

## Keep Frozen Food at Zero Says Marketing Specialists

Corvallis - Frozen food packages feel just as solid after storage at 20 degrees F. as they do after storage at zero, but there's a mile of difference in their quality, advise Oregon State college food marketing specialists.

As temperatures rise above zero degrees, quality declines quickly in many foods. Although consumers can't see or "feel" damaging effects in the early stages, changes in the food take place that alter flavor and appearance. And quality cannot be restored by lowering the temperature to zero or less.

Signs of temperature damage vary among frozen foods. Peach slices turn brown after a day or two at 30 degrees; two weeks at 20 degrees; or two to three months at 10 degrees. However, at zero or lower, peaches hold their natural color for two years or more.

**Flavor Changes**  
Strawberries change flavor in a day or two at 30 degrees, or 6 to 12 days at 20 degrees, and three months at 10 degrees. The strawberries lose their bright red color and vitamin C.

Orange juice concentrates, stored at higher than zero temperatures, show "tell-tale" signs of lowered quality, too, report the extension specialists. Solids in the juice separate from the liquid, and the juice loses flavor after two to three months storage.

Frozen poultry, exposed to high freezing temperatures, dries out, darkens and may eventually spoil. For every 10 degree rise above zero, the spoilage rate doubles. Temperature fluctuation damages cut-up poultry more than whole birds. Families who are shopping for the Thanksgiving turkey are reminded that turkeys are more susceptible to temperature damage than chickens. At zero, however, frozen poultry may be stored successfully for a year.

**Color Varies**  
Green vegetables take a heavy color toll from higher than zero temperatures. At zero degrees, green beans lose about a tenth of their color each year, which is not considered serious, say the specialists.

However, at 10 degrees F., rate of color loss triples and at 20 degrees it's 16 times as great. When the temperature goes up to 30 degrees F., vegetables have lost 60 times the color they had at zero.

OSC extension specialists recommend that homemakers store frozen foods at zero degrees or below for best quality. When shopping, ask that frozen foods be put in insulated bags. Then get them from grocery to home freezer as rapidly as possible. Some shoppers leave sacks of groceries in the car while they run other errands, and a couple of hours may elapse before they get the food home, specialists continue.

They also suggest testing the temperature in the home freezer with a freezer thermometer, available through most hardware and appliance stores. Refrigerator cold storage compartments were not designed to keep foods at zero, and the temperature is usually higher. Store only three to four days supply of frozen foods in the cold compartment.

## Sweaters For Skiers Matched

By GAY PAULEY  
UPI Women's Editor  
New York, Nov. 7—UPI—“His and ‘Hers’ now are ‘Theirs’ on the ski slopes.

Matching sweaters for couples matched, either temporarily or permanently, are the newest items for the Sittmark set, report manufacturers and retailers. Most of the sweaters are the bulky-looking, pullover type. Some are fisherman knits from Norway.

Look also for a monochromatic trend in color, with brown, beige, blue or green, head to toe; for a strong comeback of navy, which had given way to stronger colors in the last five years; for several shades of pink; and for so many shades of red one manufacturer-designer called it a “common” color.

At a recent New York fashion show featuring clothes for ski and after-ski wear, the winter's silhouette was dubbed “fast,” because the amateurs have borrowed the apparel the champions wear. This includes stretch pants fitted like a second skin, quilted parkas, racer's helmets, gloves, knickers, even patterned knee socks.

For the ski dandy, there are parkas in real or fake fur; tapestried velvets. Tapestry and brocade are used for after-ski pants. And, a leading ski wear designer, used curtain goods—of all things—for ski jackets. The fabric, a Frank Lloyd Wright Design, is a heavy mohair and cotton blend.

Some skiers settle for a jersey helmet or hood for the head, but this season, there are several variations of an all-over head covering, or mask. Some are conversation makers as well as face warmers—one seen in a New York department store had the nose of a cyranos.

Retailers say their peak sales period is for the four winter months beginning with November, and that each year business improves as ski enthusiasts increase. The National Ski association said a conservative estimate puts the number of skiers at two million; the Ski Council of America has estimated that up to \$1 billion is spent annually on ski clothing, equipment, lodging and services.

**Plain Gal: Plain Cakes**  
Chicago—UPI—You can actually “read” the woman in the cake she bakes, psychologists recently reported to one maker of specialty cake mixes. Plain Jane makes plain cakes. Chic Sharon dresses up her cakes. And Neat Nellie shies from gooey frostings and fillings.



