.

Advertisement for Casserole and Pie Plate. Text: 'CASSEROLE 35 LARGE SEED COUPONS and 10c' 'PIE PLATE 12 LARGE SEED COUPONS and 5c'

Kerr's Pure Fruit Preserves advertisement. Text: 'KERR'S PURE FRUIT PRESERVES Assorted Flavors 2-lb. jar 39c'

Advertisement for Tomato Soup, Baby Food, Tomato Juice, and Soda Crackers. Text: 'TOMATO SOUP - Campbell's... 3 cans 25c' 'BABY FOOD - Heinz or Libby... 3 cans 25c' 'TOMATO JUICE DEL ROGUE TALL TINS... 3 tins 23c' 'SODA CRACKERS CASCADE BRAND... 2-lb. box 19c'

Buy Sugar advertisement. Text: 'Buy Sugar 10 POUNDS 63c 100 POUNDS \$6.05'

Ivory Soap advertisement. Text: 'IVORY SOAP Large size... 10c Medium 3 for 17c' 'NEW OXYDOL 2 Large Pkgs. 45c'

Peaches advertisement. Text: 'PEACHES No. 2 1/2 size tins Can 19c'

FRUITS and VEGETABLES for Health advertisement. Text: 'Eat More FRUITS and VEGETABLES for Health WEEK-END SPECIALS LARGE CRISP CELERY New Crop SWEET NAVEL ORANGES LETTUCE, lg. heads, fresh solid Fresh Home Grown Carrots, Beets, Turnips, Cabbage'

Your Favorite BAKERY GOODS advertisement. Text: 'Your Favorite BAKERY GOODS Delicious pies and cakes, buns, rolls, cookies, snails etc. Shop the Bakery Dept. when in the store. SATURDAY SPECIAL ALMOND RUM CAKE Here's a dessert you will enjoy. A tender, rich, butter cake, dipped in pineapple and rum syrup and covered with sliced almonds. Each 25c'