

Housewives Want Lots of Pictures Advertiser Says

Chicago — (U.P.) — An advertising executive says that housewives like to look at ads but don't care much about reading them.

Andrew F. H. Armstrong, head of creative services for an agency, said a survey of the response of housewives showed that they want "lots of picture and little copy in the ads they see."

Armstrong told a meeting of the central region of the American Association of Advertising Agencies that most women apparently think of ads as "something to enjoy."

When a housewife is shopping, however, Armstrong said, "she will wade and chop her way through even the most obscure advertising — no matter how deeply bad writing or bad art direction buries the story."

Otherwise, she apparently "wants something to look at, rather than something to read," he added.

Quick As A Flash Cooking Predicted

Urbana, Ill. — (U.P.) — Tomorrow's cooking literally may be "quick as a flash," according to Illinois Power Company's home economists.

The economists recently demonstrated how electronic stoves can prepare a pin-bone sirloin in 4½ minutes, baked potatoes in eight minutes and a cake in six minutes.

A five-pound rolled rib roast of beef took only 30 minutes in the electronic oven, which operates on microwaves generated by a magnetron tube.

The microwaves do not heat glass, paper or china.



The grammar school crowd yearns to look like their high school sisters and in Curtsy Coats Silikonized faillie they can!

Is it your turn to feed a crowd? The Gas Appliance Manufacturers association suggests a casserole that keeps, re-heats and pleases all taste is the answer.

Church Supper Rice — Is it your turn to feed a crowd? The Gas Appliance Manufacturers association suggests a casserole that keeps, re-heats and pleases all taste is the answer.

Prices: \$14.98 and \$16.98. LEON'S Tots-to-Teens 105 EAST MAIN

OSC Announces New Development In Frozen Food

Corvallis — Recipes for frozen strawberry toppings for ice cream sundaes that "set" with little or no sugar have been developed by food technologists at Oregon State college with a new low-sugar pectin.

Mrs. Lois Sather, OSC food technologist, reports that after a year's storage at zero degrees Fahrenheit, the frozen food toppings have excellent consistency, flavor, color and texture.

Most commercial toppings are made with ordinary pectin that requires more sugar and cooking to "set" the mixture, says Mrs. Sather. As fruit undergoes long cooking, volatile acids which contain natural berry flavors, may be "boiled" away.

The low-sugar pectin provides an unsweetened produce for night eaters, too, reminds the OSC food technologist. Regular pectin requires at least one-half cup of sugar to one cup of fruit before jams will "set." The low-sugar pectin will "set" products containing little or no sugar.

Six-month storage tests are being made also on other Oregon fruits—frozen raspberries, blackberries and cherries.

Possible outlets for Oregon fruits might be provided with the use of the low-sugar pectin, Mrs. Sather advises. Processors could improve marketing of frozen fruits by converting slow-moving stocks of frozen fruits into toppings and spreads.

A renewed grant of \$2000 for this year's development of frozen fruit spreads was recently announced by Dr. H. W. Schultz, OSC food technology department head, from Mutual Citrus Products company.

Slow Warming Said Best Treatment For Electrical Appliances

Ames, Ia. — (U.P.) — A home management specialist warns you to be careful about storing electrical appliances in unheated rooms or porches these cold winter days.

Naomi Shank of Iowa State college said you can get away with it, but you have to remember to let the appliances warm up before you use them.

A washing machine, for example, should be rolled into the heat the night before you wash, or at least two hours before you turn it on. Warm it up with lukewarm water before you run in the hot water so you won't give the motor a "shock treatment."

The slow warming process lessens the contraction and expansion effects metal undergoes when it changes from one extreme temperature to another. It also will reduce the amount of harmful condensation which will form on the motor and other metal parts.

The lowest heat setting should be on for 30 minutes on an automatic dryer that has been stored in a very cold room. Ironers or hand irons should be taken into a warm room two hours before use. Then on low heat first.

Church Supper Rice — Is it your turn to feed a crowd? The Gas Appliance Manufacturers association suggests a casserole that keeps, re-heats and pleases all taste is the answer.

