

Package Labeling Poor, Women Say In Survey

By GAY PAULEY
UPI Women's Editor
New York—The customer complained that labels on packages often said "enough to serve four."

"But four what?" she wanted to know. "Four birds? Certainly not enough to feed four people."

Another complaint was that the can of dog food told its contents, but "it doesn't say how much to feed a 13-inch beagle."

These were some of the comments produced from the latest study of what's right and wrong about packaging of food and other household products.

The researchers decided that there is much more wrong — that "both national food packers and retailers engaged in pre-packaging are using mystery labels which are long on confusion but short on facts about their products."

Six-Month Study
The Better Packaging Advisory Council, an impartial group trying to improve packaging through market and laboratory research, made the study. It took six months, included super-markets in 32 states, and comments from 18,000 customers. A grant from the Paramount Paper Products Company, Omaha, Neb., financed the project.

The women were asked before they entered the supermarket what on a label would encourage them to buy. Overwhelmingly, the study showed, they wanted to know how to use the product, whether it had other than the obvious use, wanted recipes on the label, and to know whether the manufacturer could be asked for more information on request.

Such matters as product name, brand and other data required by law were not included. Researchers later checked for themselves labeling on packages in the supermarkets studied, to see how it matched

customer requirements—or CR, as the study called it. By various departments, here were some of the findings.

—Dairy. 74 per cent did not meet any CR, 23 per cent met two, three per cent met only one. "It was astonishing to note that... perishables gave practically no advice on storage," said the study.

—Salad dressings. 43 per cent met none of the customer requirements, 21 met three, and so on, with only five meeting all CR.

—Jams and jellies. 47 per cent met one requirement, 53 per cent met none.

—Sauces. 79 per cent met one requirement, and 21 per cent met none.

—Baby foods. 34 per cent met one requirement, 66 met none.

—Fresh meats, prepackaged by the retailer. 89 per cent did not meet any requirements, five met two, and six met one.

—Fresh produce. "Customers are being left to determine for themselves how produce should be cooked, stored and served," the study said.

The questioning of the shoppers brought up one gripe consistently—that packagers do not provide adequate methods for getting at the contents.

"When I start to open cans or bottles," said one woman, "I get out the band-aids and a bottle of iodine."

MacKinnon Hosts At Dinner Sunday
Hornbrook—Mr. and Mrs. John MacKinnon and daughter Patty were hosts last Sunday for a potluck dinner at their home. Guest of honor was Mrs. Verl Hodge, Big Springs, whose birthday was observed.

Other guests were Mr. Hodge and his two daughters, Kathy and Debbie; Mr. and Mrs. Jack Zediker and Phil, Jimmy, and Kay; Mr. and Mrs. Richard Morgan and Marylee and Linda, all of Big Springs, Mrs. Morgan's parents, Mr. and Mrs. McCumber of Lancaster, Calif., and Mr. and Mrs. Paul Wedde and Bill and Carol of Montague.

time, an electric dishwasher, and a separate sink where vegetables or clothing may be washed. Plans in a revolving "lazy Susan" are within easy reach and large storage and refrigerator space cut down on marketing trips.

The kitchen also has a serving bar where the family can eat, and a desk and telephone.

"I don't have to waste any time running from room to room," Mrs. Brown said. She even has a built-in television set in her kitchen from which she can watch some programs on which she has worked in advance. Other equipment in the kitchen includes a clothes washer and dryer.

The house overlooks a line of tree tops on one side, and the sliding glass walls of the living room open on the other side to a flagstone patio and garden.

Split-second timing is routine for Mrs. Brown on the Mondays, Wednesdays and Fridays when her classroom is on the air. On those days she gets up at 4:30 a.m., is at the studio by 6 for the 6:30 to 7 a.m. show, then rushes home to get breakfast for her daughters and see them off to school. Then she dashes to reach her own desk at the university by 9 a.m. A long lunch hour and a brief nap helps her through such hectic days.

