

Panel To Answer Questions on Cancer

The public is invited to participate in the Jackson County Tuberculosis and Health Association television program on Cancer, Monday, April 20, at 10 p.m., when a medical panel will answer questions to be phoned in by the viewers.

Arrangements have been made with station KBES-TV to take phone calls from 9:30 till 10:30 p.m. when the program ends. Members of the Medford unit of the American Cancer Society will assist with the phone calls, and health association members have asked that those wishing to call the station to do so early, in order that the panel may answer as many inquiries as possible during the half-hour show. Telephone number at the station is SPring 3-4581.

Appearing on the program will be Dr. Robert H. Buck, pathologist; Dr. E. V. Meyerding, general surgeon; Dr. Duane I. Gillum, radiologist, all of Medford, and Dr. Robert M. Turner, general practitioner, Ashland.

Pear-fection Ice Cream Created from Confection Offers New, Unique Flavor Now Available Locally

By BOB VROMAN
Mail Tribune Staff Writer

Ice cream nowadays comes in hundreds of different flavors, as any parent who has bought ice cream cones for a carload of children knows, but here in the Rogue River valley residents can now buy an ice cream that exists nowhere else in the world.

It is Pear-fection, made with fresh D'Anjou pears from a base recipe developed by

Ken Severson of Severson's candy shop, Medford, and made by Snider's dairy.

Only last week, after working 14 months to perfect the right combination of ingredients, Severson and Clint Bennett of Snider's dairy turned out the first batch of Pear-fection ice cream that they felt couldn't be surpassed.

Severson and Bennett asked others to taste the ice cream and the reaction to the new

flavor convinced them they had hit upon the ultimate recipe. Production started immediately, and the new ice cream went on sale at the Groceteria in Medford last week.

Soon in Other Stores

It will soon be available in other stores in the area in pints, quarts, half-gallon and larger sizes. As an eye-catching decoration, miniature artificial pears are attached to

the top of the half-gallon containers.

The ice cream base, made of fresh pear puree, walnuts, sugar and other ingredients, is the secret to the whole operation, Severson said, and getting the right balance of these elements to bring out the pear flavor in the ice cream called for a good deal of experimentation.

The base is a concentration of Pear-fection, a candy that Severson's has been making for about eight years, but improvements in the Pear-fection recipe necessarily had to be made for use as an ice cream base, which has resulted in a new and better candy, according to Severson.

Other Use for Base

The base can also be used as an ice cream topping, marmalade, cake frosting, syrup or for anything that calls for a sweet fruit concentrate. Severson said the base will soon be marketed as a marmalade packaged in colorful ceramic "pears."

Since there is no other pear flavoring made, to Severson's knowledge, he said that endless possibilities exist as far as marketing it on a large scale is concerned. The candy company can, with their present equipment, turn out about 100 pounds of the base per hour. Severson said he made over 1,800 pounds of it in three days last week just for use in the new ice cream.

servatives added, yet it has according to Severson. The delicate natural flavor is that of the pear alone, complemented by small walnut chunks. It is reported to be the only successful product on the market made from pears, other than the vodka made in Hood River.

Ken Severson and his wife, Laura, recently bought out Ken's parents, Mr. and Mrs. H. W. Severson, and are sole owners of the candy company.

If the product would suddenly be accepted by a large wholesaler for nationwide distribution, a market for considerable quantities of pears and locally grown walnuts would be created... and it is not beyond the realm of possibility.

ICC RULING

Washington - (UPI) - The interstate commerce commission ruled Friday that strikes and peaceful picket lines do not excuse any public transportation company from performing its usual pick up and delivery service. The full 11-member commission held that companies providing pick up and delivery service must continue to serve plants where workers are on strike and peacefully picketing.

Boat tonnage along the Mississippi river system during the 1840's accounted for more than half of all that registered in the United States.



PEAR-FECTION - Ken Severson, owner of Severson's candy shop, Medford, and employee Hilda Cook pour out a hot batch of Pear-fection base that will be cut up into candy after it has cooled. The same mixture, only much more concentrated by leaving out thickeners, is used by Snider's dairy to

make Pear-fection ice cream, which went on the market last week. The candy and ice cream base are made from fresh pear puree, locally-grown walnuts, sugar and trace ingredients. No preservatives or artificial flavors are used.



NEW FLAVOR - Clint Bennett, ice cream maker at Snider's dairy, above, fills the hopper on the ice cream machine with Pear-fection base, a product of Severson's candy company, Medford. Packaging the half-gallon containers is Hildegard Pierce. The new flavor for ice cream was develop-

ed by Bennett and Ken Severson after working on the project for 14 months. It is the only pear flavoring on the market today, according to Severson. The base itself can be used for ice cream topping, marmalade or cake frosting.



