

# Society

## Frozen Candy To Appear in Stores Soon

By JEANNE LESEM  
United Press Correspondent

New York — Frozen candy will have an important place on grocery shopping lists within the next year or two, just as regular candy—in bars, boxes or bags—does now.

A spokesman for the candy industry, Don Gussow, said that experiments with fast freezing of candy are so encouraging that some frozen sweets may be available throughout the country in as little as a year. Test-marketing already has begun in some areas.

Gussow, editor and publisher of the Candy Industry and Confectioners' Journal, said that even the all-time favorite of flavor—chocolate—can be sold in frozen form, now that candy manufacturers have developed chocolate-flavored coatings using oils other than cocoa butter.

**Not Much Change**  
This innovation isn't expected to make much of a change in the shopping picture. Since the decline of penny candy counters, which were patronized largely by children, mother has bought most of the candy for the family during her regular trips to the neighborhood supermarket.

The U. S. Commerce Department reports that today the candy shopping list at the market is longer than ever before—it accounts for 35 per cent of the candy sales which last year provided 17.4 pounds of candy for every person in the United States. This was the highest per capita consumption since 1950, when 18.4 pounds were reported. The one year when candy consumption was at its highest was 1944, giving some weight to the theory that we eat more sweets in times of stress. During the war year of 1944, the average topped 20 pounds.

Candy has both friends and enemies in modern living. Television has increased candy appetites, but "unquestionably, diets and the emphasis on weight have hurt candy sales," Gussow said.

But he said these factors have not changed flavor preferences; chocolate with almonds is still the leading combination, with one regional variation—Easterners prefer dark chocolates and Westerners the milk variety. Fanny Farmer, the largest manufacturing retailer in the country, said there's another regional difference: Westerners like their boxed candy in bigger pieces than their Eastern cousins. Women make up about three-fourths of the customers of the big candy store chain, except on such special occasions as St. Valentine's Day and Christmas.

**WHITE GLOVES**  
Wash white cotton gloves as soon as possible after each wearing. The longer dirt remains in the fabric, the harder it is to remove.

## Stocking Industry Announces Plans for "Shot in the Leg"

By GAY PAULEY  
United Press Correspondent

New York — The stocking industry plans to give itself a shot in the leg this fall.

The National Association of Hosiery Manufacturers said sales in recent years have been a little on the seamy side, mostly because the industry insists on giving women beige, beige, beige, instead of a whole color range.

An official of DuPont, a major producer of nylon yarn, said there is another reason: Decline in the "sexual significance" of feminine gams.

Association President William F. Williamson reported manufacturers' shipments of full-length hosiery fell to 713 million pairs last year, down from 721 million in 1950.

"The slight drop has been showing for 10 years," Williamson said. "But it is not a trend. It is more of an irritation."

**Color Choice Narrow**  
"Some people say it is because of the increase in bare-leggedness," Williamson said. "I doubt it, although our worst sales months are June and July."

"I just think women aren't buying as many hose because we offer them too narrow a

choice of color and construction. The accent has been on the neutral shades to go with everything.

"No manufacturer can expect a woman to wear stockings all the time. But when she does, we should give her a wardrobe of hosiery."

Williamson said another reason for the sales sag should be cured as our population changes. The depression birth rate was low, so there are fewer women in the 18 to 25 year age group—the industry's best customer.

But Williamson predicted that in the next five years there would be five million potential customers in this bracket.

The DuPont Company has released a consumer study it sponsored, showing that a high percentage of women now are content to go bare-legged on occasion, when at one time stockings would have been a must.

"... There is clear evidence that the social necessity of wearing hosiery... has lost some of its compelling strength in the face of modern living and the changed social position of women," said the report.

"Women seem to feel that the sexual significance of their legs is declining," said D. M. Colyer, consumer research supervisor at DuPont. He said the emphasis has shifted since the hey-day of Marlene Dietrich and Betty Grable.

**What Do Men Notice**  
Even so, two-thirds of the women 20 and over in the study said they believe legs are the first thing a man notices about women. Only half the teenagers, 15 to 19, felt such was true.

