

## Dealers Meet Here To Boost Auto Sales

An all-out, community-wide program to stimulate consumer buying will be announced soon, according to a report from Paul Lea, president of the Medford Automobile Dealers association.

The action came at a special meeting of the association held Wednesday evening in Medford.

Lea reported the success of similar campaigns in other sections of the country and noted that President Dwight D. Eisenhower and business economists have lauded the efforts of those communities which have inaugurated such programs.

He drew attention to the optimistic business outlook for this area and said that

such a community effort would have the endorsement of Governor Holmes as well as local community groups.

Dick Knight, chairman of a special action committee, appointed to study the "confidence crusades" and "You Auto Buy Now" campaigns of other areas, recommended a dynamic program of activity that would eventually encompass every facet of the business community.

The association named Hugh Coleman and Darrell Miller of Medford as general chairmen of the program and asked that a panel of business leaders be appointed as community consultants to the committee.

Committee appointments

are: Bud Parsons and Dee DeLeigh, finance; Russ Haysell, Jay Allen, Hugh Coleman, and Dick Knight, community support; Darrell Miller, Fred Stevens, and Paul Lea, advertising; Dick Knight, Russ Haysell, publicity; Hugh Coleman and Darrell Miller, special assignments; Bob Taylor, Wendell Sessions, and Lon Skinner, promotion and special events; Warren Hamlin, Darrell Miller, and Woody Morse, allied industries; and Russ Jamison, public relations.

A special planning meeting has been set for 7 a.m., Monday, April 21, when community activities will be presented for approval and plans drawn for the complete program.

Coleman and Miller both emphasized the need for restoring consumer confidence in an economy which shows every indication of being on the optimistic side. He reported the program would be geared to the nationally endorsed slogan, "If you need it—and can afford it—You Auto Buy Now."

They pledged the wholehearted support of the local automotive industry to spearhead the "operation bootstrap" approach to reaffirming the faith of the public in the economic future. All 14 new-car dealers in Medford have indicated their acceptance, it was reported.

## Feeding the Family

By ZOLA VINCENT  
Food Editor

### Sweetbreads Are Great Delicacy

Many a fine restaurant is famous for its "variety" meats; the delicious, nutritious liver, heart, sweetbreads, tongue, brains, tripe and other meat sundries. Sweetbreads are considered a great delicacy; are so easily prepared.

Tenderly pre-cook, quickly pan to a golden brown. Serve with tartare sauce or creamed vegetable.

Veal sweetbreads are most popular and highly priced. Beef and lamb sweetbreads are also found in some markets.

Precook sweetbreads before using in any way. Drop in boiling water, add 1 teaspoon salt; cover. Reduce heat and simmer. Do not boil. Veal and lamb sweetbreads take 25 minutes. Beef sweetbreads require 35 minutes. Drain. Hold under cold running water and slip thin membrane off with fingers. Use paring knife to cut out dark veins and thick connective tissue.

For frying, cut sweetbreads in half, the long way; dry thoroughly. Heat fat. Dip sweetbreads first in sifted crumbs then in beaten egg, then again in crumbs. Fry in hot fat until golden brown; about five minutes. Drain on paper.

### Green Beans Are Family Favorite

With around 40 vegetables to choose from, teen-age hobbyists told survey-takers that they like "string" beans best, next to potato chips and spinach. This proved especially interesting since green beans have long been stringless. Since children seem to like them, let's put them in menus more often.

Fresh, frozen or canned, green beans are good dressed up in ways like these:

Bacon or ham drippings or crumbled crisp-cooked bacon add good flavor.

Cook green beans with thinly sliced onions.

Combine beans with tomatoes or with sliced mushrooms and add marjoram, thyme or oregano.

Dress beans with lemon butter, with tomato sauce or with cheese sauce.

### Purple Plum Pie

A can of purple plums and a batch of biscuit dough combine quickly in a heavy skillet for this extraordinarily good purple plum pie. Six servings.

Make a standard recipe for biscuits or use a prepared biscuit mix; roll out one-fourth inch thick. Place in a heavy eight inch skillet, arranging so that some of the dough hangs over the edge. Drain a No. 2½ can purple plums and pit them. Arrange plums on the biscuit dough and sprinkle with a mixture of two tablespoons sugar, one-half teaspoon salt and one-fourth teaspoon cinnamon. Squeeze a few drops of lemon juice over the fruit. Turn in dough hanging over edge to cover fruit as far as it goes but leaving center uncovered. Bake for 25 minutes in a hot, 425 degree oven.

### Beef Broth Pick-Up

Beef broth is an ideal round the clock drink, hot or cold. It is thirst-quenching, salt-replenishing, tasty, revivifying... and fat-free. One can of beef broth makes two substantial, convenient servings.

For flavor fillip, add a dusting of cinnamon, cloves or nutmeg, a slice of lemon or twist of lemon peel, sprinkling of minced parsley, dash of Worcestershire, Tabasco or Angostura.

### Breakfast Prunes

Plentiful prunes, as they're packaged nowadays, are very good eating; a fine breakfast item. For serving hot in their own juice with or without cream, place prunes in saucepan, cover with cold water, bring to a boil and simmer 25 minutes or so.

Prune juice is a good day-starter "as is," combined half and half with orange juice or apple juice or served with a wedge of lemon or lime.

