

Test Kitchens Take On Cloak-Dagger Atmosphere

By JEANNE LESEM
United Press International
New York—(UPI)—The test kitchen of a major food manufacturer takes on aspects of a cloak-and-dagger mystery when a new product is in the works.
This impression is heightened at the Borden company's new test kitchens here by a small but fully equipped kitchen shut off from the regular four-section unit and the "quantity recipe kitchen."
"We call this our 'puttering kitchen,'" said Mrs. Evelyn Costick, kitchens manager, in an interview. "Men in our products group use it for confidential experiments without interruptions when visitors are coming through."
It also keeps them out of the way of the four home economists who run the regular test kitchens, developing recipes, testing products and

directions for new products, and preparing food for taste tests.
Most new products are developed at the company's main laboratory in Syracuse, N.Y., Mrs. Costick said, but many new food ideas originate here. Once in hands of the new products committee, an idea starts on a long, laborious route that doesn't always lead to grocery shelves.
A product may be okayed by the research director and meet all taste and quality tests, only to founder in the market research department.
Some Filed
If the demand for a product is expected to be too small for mass production, or if the competition is too great to absorb another brand in the field, the product is filed away.
A company official, Milton Fairman, could not say how many new products meet this fate, but he did recall one mass production item that was developed with an improved flavor, but had to be shelved because it cost too much to manufacture.
There is no average time lapse between origin of a new food idea and mass distribution of the finished product. However, the company's instant coffee took nearly a century to perfect.
Early reports of a coffee concentrate were traced to a Texan who visited the Borden company founder, Gail Borden in New York in 1853. The Texan subsequently wrote home about tasting a coffee made from a Borden invention, a liquid coffee-milk mixture.
This product was made until the late 1920s. Then, in 1941, the company, at government request, developed a concentrated coffee for the armed forces during World War II. It was released for civilian consumption shortly after V-E day.
Many Tests
Testing new products and revising old ones go on constantly. The firm also develops recipes for packages, leaflets, labels, cookbooks and advertisements.
Consumers write in to have recipes checked. Such a request touches off a chain reaction, Fairman said. It starts with the company's legal department, to protect both the consumer and the company. Many a formula that the writer considers an old family recipe turns out to be a Borden's original or an adaptation of a company recipe developed many years earlier.
The four home economists, working in family-size kitchens with equipment from many major manufacturers, check recipes and create an average of 200 to 350 new ones annually, enough to fill a full-size cookbook, Mrs. Costick said.
They use the kind of equipment a housewife uses in her home kitchen, and test most recipes on both gas and electric stoves for variations in cooking directions.
In spite of the meticulous groundwork, a carefully tested recipe sometimes backfires. A cherry whipped cream pie once brought dozens of consumer complaints. The blame was traced to a proofreader—male and, obviously, no cook—who didn't notice that one line had been dropped from the recipe copy. Unfortunately, that line contained directions for an essential ingredient.
One recipe the company has never published and probably never will, was dreamed up by the test kitchen staff in a joking attempt to use as many of the firm's products as possible. The result was a cake containing mince meat, cheese, melted milk, chocolate, condensed milk, regular milk and coffee—with a whipped cream topping.
"It had an open, coarse texture and a brownish color," Mrs. Costick admitted.
How did it taste?
"Passable," she said.

Member Speaks At Altrusa Club Of Recent Trip

Mrs. Edna Mole, a member of the Altrusa club of Medford, spoke to the group Thursday following a business meeting at the home of Mrs. Martin C. Wood, near Talent.

Mrs. Mole, who has recently returned from a six-weeks' trip to the Philippine islands and the Orient, told of her impressions of the places she visited. After short stops in San Francisco and Honolulu, she flew to Manila, where she stayed three weeks with her son-in-law and daughter, First Lt. and Mrs. Richard Van Allen of Clark Air Force base.
Mrs. Mole said there are still many evidences of World War II damage, with families living in the corners of ruined buildings, and children greeting American visitors with a V for Victory sign and a shout of "Hi, Joe!"
Accompanied by her daughter, Mrs. Mole arrived in Hong Kong on Chinese New Year's day. From there they toured the countryside, seeing the rice paddies, the walled cities, and looking down on the fenced and guarded border of Red China. They were advised that refugees are pouring into Hong Kong from Red China at the rate of 7000 a month.

