

## Feeding the Family

By ZOLA VINCENT  
Food Editor

Newspaper food editors meeting in Chicago are dealing largely in futures as manufacturers unveil new convenience foods designed to make living even easier as well as providing greater variety.

Old friends are appearing in new styles and packages that are being pre-tested in markets throughout the country; are due in our area in the future. There'll be freshly shredded and packaged cheddar cheese, cubed cheddar, buttered breaded frying chickens in foil pans, a variety of meat sandwich spreads, dried beef with an accompanying package of white sauce carrying Armour and Company labels.

Walter Shafer, a vice president of the Armour Company told food editors that the honey-moon is over when it comes to pre-packaging meat. The novelty is gone; the housewife votes on quality at a unit cost and unit costs are coming down as acceptance increases. Consumers accept most packaged meats, but definitely demand that fancy red meat come right from the carcass; cut to her liking and not pre-packaged. Sounds just like home.

Swift and Company debuted canned Ham Quicks, a boneless frozen veal leg roast, a smoked canned ham and announced a wider range in weights of frozen, stuffed turkeys, now varying from 4 to 18 pounds. The new look in Swift's bacon will be an easier-to-open-and-resal carton. Their All-sweet margarine will be in a "Pop Top" carton and dried beef will appear in vacuum-packed flavortite foil.

There'll be buttermilk pancake mix, more mix-in-the-bag breads and quick coffee cake from Quaker Oats.

### Fat Controversy

Porter M. Jarvis, president of Swift and Company urged food editors to urge readers to "make a balanced diet the permanent food fact," rather than going off a tangents based on fragmentary nutrition discoveries. Fad diets currently largely concern fat in the diet and Mr. Jarvis said that it will probably be years before scientists have all the answers in the fat controversy.

Further documenting this, Dr. Philip L. White, secretary of the Council on Foods and Nutrition of the American Medical Association and speaking at the Proctor and Gamble Company session, said specifically, "Until such time as it has been unequivocally demonstrated that there is a relationship between heart disease and the intake of the kind and amount of fat preferred by Americans, it would be hazardous to recommend any haphazard changes." Here and in other meetings the fact was stressed that no drastic change in the American diet can be recommended and any attempt to give a final evaluation of the problem is certainly premature. If this seems repetitive, we do so for emphasis.

### Electronic Cooking Is On Its Way

It is unlikely that electronic cooking centers or compartments will be standard kitchen equipment for several years, but they're on their way. Twenty thousand units have been sold; 100,000 are estimated by 1960. Now priced at "over \$1,000," price you'll be glad to know will come down when production goes up. Hotpoint Company demonstrated newest models for food editors meeting in Chicago. The new electronic cooking center can be built-in or a free standing appliance designed to match counter cabinets.

It will do many types of cook-

ing in a matter of minutes, but is essentially supplemented with such familiar equipment as surface units, the deep-well cooker for broiling and steaming, a griddle for pancake baking, frying pans for the usual reasons.

We will "cook" cakes, not bake them—and in a "compartment" not an "oven." All electronic cooking essentially is done in heat resistant glass dishes or other non-metal material. When a "brown" finish is desirable, electronically cooked food is desirable, electronically cooked food is "browned off" in standard equipment.

Interesting certainly and you'll want to see them, talk about them, dream about them and eventually you'll probably be buying them.

### Air Force Anticipates Jet Age Feeding

"The supersonic stomach is being given serious consideration by those responsible for the general health and welfare of our high flying U.S. Air Force personnel," Colonel Charles A. Piddock, Commander, Memphis Air Force Depot told food editors assembled as guests of the Borden Company in Chicago.

First food packets designed to meet need for quick-energy, high carbohydrate feeding for fighter pilots were provided during World War II and have been improved constantly to meet present day demands of in-flight pilots and crews on long range aircraft involving limited space, special type wearing apparel and oxygen masks.

Proper post-flight feeding as well as in-flight feeding is vital if energy is to be maintained. Our Air Force constantly conducts experiments in this area of eating.

When Major David O. Simons rose 100,000 feet above the surface of the earth and remained in that aluminum capsule for 32 hours, he carried with him six candy bars, six cans of orange and pineapple juice, two "in-flight" ration of the canned, scrambled eggs variety and four sandwiches. Two of the sandwiches were ham and cheese, two were hamburger. The hamburgers did not take well to space travel, but the ham and cheese were found entirely satisfactory.

Incidentally, Major Simons said that next time he went soaring he would like to add two thermos jugs, one filled with bouillon and the other with scalding hot coffee. As dietary plans for airmen are steadily improved, operational efficiency increases and accidents are fewer.

