



DELICACIES VIE—Rock lobster tails from South Africa vied with World's Fair cookies, Ozark hot apple cream, Golden Gate date bars, East Indian shrimp, West Coast fruits as foods editor ate and listened her way through the annual Newspaper Foods Editors' conference in New York.

## Feeding the Family

By ZOLA VINCENT  
Food Editor

New York—Foods editors of leading newspapers throughout the United States with a light sprinkling of Canadian and Hawaiian editors have been meeting and eating their way through the annual conference of newspaper foods editors.

An annual event, this year's conference attracted 145 editors to the Waldorf Astoria in New York where 41 foods industry leaders brought them up to date on what's going on in the foods world.

The event is sponsored by American Association of Newspaper Representatives who said at the opening session that daily newspaper circulation in the United States has reached an all time high of 58,600,000 with Messrs. Gallup and Sindlinger reporting that "on a typical day (in September) 101 million Americans read a daily newspaper." It seems that this is 65 million more than read magazines, 34 million more than listen to radio and 22 million more than watch television.

**Stage Hit on Agenda**  
Pre-conference activities included seeing the stage hit, "Say, Darling," followed by a midnight champagne supper party at Sardi's with a mere 17 delectable buffet supper items. Conference guests were greeted early in the morning by Florida Citrus Commission who served their favorite beverage which happens also to be well thought of in our part of the country. A reception hosted by Pepperidge Farms offered many perfect party foods including a World's Fair cookie garnerer from Belgium. This recipe is given elsewhere in our columns today.

Thanksgiving and Christmas came early to foods editors at a holiday dinner given by Campbell Soup Company who threw a dessert spotlight on two new individual dessert pies, pumpkin and mince. It was reported that cooking with condensed soup is a growing trend with upward of 50 per cent of the condensed cream of mushroom soup sold being used in cooking.

**Should Aid Readers**  
At an elaborate breakfast, American Institute of Baking presented Dr. Bess Sondel, lecturer in communications, who urged foods editors to do more than merely inform. She said that we should also "aid readers in their strivings of fulfillment of their desires." We're working on this. Recipe-minded reporters approved an assortment of Toast Tempters which are achieved by filling a pair of trimmed bread slices with assorted sweet mixtures, brushing with melted butter and toasting.

Noon found us lunching at the Biltmore with the Borden Company where we were introduced to two new products soon to appear in our markets: Borden's Instant Super Starlac an improvement on its predecessor, Instant Starlac; a "quicker than instant" nonfat dry milk; and Instant Whipped Potatoes, declared to be the result of a century of experience in dehydration and convenience foods. The new potatoes are unique in that they are the first and only ready-to-use whipped potatoes in flake form on the consumer market, certain to dissolve instantly into light, fluffy whipped potatoes.

**Beamed With Pride**  
West coast foods editors beamed with pride as United Fresh Fruit and Vegetable Association chose our pears, citrus fruits, cantaloupes and lettuce to dramatically illustrate a color film titled "Fresh for Health." Allan T. Rains, executive vice president of the Association, announced that 30 million tons of fresh fruit and vegetables

are consumed annually in the United States, with about 25 per cent of the consumer dollar going into the fresh product. He urged foods editors to urge consumers to eat more "protective" foods with the good nutritive values found in fresh produce.

Late afternoon found foods bits and bites, sandwiches and canapes with the Best Foods, Inc., who noted an increasing need for "Five o'clock foods" as teen-agers as well as oldsters assemble for late afternoon beverage, food and conversation. We'll pass some of these recipes on to you at a later date.

Evening food news excitement came with dinner in the Waldorf's Starlight Roof, when the H. J. Heinz Company introduced a concentrated tomato juice which needs no refrigeration; can be used as a beverage, sauce or paste. The consumer just adds three cans cold water to a 6 1/4 ounce can of the concentrate, shakes and chills or otherwise uses. The new product comes from a plant near Tracy, California, where the tomatoes are grown and processed.

**International Favorites**  
Heralded as offering "a world of good eating" party, editors sampled international favorites prepared with the concentrate. On the menu were Beef and Kidney Pie, a specialty of Australia; Ravioli, an Italian pasta; Bouillabaisse, a hearty seafood chowder from France; a South American salad with a tomato dressing; and other equally tempting dishes.

Came the dawn. Breakfast guests of Ralston Purina were treated to a mighty fancy Ozark breakfast that included such delights as crispy, golden Ozark trout and 13 other delectables. A new bite-size shredded corn biscuit soon will join the Ralston family of rice and what biscuits, and pretty soon they'll all be housed in a new cereal package that will open with a mere pull of the flap.

**Second To Peas**  
Frozen Potato Products Institute reported that Americans consumed 213 million pounds of frozen potatoes last year, second only to green peas in frozen vegetable tonnage. Regarded as unfreezable seven years ago, potato processors now offer con-

## Court Records

**DISTRICT COURT**  
Ruth L. Watkins, no operator's license, \$5.  
Robert O. Burns, failure to yield right of way, \$15.  
Harry C. Smeader, overload, \$205.  
Roy Merit Simmons, impeding traffic, \$10.  
Clinton F. Ayres, overload, \$173.  
Donald J. Penwell, overload, \$85.  
Dwight L. Edwards, overload, \$30.  
Myron L. Hoffman, no operator's license, \$10.  
William E. Dalley Jr., overload, \$89.  
Carl G. Dusenbury, improperly light, \$5.  
Howard L. Kusel, overload, \$62.  
Richard E. Cox, no operator's license, \$5.  
Robert B. Hunnicut, drunk on highway, \$30.  
Dennis D. Dwyer, no operator's license, \$5.