Whatever the cause for the decrease, the industry hopes for a run on hosiery counters because of the dozens of new colors for fall... and because of fashion's new accent on hemline interest in both daytime and evening clothes.

"We'll costume the legs too," said the association.

Say a woman has purchased a fire red suit for fall. With it, she can wear hosiery with a subtle, pinkish cast. If her costume is brown, there is a wide range of shades to complement it.

To go with the lush fabrics featured in evening wear, the hosiery industry is out with a whole range of "gem tones"—ruby, sapphire, gold, amethyst, garnet and topaz.

And since this fall fur abounds as trimming, fur colors also move into hosiery. They carry such names as golden sable, honey sable, red fox, black mink, and iridescent leopard.

**Young Stevenson Has Praise for Aga Khan**  
Singapore — John Fell Stevenson, 21, Harvard roommate of Prince Karim, said Wednesday the new Aga Khan was "very conscientious and a hard worker."

Young Stevenson, son of Adlai Stevenson, is working as purser aboard the line President Polk. He said Prince Karim "is my best friend" and that they met three years ago as freshmen at Harvard.

## CALENDAR

Thursday  
6:30 p.m.—Business and Professional Women's club, pot luck picnic, at TouVelle state park.  
7:30 p.m.—Unity Center, 203 Holly Theatre building.  
8 p.m.—Jaycettes, at home of Mrs. Don Carlen, 106 Elm street.  
8 p.m.—Royal Neighbors of America, Pythian building.  
8 p.m.—Phoenix Neighbors of Woodcraft, Grange hall.

Friday  
11 a.m.—Unity Center, room 203 Holly Theatre building.

## Actor Marlon Brando Has Bruised Knuckles

Paris — Actor Marlon Brando returned to the set of "The Young Lions" with bruised knuckles and a bandaged thigh. He banged his fist on a table during an argument with friends Wednesday and knocked a cup of hot tea into his lap. Doctors said he suffered first and second degree burns, but could continue work on the picture.

## HIGHER PRICES URGED

Paris — Radical Deputy Charles Hernu proposed today that the price of cigarettes be increased to pay for lung cancer research.

Thursday, July 18, 1957

MEDFORD (OREGON) MAIL TRIBUNE—THREE

## Everybody's Dish

Washington — The U.S. Department of Agriculture reports "ice cream is everybody's dish and is ever-increasing in popularity." Production in 1956 was approximately 651 million gallons, more than double the amount consumed in 1940, the department said.

The circus is coming to fashion in sportswear. Several manufacturers turn to the big top for inspiration. One outfit, called "be a clown" features narrow white cotton satin twill pants, topped with a red and white striped, tent top.

## WE WILL BE CLOSED

SATURDAY AFTERNOONS FOR BALANCE OF SUMMER OPEN SATURDAY 8:30 to 1:00

SIMS CYCLE & HOBBY SHOP



# SAVE WEISFIELD'S July CLEARANCE SALE

LIMITED QUANTITIES - SOME ARE ONE OF A KIND - SORRY, NO MAIL, PHONE, C.O.D.

## NO MONEY DOWN... PAY AS LITTLE AS 25¢ A WEEK

**Now at WEISFIELD'S 4-SPEED AUTOMATIC "Hi-Fi" PORTABLE SONIC RECORD PLAYER WITH WEBCOR CHANGER**

14-DAY HOME TRIAL TWIN "Hi-Fi" SPEAKERS

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- Full Range Tone Control
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**DIAMONDS**

"GRETTEL" 10 Diamond Bridal Set ..... \$49.50  
"GLORIFIED 100" 11 Diamond Bridal Set ..... \$100.00  
"CHALLENGER" Large Solitaire Bridal Set ..... \$100.00  
"ASTRID" 15 Diamond Wedding Band—Reg. \$110.00 ..... \$59.50  
"THE SENATOR" Gent's Diamond Onyx Ring—reg. 79.50 ..... \$49.50

