

Feeding the Family

By ZOLA VINCENT
Food Editor

Food Editors Doff Hats To Food Manufacturers

New York - More than 160 food editors from leading newspapers throughout the 50 states wore their prettiest hats to the opening event of their annual conference in New York; then doffed them continuously in deference to 40 foods manufacturers who presented an array of gastronomic delights interspersed with foods facts and figures throughout an entire week. Conference was housed at the Waldorf-Astoria, but many special events were staged in other of the big city's many famed restaurants and dining rooms.

These meetings and eating events have been going on for 17 years now under the sponsorship of the American Association of Newspaper Representatives. Each seems to surpass the last in superlative food, dramatic presentations, wealth of information as to food front news and food industry forecasts.

Prelude on a golden Sunday morning found us greeting old friends and exclaiming ecstatically at the portals of La Fonda del Sol, brand new Latin American restaurant in the amazing new Time-Life building at 50th st. on the Avenue of the Americas. Here the doormen wear handsome ponchos and two sombreros, one atop the other. Waiters and pantry maids wear colorful native garb. The best dishes of South America were presented food editors under the aegis of Florida Citrus commission.

Peruvians, it seems, long ago discovered the affinity of citrus and fish; in fact, they often marinate raw fish in citrus juices to tenderize it and preclude cooking. In a delectable Escabeche, which we sampled, fillet of sole and shrimp were briefly sautéed in butter and then marinated in lime and orange juice and wine. Orange and grapefruit sections were used in the final salad arrangements along with lettuce, onion, green pepper and scallions (green onions to us westerners).

An Argentinian orange caramel pudding used finely chopped cashew nuts and grated orange rind in the caramel sauce; brandy in the custard; whipped cream dots and orange sections were alternated around the custard. Calorie counters, go home!

Masterpieces in Food
A "Masterpieces in Food" dinner was served newspaper food editors in the sacred precincts of the Metropolitan Museum of Art in New York. There we sampled master-

pieces of cookery and looked at the masterpieces of painting, including examples of the Florentine school, that hang in the fine collection displayed in the museum's galleries.

The dinner, sponsored by Ac'cent-International and the National Broiler Council, featured Chicken Virginia, a French classic that combines chicken with Virginia ham; certainly one of the culinary masterpieces of the world. Broiled chicken breasts were crowned with sculptured mushrooms and mounted on wild rice adorned with white grape sauce.

Preliminary item offered was a clear broth, tomato flavored in the traditional manner of Madrid. Then came tender french green beans topped with crisp almond slivers browned in butter. Salad offering was Roquefort cheese molded into a creamy ring; decorated then glazed with aspic and filled with fresh greens.

Pineapple Surprise, the dessert, was a vision of loveliness with fresh pineapple mixed with strawberries and fruit sherbets and served in the pineapple shell. Chocolate leaves, mints and demi tasse concluded this gastronomic carousel.

Flourant Chicken
One masterpiece among 18 that featured (plentiful) chicken with a touch of Ac'cent was "Flourant Chicken." We took its picture for you; give you the recipe here: For each four servings:

- 1 pound fresh spinach or 1 package (10-ounces) frozen spinach
- 3 tablespoons butter or margarine, divided
- 3 tablespoons flour
- 1 teaspoon Ac'cent (monosodium glutamate)
- 1 teaspoon salt
- Dash cayenne
- 1 1/2 cups milk
- 1/2 cup (2 ounces) grated Swiss cheese
- 1/2 cup light cream
- 2 cups diced, cooked chicken
- 1/4 cup dry bread crumbs

Cook spinach; drain well and chop rather fine. Transfer to 1 1/2 quart buttered casserole. Preheat broiler. Melt two tablespoons butter in saucepan. Stir in flour, Ac'cent, salt, and cayenne. Gradually add milk and cook, stirring constantly until mixture thickens and comes to a boil. Add cheese and cream; cook over low heat until cheese is melted. Remove from heat; add chicken. Pour creamed mixture over spinach. Sprinkle with bread crumbs and dot with remaining one ta-



EMPHASIZES FLAVOR—Chicken Florentine emphasizes the subtle flavor of chicken with a garland of green spinach and enriches it with a light cream sauce and a golden topping of fragrant Italian cheese, one of the many gourmet delights at the newspaper editors' conference in New York.

blespoon butter. Place under broiler flame until lightly browned. If desired, sprinkle generously with grated Parmesan or other dry Italian cheese before placing under the broiler.

Grape Sauce
This grape sauce was served with the Chicken Virginia; should be wonderfully good with chicken whether combined with ham or not.

Melt three tablespoons butter in saucepan; blend in three tablespoons flour, one-half teaspoon Ac'cent, one-half teaspoon salt. Gradually add 1 1/2 cups chicken stock, cook, stirring constantly, until thickened. Stir in two tablespoons lemon juice combined with two tablespoons sugar. Just before serving, add one cup seedless grapes and heat to serving temperature.

Beignet Is Fritter
Although French home cooking and fancy hotel cooking or "haute Cuisine" are in many cases completely unrelated, the good French Beignet is common to both. Beignets are the French equivalent of our fritters and are made with meat, fish, vegetables or fruit. Best Foods, a Division of Corn Products Company, collected Beignets (fritters) from around the world; served them in amazing variety for newspaper food editors.

We especially liked these tiny cream puffs which are

precious gifts and money, vied with the turning of a magnificent 8 foot globe encircled with aromatic spices in bulk form as R. T. French company entertained foods editors at a spectacular dinner at the Sheraton East hotel.