This recipe is ample for fifty-five. Cook four pounds of rice; drain. Sauté four pounds of ground beef with one pound each of onions and green pepper, chopped, adding a tablespoon of salt and 6 bay leaves (which are removed after meat is done). Stir into rice along with ten cans of condensed tomato soup, one quart of water and one-half cup of vinegar. Pour into 2 large shallow baking pans (12" by 2") and bake at 400 degrees for half an hour.



MRS. MARY CAROLINE POOLE Early Day Pioneer

Early Pioneer of Valley Came West On Oregon Trail

By MARY JO HARRIS Butte Falls — With the recent death of Mrs. Mary Caroline (Cal) Poole, of Butte Falls, Jackson county lost one of its few remaining early-day pioneers.

Mrs. Poole was 83 years old at the time of her death, and had lived in this area since she came here with her parents as a 14-month-old baby.

Mrs. Poole, known by her friends as Cal, was born Feb. 26, 1873, in Central City, Mo., the second child of Mr. and Mrs. Francis Marion Tungate.

The Tungates left Missouri in April, 1874, in a covered wagon and came west over the old Oregon trail to arrive at Klamath Falls (then called Linkville) in October, 1874. The family experienced several narrow escapes with Indians along the trail.

Mr. and Mrs. Tungate, their son, Curtis, and Cal, wintered at Linkville and then moved to Medford in 1875. Their first camp site was along Bear creek, near the site that is now intersection of Riverside and Jackson street. The area was heavily timbered at that time.

Francis Tungate, hearing of the land available in the Butte Falls area, moved his family to homestead what is now the Frank Edmondson ranch.

Cal attended three different schools in Butte Falls. The first was located on the old school-house flat on Obenchain road, which could be reached only by trail. She also attended a little log school that stood on what is now the Ray Treffren property.

She later attended the Big Butte, or Mt. Pitt school, above Butte Falls, which is still standing.

In conjunction with farming, her father worked in a sawmill that was located below town, along the present main road.

Six Children — As time went on the Tungates had six children. Besides Curtis and Cal, there were Em, Ira, Jack and Olive. Jack is the only member of the family that is still living. He makes his home at 229 Berrydale ave., Medford.

Cal became the bride of Emanuel Poole in Eagle Point, Feb. 23, 1898. Poole was originally from Ohio. The bride and groom then bought what is now the Earl Remson ranch and Emanuel went to work as a blacksmith.

The couple had two children, Bernice, who was born in Eagle Point in 1899, and Francis Emanuel, who was born in Jacksonville in 1906.

When her husband became ill Cal helped move the family to Grants Pass, and then to Jacksonville, where Emanuel died in August, 1909.

Move to Jacksonville — Following her husband's death Cal moved, with her two children, to her parent's home in Jacksonville. Her father died in 1919.

After a brief marriage to Dick Thomson, Cal moved to Butte Falls to care for her mother, Tabitha Tungate, who had moved back to their old home there. Mrs. Tungate died in 1930.

Cal had always been active in community life in Butte Falls, retaining membership in the PTA, Garden club and Community Hall club. She died in the Rogue Valley Memorial hospital Jan. 3, 1937 after a long illness. Interment was in the IOOF cemetery in Central Point.

She is survived by her brother Jack, two children, Bernice and Emanuel, 15 grand-children and 18 great-grandchildren.

The bulk of the earth's land masses lie to the north of the equator.

NEWS NOTES from Crater High School

Jim Nau, Crater High basketball coach, was on the Oregon State College former basketball players team who opposed the Harlem Globe Trotters at Oregon State last Wednesday. The Globe Trotters won the athletic match. Among local alumnae who were on the team were Nau and Frank Roelandt, Medford High basketball coach.

All-American players on the alumnae team were Don Durdan, John Mandic, Cliff Crandall and Bob Payne.

Movie Shown — The Girls League meeting last Friday featured a short movie taken at Girls State last year. Girls State is an annual event sponsored by the American Legion auxiliary. Junior girls from all over the nation participate for one week and conduct the business of a mythical state.

Girls are elected for the various offices, from governor through the smallest city office. Later in the year a Girls Nation is held. Janet Anderson was the delegate from Crater High school last year. After the movie Janet spoke briefly to the girls present, and answered questions.