NO MONEY DOWN

**WATCHES**

Ladies' Jeweled Dress Watches—reg. \$24.75 ..... \$10.00  
Ladies' Water and Shock Resistant—reg. 24.75 ..... \$10.00  
Ladies' 17 Jewel Dress Watches—reg. 39.75 ..... \$19.95  
Gents' Jeweled Dress or Waterproof—reg. 24.75 ..... \$10.00  
Gents' 17 Jewel Water and Shock Resistant—reg. 35.00 ..... \$19.95

SET YOUR OWN TERMS

**JEWELRY**

Assorted Costume Jewelry—reg. 1.95 ..... 39¢, 3 for \$1.00  
Fine Rhinestone Jewelry—reg. 3.00 to 5.00 ..... \$1.95  
Diamond Set. 10K Gold Cross—reg. 39.95 ..... \$14.95  
Boxed Dresser Sets—reg. 24.95 ..... \$12.95  
Men's and Ladies' Expansion Watch Bands—reg. to 6.95 ..... \$1.95

NO MONEY DOWN

**SILVERWARE**

30-Pc. Service for 6 Stainless Tableware—reg. 11.00 (choice of 2 patterns) \$4.88  
Silver Plated Holloware, assorted—reg. 12.00 ..... \$5.95  
Community Silverware, 53-pc. service for 8—reg. 99.75 (Coronation)..... \$49.88  
52-Pc. Dlx. Quality Stainless Tableware—reg. 49.95 ..... \$29.95

SET YOUR OWN TERMS

**MISCELLANEOUS**

Occasional Tables—reg. 14.75 ..... \$6.99  
9-Pc. Boxed Kitchen Tool Set—reg. 7.95 ..... \$4.88  
Copper Chafing Dish—reg. 9.95 ..... \$4.99  
Nelson Fry Pan—reg. 12.95 ..... \$6.88  
All Transistor Olympic Portable Radio—reg. 39.95 ..... \$19.88  
Emerson 21" TV Console, alum. tube—reg. 249.95 ..... \$199.88  
Imported Meat Slicing Machine—reg. 12.95 ..... \$4.99

NO MONEY DOWN

**APPLIANCES**

Philco Model 2202 Transitone Portable TV ..... \$129.95  
Thermo-Cool Portable Air Conditioner..... \$34.88  
GE Model F-710 Transistor Radio (less batteries) ..... \$34.95  
Motorola Portable Radio with Rotary Antenna (less batteries) ..... \$34.95  
Westinghouse Canister Vacuum Cleaner..... \$39.95

SET YOUR OWN TERMS

**WEISFIELD'S**  
THE WEST COAST'S LARGEST CREDIT Jewelers

122 E. Main Store Hours: 9:30 a.m. to 5:30 p.m. Phone SP 3-5348

**REG. 9.95 4.88**  
COATED LENS 6x30 BINOCULARS  
Leather Case included  
NO MONEY DOWN

**REG. 29.95 10.88**  
"Cathy Rose" Dinnerware  
Service for 8  
Beautiful Under-glazed Floral Design  
NO MONEY DOWN

**Reg. 9.95 Large Insulated Family Size ICE CHEST**  
Cover Makes Handy Tray  
No Money Down Only 25¢ Week **5.88**

**Only 34.95** Less Batteries  
New Motorola Portable Radio with Rotary Antenna

**REG. 9.95 4.88**  
SERVICE FOR 4 Stainless Tableware  
30 pc. Two new patterns  
NO MONEY DOWN

**REG. 3.95 1.99**  
15-Pc. Imported GOURMET SET  
Ceramic and wood set.  
NO MONEY DOWN

**Reg. 17.95 7.77**  
AUTOMATIC TOASTER  
Electric toaster with removable crumb tray for easy cleaning.

**7.77**  
SET YOUR OWN TERMS

**Reg. 7.95 3.88**  
ELECTRIC HOT PLATE  
Single Burner **3.88**  
NO MONEY DOWN

## SAMPLE SHOWING OF

# new fall coats

See these new Fall Styles today. Fancy fur blends, wool and alpaca mixes, and fancy imported tweeds. Full range of sizes. New collar and back treatments. Full or push-up sleeves. See the new hooded collar styles.

**\$37.95 and 42.95**

Use Our Lay-Away Plan . \$5.00 Down Will Hold the Coat of Your Choice.

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