Mrs. Mole and her daughter flew to Tokyo via Hong Kong Airways, and added that what impressed her most in Japan was the number of people ready to serve you wherever you go there.
Club members wore old-fashioned clothes, in honor of the Oregon Centennial. Refreshments were served by the hostesses, Mrs. Howard Stoll and Mrs. Valton Finley.
Mrs. Dorothy Donnelly of Renton, Wash., governor of Altrusa in the state, to a 12th district, will be the honored guest at a special Founder's day dinner April 9, it was announced by Miss Myrtle Otterdale, club president. The Altrusa club was organized in Nashville, Tenn., in 1917.

Medford Jaycettes Announce Meeting

Mrs. Charles Henry, 349 Lindero avenue, will be hostess for a meeting of Medford Jaycettes Wednesday, March 4 at 8 p.m. An informal evening of games will follow the regular business meeting and casual dress is in order.
Co-hostesses are Mrs. Clyde Wheaton and Mrs. Warren Hayse.

Meeting Announced By Sewing Club

The Sewing club of Disabled American Veterans auxiliary will meet Thursday, March 5, at 10 a.m. in the home of Mrs. Linn Elliott, 513 Oregon Terrace. A potluck luncheon will be served at noon.

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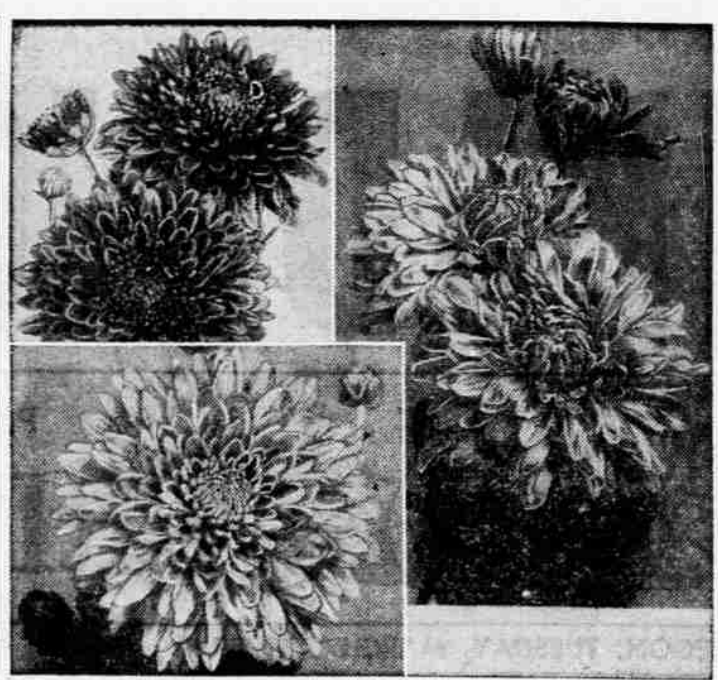
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All-American Chrysanthemums Chosen for Year

Chrysanthemum growers of the United States recently announced three new varieties as the All-American chrysanthemums of the year. The new mums are Flair, a large-flowered cushion type chrysanthemum, Crimson Lady, and Girl Friend, a large decorative type.
Girl Friend is described as a dawn pink in color, with long cutting stems for indoors or outside beauty. It grows 24 to 28 inches in height with 12 to 18-inch spread. Flair is said to be a "lively lavender" and fully double with flowers in a blanket of bloom. It grows about 18 inches in height. Crimson Lady is said to flower heavily, with blossoms of a brilliant red. This variety grows 15 to 20 inches in a uniform, rounded plant.
Chrysanthemums are frost tolerant, and give good color to the garden in the late fall. Plants live through the winter, and clumps may be separated for a number of plants the following spring, or left alone.
The 1958 winners were Ruby King, Burning Bronze, Showpiece and Yellow Emperor.



1959 All-America Mum Selections. Crimson Lady of deepest red, above, and Flair of lively lavender, on left, newest and best hardy garden "cushion" chrysanthemum. Girl Friend of dawn pink, on right, is the new large garden "decorative" winner. Available from plantmen this season.