Carol Ash, dean of girls, explained the procedure of choosing the junior girl to represent Crater High, and told the girls that Crater hopes to send two or more delegates to Girls State this year.

Girl of the Month — Pat Medley was presented as the Girl of the Month for February by the Girls' League secretary, Judi Davis, Sally Elden, who had previously been announced as January Girl of the Month, received her silver disk from the league president. Girls of the Month are chosen on the basis of leadership, character, personality and contributions to the school.

The physical education classes, under the instruction of Lorraine Hall and Ed Knapp, are preparing for their annual P.E. show, which will be presented to the public, Wednesday night, March 6. The students will demonstrate skills on the trampoline, give tumbling exhibitions, square dancing and ballroom dancing will be presented, as well as wrestling and marching drills.

Speech to Class — Glenn McCullough and a business associate, who represent the Provident Life Insurance company, spoke to the American problems classes last Thursday. McCullough gave a non-sales, explanatory lecture on the various forms of life insurance.

Advance Premium Payments Urged — Veterans holding GI life insurance policies can save time and money by paying their premiums in advance. S. T. Brannock, officer in charge of the VA office in Medford said today. Moreover, by paying premiums in advance, policyholders will eliminate the danger of overlooking monthly premiums, a failure which might cause the policy to lapse, Brannock said.

GI policy premiums can be paid three, six or 12 months ahead through adoption of a regular quarterly, semiannual or annual mode of billing and payment. Special advance payments for any period up to the full life of the policy also can be made if the policyholder desires, Brannock stated.

In addition to saving postage, GI policyholders get the benefit of a discount in the premium rate.

Information about advance payment of GI insurance premiums is available from the VA office servicing the policy, or from the local VA contact office, 33 North Riverside ave., Brannock said.

Workmen Treated for Burns After Explosion — Portland — (U.P.) — Two workmen were treated for burns but escaped serious injury here Friday afternoon when a 16-inch gas main exploded in an excavation in which they were working.

George Fetrow, 58, and Cliff Phillips, 32, employees of Portland Gas & Coke Company, were working on the main at the time of the explosion.

The broken main caught fire after it exploded and sent flames soaring 40 feet into the air.

Jacksonville School To Present Concert

Jacksonville — The 45-voice school mixed chorus and 43-piece band will be featured in a Jacksonville music department concert Thursday, March 7, at 8 p. m., in the school gym.

The chorus will present Fred Waring's version of "Country Style" in addition to several songs from the Broadway shows, "Carousel" and "Hans Christian Andersen." The band will be featured in Sigmund Romberg's "The Student Prince," several compositions of Leroy Anderson as well as the usual marches and program numbers.

A small admission will be charged. Proceeds will be used to attend the music contest to be held in April at Medford High school.

On Friday, March 8, the band will present the same program at Griffin school in the morning and at Ruch school in the afternoon.

Specialist to Speak At District Meeting

Arthur S. King, extension specialist of Oregon State college, will speak at a Rogue Soil Conservation district meeting at 8 p. m. Thursday, March 7, at the Central Point Grange hall, according to A. E. Stevens, chairman of the board of supervisors.

He will discuss "Farming in Europe and the Near East as Compared to U.S. Methods." The talk will be illustrated with color slides. King has assisted in the marketing of locally grown alfalfa seeds, district officials said.

Two supervisors from the Medford and Ashland areas will be elected. Terms expiring are for Stevens, Ashland, and Mrs. Kathryn Heffernan, Medford.

Clem Ault, district conservationist, will present the annual progress report for last year.

A swarm of bees at a maximum point has a population of about 50,000.

Advertisement for Leon's clothing featuring a woman in a suit, the text "Leon's will 'SUIT' You For Spring!", and pricing information: "Sizes 9 to 17 \$44.95".

Advertisement for Medford Pharmacy, Inc. with the headline "A TRIBUTE TO OUR OLD FOLKS!" and text describing the pharmacy's services and location.

Advertisement for House of Health and Beauty, listing services like "NERVE RELAXING-REFLEXOLOGY" and "PHYSIOTHERAPY MASSAGE" with contact information.

Large advertisement for Jorgensen's milk with the headline "HEALTH and PEP All The Year 'Round...." and "ALL JERSEY Premium Milk Nature's Most Perfect Food!"