In her role as a TV consultant, Mrs. Brown has "made up" a large number of Senators and other political figures before their appearances on the air. She believes that make-up is essential if those who appear on television are to use the media to the best advantage.

"Make-up is as important as combing the hair before going out on the street in the morning," she said.

Women's News

Presbyterian Church Youth To Work on UNICEF Project

Children of the Junior department of First Presbyterian church's Sunday school will assemble at the church Saturday, Oct. 22, to work on the annual UNICEF Halloween project.

Church Day Announced For Bethel

Honored Queen Carla Borough announced this week that "Go to Church" Sunday will be observed by Bethel and the Junior High school, will decorate cartons which will be used to collect

coins for UNICEF's "The Trick Is To Treat" project. The money collected is used to buy milk and medicine for children in less fortunate countries.

Mrs. James K. Hoey, superintendent of the church's Sunday school, states that the young people of the Junior department have decorated the 200 cartons, others in the Junior High school group will take charge of distributing them to parents. Children who collect the UNICEF coins are always accompanied by parents.

A student in the church school will visit each department to explain the work of UNICEF, which is the United Nations International Children's Emergency fund, and a bulletin board will also give information on the project, Mrs. Hoey states.

Mrs. Marris Gibbons and Mrs. C. Reese Braley of the Medford chapter, United Nations, are heading the 1960 project in Medford and vicinity. They have arranged for showings of the well-known film "Assignment Children," made by Danny Kaye, in the elementary schools of Medford, Jacksonville, Central Point and Gold Hill.

Episcopal Church Junior School To Hold Coffee
Superintendents and teachers of the Junior Church school of St. Mark's Episcopal church will be honored at a coffee hour, Monday, October 24, in the Parish house. Hostesses will be members of St. Catherine's guild and guests are to be the mothers of the Junior Church school pupils.

Guests will be welcomed by Mrs. Robert F. Wilcox, president of the Guild, and Mrs. Fred Morlan. Coffee will be served at 8 o'clock. Following the social hour, the Rev. Theodore J. Ehrlich, assistant rector, will speak on Christian education.

Mrs. C. E. Chamberlain, the superintendent of the Junior Department, and Mrs. Edward Earnest, superintendent of the Primary department will introduce the teachers. They are N. H. Gladfelder and the Mesdames Jack Reich, T. C. Bolton, H. M. Sommerer, Dianne Watson, Robert E. Van Laningham, Guy Payne, David N. Dow, Jr., M. B. Lamp, E. M. Falwell, J. H. Eddy, Merle Foland, Richard Greene, Russell Renner, Edward Howard, Scott Hamilton, Edmund L. Simmons, Lea Rickenbacher, James Cummings, A. D. Roach, Louis R. Thurman, Robert Morris and Charles Clark.

Refreshments will be served by Mesdames Tom McFadden, John T. Weisel and Hale Greenman.

Duplicate Club Announces Party
A Halloween party in the form of an individual tournament is scheduled for Tuesday night, October 25, at Medford Duplicate Bridge club.

North-south winners at the regular session October 18 were Mrs. Robert King and Mrs. Paul Hatton, first, 175½; Mrs. Berg Marten and Mrs. Marie Rehling, second, 167½; Mrs. Ben Todd and Mrs. Frank Baker, third, 164½; Mr. and Mrs. Leland Clark, fourth, 161; Mrs. Sam Richardson and Mrs. W. W. Stevenson, fifth, 157½.

East-west winners were George Polski and George Rode, first, 178; Mrs. Robert Elliott and Mrs. Roy Kelm, second, 163; Paul Hatton and Jack Barr, third, 162½; Roy Pruitt and Mrs. Sam Van Dyke, fourth, 139; Mrs. Adam Richter and Mrs. Jay Elliott, fifth, 134.

Tangy Topper
Give a tang to biscuit topping for a meat pie by adding a tablespoon of instant minced onion to the milk before stirring into the dry mixture.

Calendar
Calendar notices and news for the society section of The Mail Tribune must be submitted in writing and deadlines for the Sunday edition is 1 p.m. Friday deadline for the weekly edition is 9 a.m. of the day of publication and for week day news is 4 p.m. the day before publication.