TV Cameras Kibitzers At Bridge Tournament

New York—(UPI)—The kibitzer—that much maligned individual who always knows the card you should have played—is about to get a new lease on life.
"He's about to change his status from gazing pest to paying guest," said John B. Powers, executive secretary of the Association of American Playing Card Manufacturers.
"And it's all due to the modern magic of the television camera, which has just proved that bridge and other card games can be exciting spectator sports."
The proof, according to Powers, came recently when a New York television station poked its kibitzing cameras over the shoulders of U.S. and Italian bridge experts playing in the final rounds of the International Bridge tournament.
Could View Hands
The players were enclosed in a glassed-in, soundproof booth where they could also be seen by the nearly 500 spectators who crowded the room in a New York hotel.
The hands they were playing were shown on a nine-foot-square electronic board called a "bridgearama." The players, of course, had to sweat it out without the help of electron-

ics. They couldn't see the board.
But as each card was played in the booth, a light blinked behind the appropriate card on the electronic board, then went dark as the trick was completed.
"Just like spectators at any other sports event, the kibitzers were free to cheer, boo, and shout when they felt like it," Powers said.
Behind Glass
"But this was one time when the kibitzers could not bother the players with their free advice. The players were safely quarantined behind soundproof glass walls like so many people-sized goldfish."
Kibitzers are named after a German bird, the kiebitz. The bird is noted for both its curiosity and the way it protects its eggs.
The Kiebitz flaps its wings in the face of an egg-hunter, annoying him greatly. Powers said the Germans coined the word "kibitzer" years ago when it became apparent that the buttinsky sort of card-player or spectator and the kibitzers were alike.
It takes a lot of people to keep the kibitzers at bay the electronic way. Not counting television crews, 14 specialists pitched in at the international championship tourney.

Former Resident Honored at Party On Anniversary

Mrs. John R. Widmer, formerly of Medford and now of Portland, was honored at a family party in San Carlos, Calif., February 22 which observed her 80th birthday anniversary. Mrs. Widmer, remembered here as Mrs. Elizabeth Fluhrer, came to Medford by plane and was joined for the trip south by her daughter, Mrs. Warren Olson, 1430 Euclid avenue.
In San Carlos they were guests of another daughter, Mrs. Bruce Bauer, also formerly of Medford. Present for the party were Mrs. Widmer's three granddaughters, Miss Marilyn Olson, student at Stanford university; Miss Barbara Bauer, student at the University of California; Mrs. Donald Thom, the former Jocelyn Bauer, and the Thom's three young sons.
Mrs. Widmer spent a few days in Medford on the return trip, leaving last Wednesday for her home in Portland.

It Isn't The Wheat . . .

East Lansing, Mich.—(UPI)—Homemakers' quiz: What is the cost of wheat in a loaf of bread?
Slightly under three cents, or 2.5 cents to be exact, says John Moore, extension specialist at Michigan State University. Biggest expenses in getting bread to market are costs of baking, wholesaling and retailing.
In spite of recent increases in the price, a factory worker can buy about 11 one-pound loaves of white bread compared to 9.7 loaves in 1948.

Calendar

Calendar notices and news for the society section of The Mail Tribune must be submitted in writing and deadline for the Sunday edition is 1 p.m. Friday. Deadline for the weekly calendar is 5 p.m. the day of publication and for week day news is 5 p.m. the day before publication.
7:30 p.m.—Chapter BE of PEO Sisterhood, with Mrs. C. Kennedy, 1 White Oak dr.
7:30 p.m.—Medford Parents Home Extension unit, home of Mrs. W. J. Thompson, 1210 Smith st.
7:30 p.m.—Wilson Park Home Extension unit, home of Mrs. John Haven, 1200 Leland ave.
8 p.m.—Howard PTA, multi-purpose room at school.
8 p.m.—VFW auxiliary, VFW hall, 42 North Front st.
Wednesday:
10 a.m.—Agate Home Extension unit, home of Mrs. John Morgan.
10:30 a.m.—Eagle Point Garden club, home of Mrs. Clarence Davies.
10:30 a.m.—Lake Creek Home Extension unit, home of Mrs. Henry Meyer, Brownsboro.
10:30 a.m.—Upper Applegate Home Extension unit, home of Mrs. Roland Smith.
11 a.m.—Townsend Harmony auxiliary, Carpenters hall, 123 1/2 West Main st.
12:30 p.m.—Chapter CP of PEO Sisterhood, home of Mrs. A.R. Schoenberg, Camp White.
12:30 p.m.—Contemporary Book club, with Mrs. Ralph Barnes, Old Stage rd.
12:30 p.m.—Ladies auxiliary, Fraternal Order of Eagles, Eagles hall, 217 West Main st.
1:30 p.m.—Central Point Garden club, home of Mrs. Arnold Bohnert, Grant road.
1 p.m.—Chapter CG of PEO Sisterhood, home of Mrs. Wayne Welty, 2940 Hillcrest rd.
2 p.m.—Wednesday study club, home of Mrs. O. A. Welsh, 1300 East Main st.