New York - The middy blouse above is of Himalayan snow leopard, dramatically trimmed with red fox collar and cuffs. The outfit, designed by Scaasi, was part of the benefit fashion show at Rockefeller plaza. It retails for about \$800. (UPI Telephoto)

## Plot of 'Dino' Is Based on Teen Problems

Craig Wright as Dino, plays the role of a 17-year-old just released from the four years in reform school, in the Medford High school play to be given Thursday and Friday, November 12 and '13 at the auditorium.

Tickets to the 8 p.m. production are available at the high school and reserve ticket orders may be made by telephone. The play tells how Dino returns to the same slum environment that contributed to his difficulties, but now he finds people who want to help. The plot traces Dino's slow, tortuous way to acceptance of himself as a worthwhile human being, capable of responding to the love and warmth of the people around him.

Prior to curtain time music from “West Side Story” will be played. Music from “Frankie and Johnnie” overture will be played during intermission with John Drysdale conducting.

## Workshop Held By Garden Club

The Little Garden club of Medford held a Christmas decoration workshop recently at the home of Mrs. W. T. McIntyre, 1511 Crown avenue. Mrs. O. H. Smeltz was co-hostess.

Mrs. George Sample, Ruch, is the newly elected president replacing Mrs. Clayton Ruhl, who resigned. Mrs. Walter Marquess is the new vice-president.

Mrs. Hugh Shellabarger became a new member and was presented a corsage by the hospitality chairman. The club will meet December 9 for a Christmas party at the home of Mrs. O. H. Smeltz, 1049 Ingrid street.

## Health Problems Topic for Group

Jackson County Retired Teachers association will meet Monday, November 9, at 1:30 p.m. at the Girls Community club, 229 North Bartlett street, Medford.

Dr. Edwin R. Durno, state senator from Jackson county, will speak on “The Health Problems of Older People.” Mrs. Ivah Murray is chairman of the hostess committee for the day.

## Laboratory Not For Those Squeamish About Insects

By MARY PRIME  
United Press International  
New York - UPI - The allergy testing laboratory here is no place for women who

are squeamish about bugs. Experiments are conducted to test sensitivity to wasps, bees, mosquitoes, house flies, yellow jackets, hornets, aphids (plant lice), moths, red ants and ticks.

## School Sets Open House

Roosevelt school will hold its annual open house at the school Thursday, Nov. 12, from 7:30 to 9 p.m. The date was selected in honor of National Education week, November 8-14.

Teachers, assisted by room mothers, will be in their rooms to greet parents and answer their questions. The students' school work is to be displayed, and parents will have an opportunity to join the Parent Teacher association.

A home-baked food sale, sponsored by the PTA Mothers, will be held in the main lobby. A social hour is to follow in the school cafeteria. Children are invited to attend with their parents. Refreshments for both children and adults will be sold.

## Meeting and Cards Planned by Women

Scottish Rite Women's club will meet in the Masonic temple Monday, November 9, at 8 p.m. for a business meeting followed by cards and refreshments.

On the committee in charge are Mrs. Arthur L. Carroll, Mrs. Melvin Krows, Mrs. George Thomas and Mrs. Vernon A. Thompson.

They extract material from insects and insect powder for testing patients. About 1400 doctors send persons of all ages to the laboratory. The patients are tested for 90 allergies, including, besides insects foods pollens and molds, in less than one hour. This includes 10 minutes for a registered nurse to place test materials on the patient's arms, and a half hour wait for the allergic reaction to set in. Cost: \$25.

Dr. Hirschfeld founded the laboratory in 1955 to help the growing number of persons suffering from allergies. Today, he said, more than 24 million persons are allergic. And allergies rank third in prevalence among chronic diseases.

Although few persons are aware that insects cause many allergies, the first recorded case occurred in 2641 B.C., the doctor said. Egyptian hieroglyphics showed that King Menes died from a hornet sting. Insect bites can cause hay fever, asthma, and hives. Dr. Hirschfeld explained The allergies can occur at any time

of year, through inhalation of dust from disintegrated insects in top soil and other vegetation. For example, allergies occur when May flies swarm into Toledo, Ohio, and Caddis flies start buzzing in Buffalo, N.Y.

Even moths and butterflies can cause respiratory allergies from dust which comes

off their wings. Aphides give hay fever either through bites or emanations, and mosquitos from saliva. Dr. Hirschfeld said.

The lab's work has all the elements of a detective story. Take the case of the man who liked to fish. Each year, after sailing his own boat for the summer, he collapsed and was

hospitalized. After he was sent to Dr. Hirschfeld, the mystery was solved. He was allergic to mosquito bites.