Friday:
8 p.m. — Sojourners club, Women's Civic club, Ashland.
8 p.m. — Women's auxiliary, Medford Carpenter's union, Carpenters hall, 123½ West Main st.

Saturday:
2 p.m. — Daughters of the American Revolution, Girls Community club.
7:30 p.m. — Medford Fifty Plus club, card party, Girls Community club.

Social Events

Oak Grove PTA Unit To Meet

The first fall meeting of Oak Grove School Parent-Teacher association will be held in the school cafeteria Monday, October 24, at 7:15 p.m. Coffee and doughnuts will be served by the mothers of sixth grade students and a business meeting and program will follow at 7:30 p.m.

The theme for the evening will be "get acquainted again—with old and new friends," according to the president, Mrs. Roger Westerfield.

Robert Phillips, the principal, will introduce the teachers and briefly discuss the grading system. Mrs. Douglas Lamb, legislation chairman, will speak briefly on the work of the interim committee and state bonds for higher education which will be Proposition 6 on the ballot in November.

Every parent of children in Oak Grove School is invited to attend the meeting as well as anyone interested in the children and PTA of the Oak Grove district.

Music Pupils To Give Recital

Mrs. Caroline A. Werner, vocal teacher, and Richard D. Werner, violin teacher, will present a group of their pupils in a fall recital Saturday, October 22, at 8 p.m. at the Church of Latter-Day Saints.

To be presented are Sue Bresee, Edith Baker, Sylvia DeVoss, Julie Gant, Violet Hunter, Diane Hunter, Nancy Larsen, Merle Morgan and Zita Smith, vocalists, and Walter Ayres, Monte Bradshaw, Betty Kyker and Julie Latham, violin students.

Bruno Pellegrini will be accompanist. The event is open to anyone interested.

District Session Set for Sunday

Members of District 7, Veterans of World War I and auxiliary, will meet in Girls Community club Sunday, October 23, at 10 a.m.

Harry Dayton, Riddle, district commander of the men's group, and Mrs. A. C. Lucas, Medford, auxiliary president, will preside. A number of other department officers will attend, including Department Commander Don Reed, and Mrs. Reed, who is department president. They are from Baker.

A potluck dinner will be served at noon, with entertainment to follow.

Members of Medford Baracks, 540, and the auxiliary are the hostesses. They are asked to take a hot dish and table service.

Orange Frost Pie
1 package vanilla pudding and pie filling mix
2 cups milk
1 package (3-oz.) orange-flavored gelatin
1 cup hot water
½ cup cold water
1 baked deep 9-inch pie shell

Combine pudding mix and milk in saucepan. Cook and stir over medium heat until mixture comes to a full boil. Remove from heat. Pour into bowl. (To avoid surface film, place waxed paper directly on surface of hot pudding.) Chill.

Dissolve gelatin in hot water. Add cold water. Chill until slightly thickened. Set bowl firmly in ice and water. Whip gelatin with egg beater until fluffy and thick.

Add chilled pudding gradually to the fluffy gelatin, beating after each addition until well blended. Pour into pie shell. Chill until firm (about 1 hour). Makes 8 to 10 servings.

FREE!
Women's Bowling Instruction Classes for Beginners Starting 10:00 a.m. October 31st. Register any time at Roxy Ann Lanes or call SP 2-7171. Free baby sitting and free equipment furnished.

ROXY ANN LANES
So. Pac. Hwy. - Medford SP 2-7171
Enjoy Jack & Jill Bowling every Sunday at 2:00 Starts Oct. 23rd

World Community Day Is To Be Observed This Year with an All Day Meeting and Noon Luncheon Friday, November 4, in Church of the Nazarene.

Mrs. L. B. Pierce, chairman, announces that a debate on "World Government" will be featured during a half hour period from 11 to 11:30 a.m. with young people from Medford High school participating.

Mrs. Melvin Hoover will present a musical skit during the luncheon hour.