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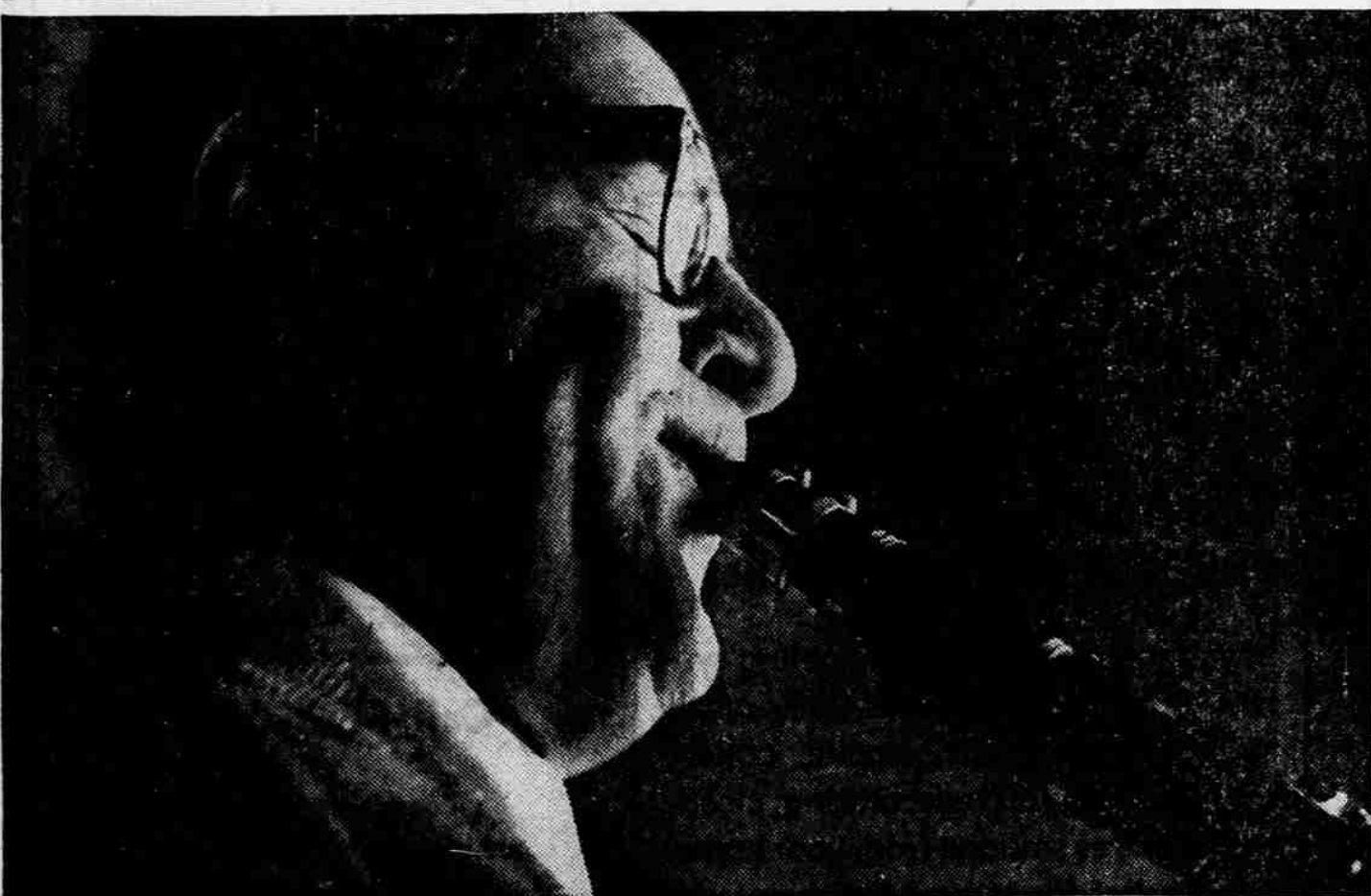
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Group Discusses Plans to Expand Membership

Approximately 24 persons attended the meeting of general contractors and sub-contractors of Jackson county held at Ping's Garden in Medford last week according to T. R. Florey, president.

It was suggested that the Jackson county Contractor's association expand its membership to include sub-contractors, financing and loan institutions and all suppliers. Membership would also have the services of the Industry Council of Southern Oregon in their labor relations, it was reported.

Committee Appointed

Possibility of developing a "bid-pool" for sub-contractors was also discussed. Florey appointed a committee to investigate the proposal. One of the plans the association will develop, it was decided, will be to provide a published list of names of the association members for those who want their services. Each member of the Jackson county association would automatically become a member of the Home Builders association.

Contractors agreed that a grievance committee should be established to investigate various complaints of the public and to create better public and building industry relations.

During the meeting Armin Richter talked on methods of operation and benefits he received through belonging to a general contractors' association in San Diego county.

A patent has been awarded for a combination cigaret lighter and miniature camera.

FORMER NAZI JAILED
Hechingen, Germany - (UPI) - Franz Johann Hofmann, former Nazi commandant of the Dautmergen concentration camp missing for 14 years, was held in jail yesterday to await trial on charges of murdering inmates during World War II. Hofmann was found and arrested in nearby Kirchberg Friday.

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