Recently, Dr. Hirschfeld suspected that a woman patient might be suffering from an allergy to spider bites. Because antigen from spiders is not available in powdered form, the doctor asked her to bring in a batch of spiders.

The woman has not been heard from since.

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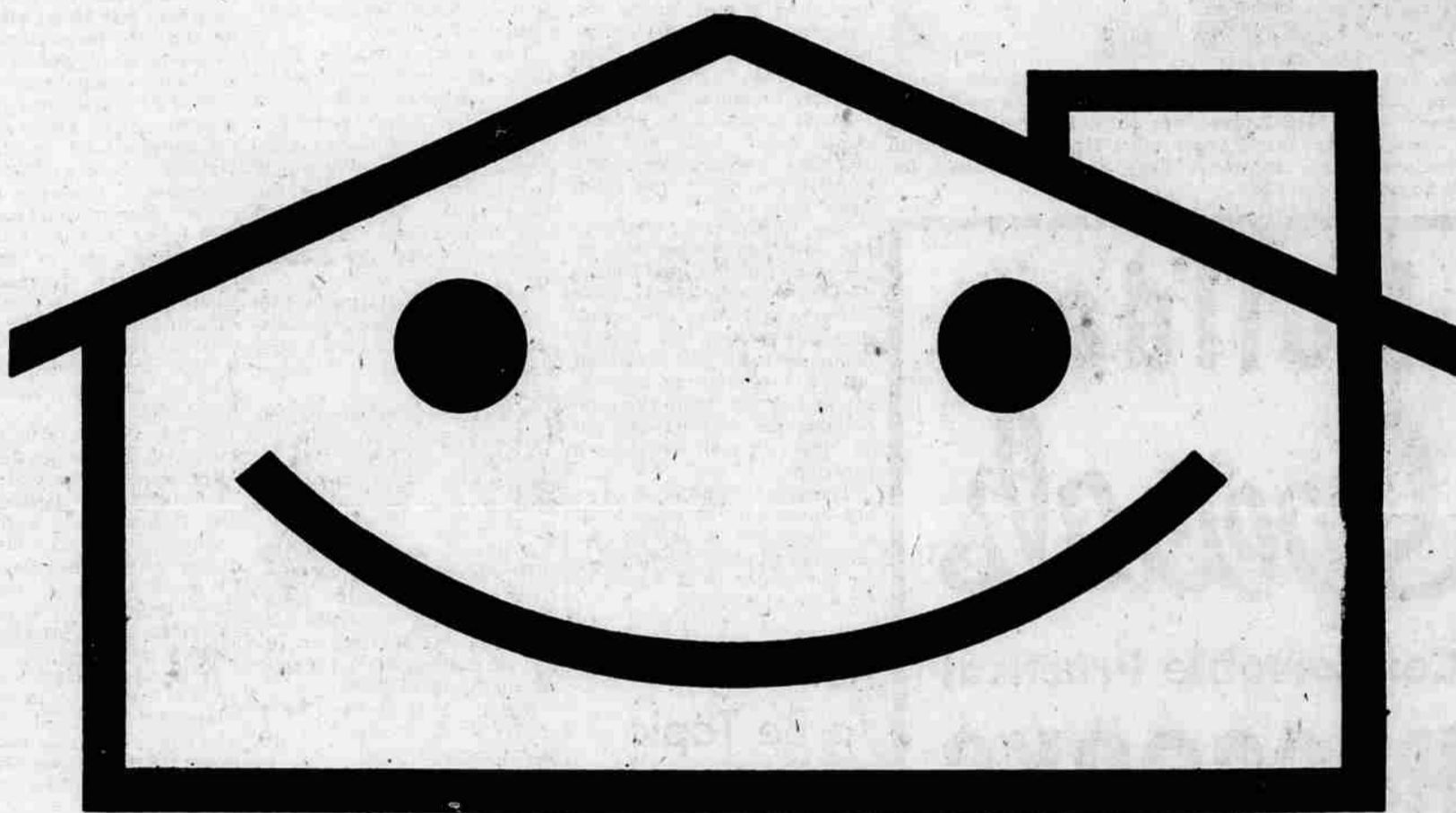
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This is the sign that you're going to associate with a big event that'll be sweeping the country from November 9 to 21. "MYHHWANA" is going to put a smile on a lot of faces and is going to make a number of homes happier.

Everybody can get in on it, so watch closely for more details. You'll be hearing about it first right here in the pages of this newspaper. Remember the date—November 9 to 21.

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