**CIRCUIT COURT**  
Janice N. Boyd vs. Dennis Boyd, divorce complaint.  
Virgil L. Troy Nix vs. Mildred B. Nix, divorce complaint.  
Mattie I. Birk vs. Edward L. Birk, divorce complaint.  
William L. Hobbs vs. Vivian Lee Hobbs, divorce decree.  
Vona May Casey vs. Vernon Ray Casey, divorce complaint.

**MARRIAGE LICENSE**  
Walter Edmund Brown, 536 Putman st., Medford, and Lorena Elaine Metcalf, 1558 Stewart ave., Medford.

**RECOGNIZES NEW STATE**  
Accra, Ghana—Ghana has become the first nation to extend diplomatic recognition to the new independent state of Guinea, its African neighbor which chose independence rather than membership in a French community in Sunday's referendum on Premier Charles de Gaulle's new constitution for France.

sumers a choice of frozen potato products that include the French fry, diced, patties, mashed or whipped, puffs and a variety of specialty dishes. Leader of all varieties is, of course, the French fry.

Noon and foods editors joined the excited throng in the grand ballroom of the Waldorf for the awarding of top prizes in Pillsbury's 10th Grand National Bake-Off. As the world knows long before this, the grand prize of \$25,000 went to a homemaker of Deleaware, Ohio, for her "Spicy Apple Twists."

Our special interest at this function was a young man from San Francisco, Gregory J. Patent Jr., who was 2nd prize winner in the "Juniors" division with his recipe for Golden Gate Dessert Bars. . . and here is the recipe as we approach the evening of the second day of the 6 day conference. More anon.

**Golden Gate Dessert Bars**  
2 1/2 cups cooked, drained apricots

3/4 cup sugar  
1/4 cup apricot juice  
2 cups sifted all purpose flour  
1 teaspoon salt  
1/2 teaspoon soda  
3/4 cup butter or margarine  
1 cup sugar  
1 1/2 cups chopped shredded (or flaked) coconut  
1/2 cup walnuts, chopped  
Mix together apricots, sugar and apricot juice. Cook over medium heat about five minutes until slightly thickened. Remove from heat and cool.

Sift together flour, salt and soda. Cream butter; gradually add sugar, creaming well. Blend in dry ingredients to form crumb mixture. Stir in coconut and walnuts.

Press three cups of crumbs in bottom and half way up sides of greased 13x9x2 inch pan. Bake in moderately hot oven, 400 degrees, 10 minutes. Remove from oven and spread apricot mixture over partially baked crust. Sprinkle with remaining crumbs. Return to oven; bake 20 to 25 minutes longer until light golden brown. Cool; cut into bars. Serve with whipped cream if desired. Makes about two dozen.

**LARGE SOLID LETTUCE HEADS**  
**2 19<sup>c</sup>**

**Red Radishes — And — Green Onions**

**3 BUNCHES 14<sup>c</sup>**

**FRESH CRISP Parsnips**  
**2 LBS. 19<sup>c</sup>**

**FANCY LOCAL RED DELICIOUS APPLES**  
**2 LBS. 25<sup>c</sup>**

**LOCAL SWEET SPANISH ONIONS**  
**LB. 5<sup>c</sup>**

"MEDFORD'S FINEST MEATS SINCE 1940"

**SWIFT'S PREMIUM TURKEYS**

OVEN READY FANCY TURKEYS  
This Year's Crop — Fresh Frozen

11 to 14 lbs. 5 1/2 to 7 1/2 lbs.

**49<sup>c</sup> lb** | **59<sup>c</sup> lb**

**Boneless PORK LOIN ROAST**

SORRY WE SOLD OUT SO EARLY LAST WEEK

**89<sup>c</sup> lb.**

"CHOICE" EASTERN PORK

**PURE PORK**

YOUR CHOICE—OUR REGULAR SEASONING OR HOT!!

**Sausage 59<sup>c</sup> lb**

**Swift's Premium Wieners**

HUNTER'S SPECIAL!

**59<sup>c</sup> lb.**

(Cello Pkg.)

**FILLET OF SOLE**

OCEAN FRESH

**49<sup>c</sup> lb.**

NO WASTE

**LEG 'O**

"CHOICE" SWEET and TENDER

**75<sup>c</sup> lb.**

**LAMB**

FRESH GROUND "CHOICE"

**STEER BEEF**

1 pound—49c  
3 pounds—\$1.39

**10 LBS \$3.98**

**BORDEN'S Mayonnaise**

**49<sup>c</sup> qt.**

"CIRCUS" BRAND ASSORTED SANDWICH COOKIES

**2 LB. PKG. 69<sup>c</sup>**

PURE APPLE CIDER

**65<sup>c</sup> GAL.**

DEL MONTE

Pineapple - Grapefruit BLENDED JUICE

**3 46-OZ. TINS 89<sup>c</sup>**

NALLEY'S LUMBERJACK

5-LB. TIN

**SYRUP 75<sup>c</sup>**

"STANDBY" LIGHT MEAT

CHUNK STYLE

**TUNA 98<sup>c</sup>**

4 LARGE TINS

SWANSON'S FROZEN CHICKEN HEARTS

3 1-LB. PKGS.

**\$1.00**

**the only Kibbled with 6 FLAVORS, 6 COLORS!**

meat, liver, milk, fish, vegetable, chicken

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- only Kibbled that's kennel-tested for complete nutrition.

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