'Retarded Child at Home' Subject of New Bulletin

Washington—To help parents of mentally retarded children give them the best possible foundation for later living, the Children's Bureau has issued a manual, "The Mentally Retarded Child at Home."
Mrs. Katherine B. Oettinger, Bureau Chief, in announcing the new publication, pointed out that it is one of only a few which are devoted to the development of mentally retarded children in their early years. It emphasizes practical suggestions for day-to-day living in the family and community.
"The first few years of life are so tremendously important for the child; they can be also the hardest for the parents. During these early years the child is gaining the foundation for living with people and learning to cope with life. Attitudes and feelings have tremendous importance in how well each of us uses the abilities we have. This is no less true of the retarded child."
"Teachers know that the child who is happy at home does much better in school. When the family of a retarded child has taught him good self-help habits early, the school or institution can spend its time training him for other useful tasks."
"The Mentally Retarded Child at Home" was prepared in response to requests not only from parents of retarded children but also private physicians, who felt that many parents needed a concrete guide in helping their children grow and develop. The publication approaches the problem of retarded children from the standpoint of normal childhood growth processes, and stresses the ways in which these children are like other children.

It was written by Mrs. Laura L. Dittman, specialist in home training programs for mentally retarded children in the Bureau's Division of Health Services.
Mrs. Dittman consulted persons in the fields of medicine, child psychology and psychiatry, education, social work, nursing, speech, physical and occupational therapy in its preparation. A number of parents of retarded children were among its reviewers.
The publication gives parents suggestions on toilet training, dressing, cleanliness and manners, discipline, speech, play, group experiences for the young retarded child and discusses the importance of psychological tests. It also discusses the retarded child's school days and his adjustment in adolescence, and suggests toys and equipment for home play.
Copies of "The Mentally Retarded Child at Home" may be obtained from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 35 cents each.

Beefing It Up

New York—(UPI)—For an easy luncheon dish, add 1 1/2 cups shredded dried beef to easy corn bread mix. Place beef in plastic bag of cornbread ingredients, mix and bake according to package directions. Slice hot cornbread squares horizontally and serve with creamed peas between slices and over top of each serving.

Prediction

New York—(UPI)—The prices of things consumers buy will average from 1 to 2 per cent higher in 1959 than they did in 1958, according to agricultural economists at Michigan State university.

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Women Golfers To Open Season

Women's Golf association of Rogue Valley Country club will open the 1959 season with a breakfast at the clubhouse Thursday, March 5. The morning's program will open at 9 a.m. with a "get acquainted" hour followed by open discussion and breakfast, the latter to be served at 10 a.m.

Mrs. Fred Conrad, chairman of the association for this season, states that women of the valley interested in playing golf and becoming members of the club are invited to attend. Reservations are to be made by calling Mrs. Reese Alexander, SP-3-1969.

Ashland Student Named to Office

McMinnville—Miss Vivienne Murray, daughter of Mr. and Mrs. Lee S. Murray, Star Route, Box 72, Ashland, is among new spring semester officers of fraternities and sororities elected this month at Linfield college, McMinnville, Ore.

Miss Murray is the new corresponding secretary of Lambda Lambda Sigma, local sorority.
Ten Greek letter social organizations are active on the Linfield campus—five fraternities and five sororities. Three of the fraternities are chapters of national fraternal orders.

Mrs. Richard Singler To Be Club Hostess

Wenonah club will meet Thursday, March 5, at 10:30 a.m. at the home of Mrs. Richard Singler, 27 Rose avenue. A covered dish luncheon will be served at noon, with a business meeting following. Mrs. Henry Dooms will preside.

Square Dancers Plan 'Hoedown'

An open "hoedown" square dance will be held at Kershaw Square starting at 8 p.m. tonight, Kenneth Hood, Medford, has announced.
Potluck refreshments will be served, and all square dancers are invited. Mr. Hood and guest callers will call squares.
Members are reminded to take their table service.