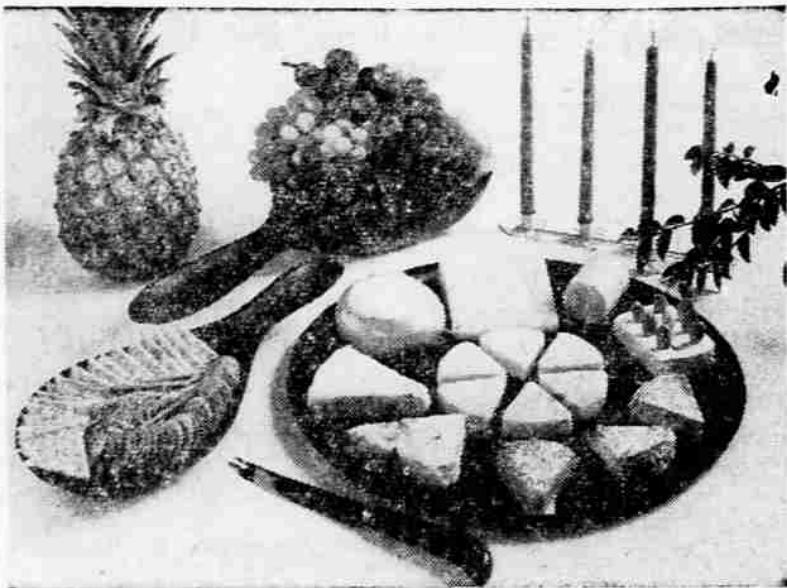
### Sweet Potato Casserole

We tasted this recently and found it exceptionally good. Arrange six sliced cooked sweet potatoes in layers with thinly sliced orange (rind included). Sprinkle each layer with brown sugar and dot with butter. Over this pour one cup orange juice mixed with one-half cup honey. Top with a sprinkling of fine dry bread crumbs combined with brown sugar. Cover and bake 45 minutes in moderate oven. Remove cover and bake 15 minutes longer. Makes six to eight servings.

### Diet Foods Are Now Big Business

No question about it, diet foods are very big business and have definitely come of age with volume creeping up on that of baby foods and with many stores featuring diet food sections of increasing proportions.

Available a few years ago only in health food stores and drug stores, 75 per cent of all diet foods are now sold in super markets. Volume in 1953 was \$564 million; last year it passed \$250-



**DIET MAINSTAYS**—Cheese and chocolate were mainstays of diet of Major Simons as he soared toward space on a recent Air Force experiment. Supersonic stomachs and other matters including cheese on trays are discussed in today's food columns.

000,000. And is rising rapidly as consumers try to "hold that line."

It is estimated that half of all adult Americans are diet-conscious. Diet foods which number more than 200 varieties are coming down in cost as demand increases and that is good news for many. Despite the great variety, two-thirds of all diet foods sold are fruits and those who haven't tried them recently are urged to do so as flavors have improved tremendously. We know because we sampled many items presented along with facts and figures by Monarch Foods, the country's leading canners and processors of diet foods, during the foods editors conference in Chicago where we also were presented with a bath room scale, a very appropriate idea and one welcome to this gourmandizing reporter.

### Quick Bread Spreads

Almost anything will combine with mayonnaise to blend for a bread-spread for quick lunching. Spread whole wheat bread generously with real mayonnaise. Flake cooked salmon or tuna and add some chopped cucumber, dash of salt and pepper. Top with another mayonnaised slice of bread.

Hardcooked eggs, a handful of parsley or some pimiento makes good eating when stirred up with

mayonnaise and prepared mustard. A few nutmeats, some cheese, pickle relish mixed with mayonnaise is a happy combination.

**Pumpkin Pie Excitement.** Now that Fall is in the air we're reminded that pumpkin pie makes a wonderful dessert. We like to flavor it with ginger and cinnamon, and when it's about half baked, sprinkle the top with a half cup chopped walnuts. Finish baking and serve slightly warm with honey - sweetened whipped cream.

## 4-H CLUB NEWS

### Westside Sheep Club

The first Westside Sheep club meeting was held at Mrs. Gibson's, leader of the club. After about 12 minutes we decided to elect officers. Elected were Marsha Watson, president; Linda Gibson, vice president; Bonnie Cheney, secretary, and Ross Conger, reporter.

Before we adjourned, we decided to have the next meeting at Mr. and Mrs. Renfrow's house on Sunnyvale rd., Central Point, Nov. 2. Sunnyvale rd. leads off of Beall lane.

**Antelope Sewing Club**  
The Antelope Sewing club elected officers at their first meeting for this year. They are president, Alice Woolfolk; vice president, Nyla Murray; secretary, Charlotte Bush; reporter, Karen Jossy; treasurer, Phyllis Jaffrey.

The meeting was held at Paulette Anderson's home, and the Applegate club visited us for a picnic lunch and the meeting. We planned to have our next meeting at Judy Hill's home.

**Sis-Q Sewing Bees**  
The 4-H Sis-Q Sewing Bees held a meeting Saturday, Oct. 5, at 2 p.m. The meeting was held at the home of Mrs. Janis Torrey. The meeting was called to order by Nelda Chapman. Officers were elected. President is Janis Torrey, vice president, Faye Chapman; secretary, Nelda Chapman; and reporter, Kathleen Goddard.