The world influence of spices was further dramatized in the centerpiece of spices in bulk and in jars arranged in nosegays and in the menu. First came the famed icy cold Gazpacho of Spain (tomatoes, cucumbers, celery, green peppers, a bit of vinegar and sugar combined with minced onion, minced garlic, parsley flakes and cayenne) with carry-aways.

Then Curry of Shrimp, Indian, followed by Breasts of Chicken in three forms - Oriental, Paprika and l'Esparagon; this accompanied by nutmeg rice, fresh green peas with thyme. Salad Fines Herbs preceded the dessert course - a Frozen Vanilla soufflé with iced squares of spice cake. Then those who were still conscious were treated to Espresso with cinnamon sticks.

At some point your foods writer garnered the information that the ten most popular spices in our part of the country are cinnamon, nutmeg, celery seed, paprika, ginger, cloves, bay leaves, allspice, chili powder and sweet basil. So if any of these are missing from your spice cabinet, give them some consideration next time you shop.

Soviet Defector Protected From Russian Agents

New York - (UPI) - Estonian seaman Viktor Jaanimets, granted political asylum after he defected from Soviet Premier Nikita Khrushchev's ship Baltika, went into hiding today for fear of Russian attempts to pull him back behind the Iron Curtain.

The U.S. Immigration and Naturalization Service ruled Wednesday that Jaanimets, an oiler aboard the Baltika, was a "bonafide political refugee" and admitted him to the country on a parole status.

Security Measures
The government released Jaanimets in custody of the International Rescue Committee, which will act as his sponsor. IRC president John Richardson Jr. said security measures would be provided while the young defector rests in hiding.

The Baltika, which brought Khrushchev and other Communist leaders here Sept. 19, was due to leave for the Soviet Union Friday. Khrushchev plans to fly home tonight.

Jaanimets slipped a way from his Baltika shipmates Monday and sought political asylum in this country. The Immigration and Naturalization Service kept him in custody until Wednesday, when he was formally adjudged a refugee.

No Guard Assigned
Immigration authorities said measures would be taken to insure Jaanimets safety, but no guard was assigned to him. Jaanimets said he was worried that Communist agents might try to abduct him.

"They want to get me back but I hope that the American authorities and the American people will help so that nothing will happen and I can start this new life," Jaanimets said.

4-H NEWS

Merry Makers Cooking Club
The Merry Makers 4-H Cooking club met at the home of its leader, Mrs. Dwight Albright, 1678 Orchard Home dr., Medford, recently. Ten members were present.

Barbara Peyton and Pam McCoy gave demonstrations on what heat does to food. They also made hot cocoa, which was served as refreshments.

The next meeting will be held at Mrs. Albright's home Saturday, Oct. 15.

WARN OF COUNTERFEIT
Washington - (UPI) - The Food and Drug Administration has warned that the marketing of counterfeit drugs "may be on the increase." FDA Commissioner George P. Larrick urged drug retailers Wednesday to report to the agency promptly "whenever they are offered special deals under suspicious circumstances."

STOCK UP & SAVE ON HEAT 'N' SERVE FROZEN FOODS

FILL YOUR FREEZER!

MIX or MATCH 'EM at OREGON FOOD

- Broccoli ● Brussel Sprouts ● Corn ● Baby Lima Beans
- Onion Rings ● **\$1**

YOUR CHOICE 5 PKGS.

BEST BUY IN TOWN!

- PEAS ● CUT CORN
- MIXED VEGETABLES
- PEAS and CARROTS
- LEAF SPINACH
- GREEN BEANS FRENCH CUT
- HASH BROWNS

6 Pkgs. \$1

CHET'S DINNERS

- Chicken ● Turkey ● Swiss Steak
- Ham ● Swedish Meat Balls
- Roast Beef

49¢ EACH

TOP QUALITY AT LOWEST PRICES

WILLISON'S BUTTERED Beef Steaks

PACKAGE OF FOUR 3-OZ. STEAKS

59¢

CHET'S FROZEN MEAT PIES 4 for \$1

CHET'S TAMALES 3 pkgs. \$1

"Crispie" 8 inch PIES

- Apple
- Cherry
- Peach

2 FOR 79¢

FLAV-R-PAC ORANGE JUICE 3 12-oz. tins \$1	"SHRIMP AH-OY" BREADED SHRIMP 10-oz. Pkg. 55¢	FLAV-R-PAC LEMONADE 5 12-oz. tins \$1
---	---	---

"SUPER MARKET" 10-oz. Pkgs.

STRAWBERRIES 5 PKGS \$1

OREGON FOOD STORES

MEDFORD 13th and Central

ASHLAND 1475 Siskiyou Blvd.

PRICES EFFECTIVE THROUGH SUNDAY NIGHT

How do you dare send a child to the store?

How is it you know you're taking no chances when you let a youngster take your shopping list? Isn't it for the same reason that you buy 70% of your family's food without actually seeing it? You know that

A good brand is your best guarantee... and that the name on the label is your best buying guide. You have learned to count on good

brand names. You know the company stands back of them. You know they protect you. The more good brands you get to know, the fewer buying mistakes you'll make. Get acquainted with those brands in this newspaper. You'll get more value for your shopping money if you do.

BRAND NAMES FOUNDATION
Incorporated
A Non-Profit Educational Foundation
37 West 57th St., New York 19, N. Y.

A GOOD BRAND IS YOUR BEST GUARANTEE



MEDFORD MAIL TRIBUNE

\$ SAVE \$
56 OLDS
\$1299
2-Dr. Holiday-Power
LEA MOTORS
12th and Riverside
40 CARS READY TO GO