Theme for the day is "Christian Action for Freedom." Embodied in the theme are studies of "Peace, Policy and People" actions to express Christian concerns for freedom from human needs and ill health and a dedication to worship for peace, freedom and justice. Church women are invited to co-operate in this continuing program.

Each year there is a call to assist distressed nations at this season and the needs this year are children's clothing, piece goods, children's warm goods, and medical kits. It is desired that nightgowns be open in center front and be made preferably of cotton flannel. Home kits are to include two packages of Band-Aids, 1 can antiseptic powder, 2 rolls adhesive tape, 6 rolls bandage gauze, 2 or 3 tooth

Dorcas Federation To Hold Semi-Annual Session Tuesday

Eagle Point — The semi-annual meeting of the Southern Oregon Dorcas Federation of the Seventh-day Adventist churches will be held Tuesday, October 25, in the Eagle Point Grange Hall. Representatives will be in attendance from the Dorcas societies of all the Adventist churches in the southern part of the state.

Relief activities for the year will be outlined during the session, which will be held from 10 a.m. until 3:30 p.m.

Mrs. Clarence J. Hayward, Central Point, president of the federation, will open the one-day session. Also speaking will be C. J. Ritchie, Portland, Adventist welfare director for the Oregon Conference of Seventh-day Adventists.

Study will be given to closer integration and intensification of the church's welfare program in this region with a survey of the work now being done. Reports from member societies will be made by local presidents. Mrs. Marie Harper is president of the Eagle Point church's Dorcas Welfare society hostess group.

Sessions will include an exchange of ideas for operation as well as for promoting the welfare work in the local church. Officers will be nominated.

A pot-luck dinner will be served at noon.

Poise, Charm Chapter Topic

Phoenix — Mrs. Dean Dorman presented a program for a meeting of Gamma Rho chapter, Beta Sigma Phi, held October 12 at the home of Mrs. Darrol Hughes, Phoenix.

Plans were formulated for a rummage sale to be held in the Fehi building November 17.

Mrs. Dorman's topic was "Your Poise and Charm" and was discussed from the angle of the home, business and social affairs.

A shower was given in honor of Mrs. Charles Rhodes. Refreshments were served by Mrs. William E. Knips.

The next meeting will be held October 26 at the home of Mrs. Robert Myrick, Phoenix.

Women Attend Wesleyan Guild Party in Salem

Four women from First Methodist church will attend the seventh annual "president's house party" of Wesleyan Service guilds of Oregon October 22 and 23.

Traveling to Salem for the event will be Mrs. Carl Burk, Susannah Wesley unit president; Miss Voda Brower, Ruth Esther unit president; Mrs. O. P. Taylor and Mrs. Charles Adamson. Mrs. Arthur Everett, Ashland unit, also will attend.

Mrs. Adamson, guild secretary for Oregon, is in charge of events. Approximately 65 delegates are expected, representing the Wesleyan organizations of employed women throughout the state.

The theme, "Our Mission Today," is that of the woman's division of Christian service of the Methodist church for the quadrennium 1960-1964. Mrs. Taylor will take part in a symposium on "Factors that Confront Us."

Badges Awarded To Girl Scouts At Recent Court

Leaders of Girl Scout Troop 114, made up of eighth grade girls in the Roosevelt neighborhood, held a tea and court of awards October 18 at the home of Mrs. Jack Sanborn. It honored troop members working toward their first class badges.

Sidney Slead, president, was in charge of the court of awards. Colors were presented by Linda Jo Frederick, assisted by Judy Mee and Kathy Sanborn. Pennies for the Juliette Low fund were collected by Kathy Sanborn.

Each girl gave a short review of requirements for each badge they received from the leader, Mrs. Ruth Acord. Mrs. Acord talked about the remaining requirements for the first class badge. Mrs. Sanborn, assistant leader, told of a plan to go to Salem to visit the Oregon legislature next spring.

The troop is planning to meet at Tomlin Forest in Little Switzerland, November 11 to complete requirements for the first class badge.