The new members are Yanena Bolton, Elma Bolton, and Cynthia Holtgrave. Plans for the coming year were discussed, including projects, summer school, and social events. The meeting was adjourned and refreshments were served by the hostesses Mrs. Torrey and her daughter, Janis.

Kathleen Goddard, Reporter

### Court Records

**DISTRICT COURT**  
Charles Tyler Strong, overload, \$22.  
Roy Edward Henrich, overload, \$50.  
Jack Wayne Thornton, illegal possession of venison during closed season, \$30.  
Robert Earl Myers, following too close, \$10.  
William Marion Stragey, racing on public highway, \$30.  
Mrs. Margaret Cheek, defective brakes, \$6.  
Lyle Vernon Daws, no operator's license on person, \$10.  
Harold Lee Reed, failure to operate on the right side of the highway, \$15.  
Lloyd Chester Johnson, failure to stop at a traffic sign, \$6.  
Loren Jacob Gever, failure to tag a deer properly, \$30.  
Gerald S. Vong Ting, failure to tag a deer properly, \$30.

**CIRCUIT COURT**  
Dora E. Cathey vs. Bradley J. Cathey, divorce decree.  
Ronald A. Mete vs. Linda D. Mete, divorce decree.  
Mary Christina Pruitt vs. Royce M. Pruitt, divorce decree.  
Barbara Lillian Donaca vs. Leland W. Donaca, divorce complaint.  
Richard T. Knutson vs. Margaret E. Knutson, divorce complaint.  
Elena Meadows vs. Samuel Isadore Meadows, divorce complaint.

**MARRIAGE LICENSE APPLICATIONS**  
Richard Robert Morris and Evelyn Rowena Meyers, both of Ashland.  
Mahlon Edward Sprague, and Carmella Elizabeth James, both of Medford.  
Glenn Eugene Berry, Sherwood, and Ruby Lee Coffield Lee Boies, Medford.

## ATTENTION HUNTERS!!

Official U.S. Government  
**TOPOGRAPHIC MAP**  
of Your Favorite Hunting Grounds  
**35¢**  
Each  
**SWEM'S**  
217 E. Main, Medford

Thursday, October 10, 1957

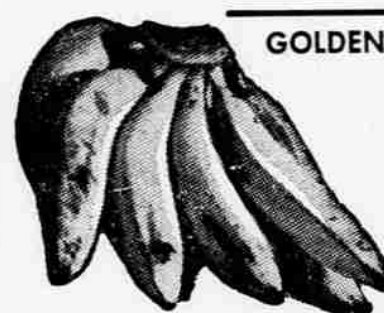
MEDFORD (OREGON) MAIL TRIBUNE—THREE



# Check! Compare!

See the

# BIGGER SAVINGS



GOLDEN RIPE

Bananas lb **13¢**



LARGE CRISP

Celery ea **10¢**



NEWTOWN

Apples

IDAHO YELLOW

Onions 4 LBS **19¢**

4 LBS **29¢**



U.S. NO. 1

Potatoes 10 Lb. Cello Bag **39¢**

Strauss Guaranteed Meats

SHOULDER BUTT

Pork Roast

Eastern Pork. No excess to buy. Average Size 4 to 5 lbs.

lb **42¢**



Fryers

Fancy Inspected Birds 2 1/2 to 3 lb. AVERAGE

WHOLE DRAWN

**36¢** lb

CUT UP

**45¢** lb

FRESH-LEAN

Ground Beef lb. **43¢** - 3 LBS **1<sup>20</sup>**

Pork Steak

BLADE CUTS

**49¢** lb

ALL PURE PORK

Sausage

Real Country Style

**49¢** lb



CARNATION INSTANT

CHOCOLATE MILK

3 LBS **1<sup>00</sup>**



PILLSBURY

PANCAKE FLOUR

8 LBS **79¢**

STEINFELD

SAURKRAUT

GIANT 40-oz. Can

4 FOR **1<sup>00</sup>**



PET INSTANT

DRY MILK

12 QUART SIZE

**79¢**



SYRUP

COUNTRY KITCHEN 24 OUNCE SIZE

**35¢**

COFFEE

BLISS

lb **77¢**

... PAULSEN'S ...

# THRIFT MARKET

CENTRAL POINT, OREGON

Prices Good Friday, Saturday Only — We Reserve the Right to Limit Quantities

Lots of Free  
Parking  
2 Big Lots  
AT THE REAR OF  
THE STORE!

The  
**CLEANEST**

Rock and Sand  
Makes the  
**STRONGEST**  
**CONCRETE**

And We  
Have  
**Both!**

Always GOOD!



Li'l Ole Re-washed "Rocky"

**READY MIX** by LININGER'S

BEST BY TEST

Phone:  
SPRing 2-5336  
SPRing 2-5897  
MURdock 5-8121