Baked Applesauce

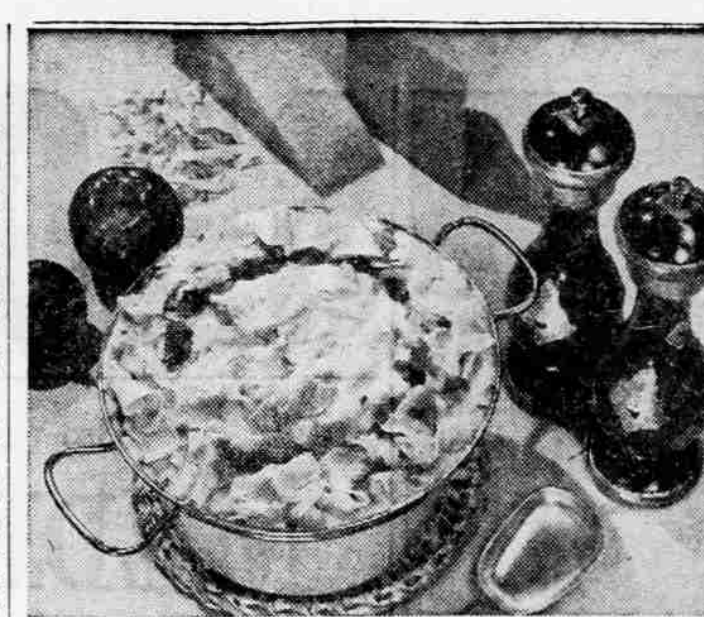
New York—(UPI)—A baked applesauce with cider topping is a good dessert. Place (two 1-pound cans) applesauce in 1 1/2-quart casserole. Combine 1/2 cup each sifted flour and sugar, cut in 1/4 cup butter, sprinkle over applesauce and bake in 450-degree oven 20 minutes, or until lightly browned.

When Waiting Helps

New York—(UPI)—Chilled curried soup improves with waiting. The day before you plan to serve it, combine 2 tablespoons quick-cooking tapioca with 1 1/2 to 2 teaspoons curry powder, 1 teaspoon lemon juice and 2 cups chicken broth. Cook and stir over medium heat until mixture boils. Remove from heat, add 1 1/2 cups light cream, gradually, stirring constantly. Cool about 15 minutes. Stir, Chill thoroughly, at least 2 or 3 hours, but preferably overnight. Makes about 3 1/2 cups.

Good Ending

New York—(UPI)—Delicate herbs such as parsley and savory are always added at the end of cooking, so the delicate flavor isn't lost. Strong herbs such as sage, basil, marjoram and oregano are added during cooking.



Bring Italy to your home with a package of noodles, a can of tomatoes and delicate Parmesan cheese. Blend compatibly with favorite American ingredients and form an Italian-American treat . . . Tuna Neopolitan.

Hospital Solves Problem With New Nurses' Nursery

By PATRICIA McCORMACK
United Press International
New York—(UPI)—A "nurses' nursery" is helping a Bronx hospital solve the critical shortage of trained personnel.
During the five years the nursery has made it possible for 150 mothers to return to their chores tending to the needs of the sick.
Unique in its field, Montefiore hospital's nursery first aimed to woo back nurses by guaranteeing them that their youngsters would be well taken care of at the hospital while they worked.

At present, it also is caring for children of a social worker, a doctor, a dietitian, and two administrative executives.
Lunch Visit Permitted
The working mothers deposit their children, ranging in age from three to six, at the nursery around 7:45 each morning. They are permitted to stop by for lunch, work schedules permitting.
Once a month, the mothers are required to attend a parent-teacher meeting, according to Mrs. Lisa Hirsch, director of the school.
"The school is wonderful," said Mrs. Vita Brabbschiff, a social worker who drops her daughter off there five days a week.
"It allows you to maintain a relationship with your child even though you have to work. You never feel separated or wonder about what's happening to your child."

Mrs. Hirsch directs a staff of three accredited nursery school teachers, a secretary and a cook.
Two-Hour Nap
The children get a mid-morning snack, a big lunch, a mid-afternoon snack, and a two-hour nap every day.
The mothers, according to Mrs. Hirsch, pay \$52 per child each month. But, she said, the cost of running the school comes to more than that per child.
The difference is made up by the associated Y.M. and Y.W.C.A. of greater New York.
It's smooth sailing until the end of the day, according to Mrs. Hirsch. Then, "some of the youngsters want to stay on when their mothers stop by after work to pick them up for the trip home."

Jack Benny Plays Violin at Benefit

San Francisco—(UPI)—Jack Benny appeared as guest violinist with the San Francisco Symphony Orchestra in a benefit concert Monday night before a sell-out audience at the Opera House.

It was the veteran comedian's 10th symphony appearance in behalf of worthy causes—in this case, the San Francisco Symphony's pension fund.

Benny ended the night's performance with a crowd-pleasing series of imitations of famous violinists after serving as soloist in Sarasate's "Gypsy Airs"; Mendelssohn's "Concerto for Violin and Orchestra in E Minor"; and Rimsky-Korsakoff's "Capriccio Espagnol."

Benny was presented with honorary memberships in the American Federation of Musicians and Local 6 of the AFM at the conclusion of the concert.

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