A new breakfast taste treat is yours by serving whole plumped prunes or ready-to-serve canned prunes on top of hot or ready-to-serve cereals. Many like prunes pitted and chopped, folded into cooked cereal.

### Buy With Confidence

Nationally Known Brands

We note that this is Brand Names Week and that reminds us that manufacturers and processors of nationally advertised brands of food and grocery products have worked long and hard at putting pertinent information on packages, cans and other containers.

Much of this work has been done by professional home economists of the various companies working closely with consumers to determine important buying information. They must make the most of the limited space in their efforts to make the label a showcase of what's inside. We

think they're doing a very fine job; suggest that consumers scan labels more often and more carefully to determine quality of product and size of "container" that best serve purpose.

The larger can, jar or package is a good buy only when you use all of it. Savings are made by using less fancy food product for ingredient purposes and in many other ways often revealed by reading label. The label also enables you to return with confidence to the product that has given satisfaction.

### April Abundance

April showers gave blossoming orchards and produce growing areas a bad time; slowed harvest on other crops in many areas. Prices on perishables will be variable according to quality as well as supply.

However, ample stocks of processed foods fill market shelves and freezer cases. Prices are especially low on canned and frozen peas, canned and frozen corn, canned pears and on prunes, both canned and dried. Honey is abundant and so is peanut butter. Dried beans and peas, macaroni products, cheddar cheese are good budget balancers among staple foods.

### Meat, Poultry, Fish

Meat situation is about the same. Top quality beef continues scarce and high but you'll find some good buys on hamburgers and pot roasts from forequarter beef cuts. Lamb and veal are seasonally reasonable. Poultry, particularly chickens and turkeys are best meat buys along with fine variety in west coast-caught fish and shellfish.

### Coos Bay Men Discuss Road Connection Here

A delegation of Coos county people met with the board of directors of the Jackson County Chamber of Commerce at noon yesterday to discuss highway improvement between here and the coast.

Varlin Wemple, president of the Coos County Chamber of Commerce; George Burr, mayor of Coquille and chairman of the chamber's roads committee; Robert Herrington, manager of the Coos Bay Port commission, and Don Wemple, Coos Bay, access roads committee chairman, emphasized the importance of developing highways from the coast to the "back country," both for the export and import trade.

They were particularly interested in three routes, a proposed highway along the route of the old wagon road from Coos Bay to Roseburg, improvement of Highway 42, from Winston west to the coast, and a proposed extension of roads from Powers to Highway 89 near Glendale.

Members of the chamber here were interested in the plans, for better transportation from the Rogue valley to the coast has long been high on the agenda of highway improvements supported by the chamber here.

Discuss Many Developments

At present there are a number of highway developments being discussed. They include those presented by the Coos county delegation, and proposals for improvement of Highway 199 (the Redwood highway) by a tunnel under Oregon mountain in northern California; extending a forest service road to provide a link between Brookings and Selma on 199, and extension of another road up the Rogue to link Gold Beach and Selma.

The Jackson county chamber also is interested in extending the road network to the east, to provide the "Winnemucca-to-the-Sea" route, and a delegation is in Klamath Falls today to talk over progress in construction of a highway linking Lakeview and Denio, Nev.

The board also voted to hold its meetings at breakfast, at the Rogue Valley Country club.

## Professor Attends History Meet

Ashland — Dr. Frank D. Haines, assistant professor of social science at Southern Oregon college, attended the Pacific Northwest History conference April 11 and 12 in Victoria, British Columbia.

He is a member of the executive council of the conference and a member of the Council of Regional Research in Progress. Topic of the convention was a "Century of Progress" for British Columbia, "Hundred Years to Celebrate." Two full sessions are devoted to planning and organizing the centennial celebration.

Attending the conference were historians, anthropologists, archivists and librarians. Next year's meeting will be held in Portland.

Dr. Haines is to be the instructor for the coming course in the "History of the Pacific Northwest" course which will begin Monday night, April 28, at 10:30 p.m. on KBEST-TV.

## Ashland Student Elected Officer

Ashland—Lois May, of Ashland, a junior in elementary education at Southern Oregon college, was elected secretary-treasurer of the Student Oregon Education association at the convention held at the Lewis and Clark college in Portland April 11 and 12, according to Sandra Qualman, Coos Bay, who is president of the local campus SOEA chapter.

Main speaker for the conference was Gov. Robert D. Holmes, who spoke on the layman's view of education. The agenda of the convention also included talks by educators and students, a business meeting featuring elections, luncheon, dinner, and a program.

Those attending from SOC were: Sandra Qualman; Dan Sutton, Grants Pass, local chapter vice-president; Lois May, chapter historian; Toby

Fox, Ashland, social chairman; and Miss Florence Allen, advisor.

One of the principal speeches of the convention was given by Jim McDonald, SOC student from Medford who is president of the Student National Education association.

Friday, April 18, 1958 5  
MAIL TRIBUNE, MEDFORD, ORE.

### CHAIN SMOKER DISPLAY

Durham, N.C. — A chain-smoking machine will be part of a chemistry display at Duke University this week end. The machine puffs 13 cigarettes simultaneously, producing large volumes of smoke for test analysis.

## Luman's Market

will be

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# S-W

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\$24.95 NORELCO **\$14.95**  
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plus FLASH GUN plus BATTERIES plus PHOTO TIPS  
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