At the conclusion of the ceremony, refreshments were served by the committee.

Girls who received badges were Sidney Slead, cat and dog, hospitality, dabbler, homemaker, outdoor safety; Phyllis Elzea, swimmer, good grooming, dabbler, homemaker, athlete, outdoor safety; Kathy Sanborn, cook; Bette Meyers, dabbler, homemaker, outdoor safety and cook.

Linda Frederick, boating, cook, homemaker, outdoor safety; Pat Acord, dabbler, homemaker, outdoor safety; Terry Birman, cook, dabbler, homemaker, outdoor safety; Sandra Bayliss, dabbler, homemaker, boating and cook; Judy Mee, homemaker, outdoor safety and musician.

Auxiliary Plans Tea on Sunday

Central Point — The annual fall membership tea has been planned by the auxiliary to Myers-Holland post American Legion for Sunday, October 23, in the American Legion hall.

The event will be from 2 until 4 p.m. and all present and former members, as well as those eligible for membership, are invited to attend.

Mrs. Michael F. Naples, chairman, states that decorations will be in the Halloween theme. Mrs. Catherine Teets is president of the group.

Buying Whole Chicken Saves Family Money Says OSC Specialist

Corvallis — A family of four eating chicken once a week can save as much as \$15.60 a year by buying whole fryers and cutting them up at home.

Shoppers who combine winter's low poultry prices and savings from whole birds can set aside a sizeable "nest egg" in the weeks ahead, suggest Oregon State college extension specialists.

Charles Fisher, poultry marketing specialist, says that winter months — November through January — bring lowest fryer prices of the year.

Buying whole birds also allows the cook to cater to individual family preferences, points out Mrs. Ruth Klippstein, extension nutritionist. Youngsters are assured a wishbone in every chicken, white and dark meats can be "stretched" to serve more family members, and individual parts packaged for use in a variety of recipes.

On a three-pound chicken, Mrs. Klippstein estimates a savings of 10 to 15 cents.

help wanted

If you are a very fashion-conscious young woman and enjoy the newest fashion shoes, then please apply to us for your new wardrobe of Mamequa shoes. Come in and decide which of our new fashion shoes belong in your fall wardrobe. The new collection is now showing at

BURELSON'S SHOE SALON
Main and Bartlett Sts.
Phone SP 2-6428

Jackson County ROLLA-RENA PRESENTS THE OPENING OF THE "GUESS WHAT ROLLER RINK" TONIGHT — 7 o'clock

P. O. Box 37 - Phoenix, Oregon
3404 South Pacific Highway

ROLLER SKATING

GIVE US A NAME!
Prize To Be Awarded A Child under 16 in Jackson County for the Name Selected From This Contest.

\$100
Judged by Jr. Chamber of Com.

GENERAL ADMISSION
Evening Admission 75c
Saturday Morning 35c
Saturday Afternoon 50c
Saturday Evening 75c

OPEN TONIGHT AT 7 O'CLOCK
Dress neatly! No Jeans or Levis except Sat., 10 a.m. to 4 p.m.

LIVE ORGAN MUSIC
by JERRY MILLER
On The Hammond
NEW SOUND SYSTEM

• Professional Instructors
SPECTATORS - PARENTS of CHILD With Ticket ADMITTED FREE

MOST MODERN RINK IN SOUTHERN OREGON

ONE DAY LEFT
To Take Advantage of The
Great Fall Fur Sale!
DON'T MISS IT!
Parker Woods
Leons
220 East Main St.

TWO FOR ONE SALE EXTENDED
Use Stauffer's method of effortless exercise and caloric reduction... lose pounds or inches or both... OR YOUR MONEY BACK. THIS OFFER ENDS OCT. 22.
Open 9:00 A.M. to 9:00 P.M. Mondays Thru Fridays
Virginia Wickersham
445 N. BARTLETT
Phone SP 3-7551

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Program, Plans Announced For Annual Community Day

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brushes, 1 package gauze pads 4 by 6 inches, and one tube each of vaseline, Vicks or Mentholatum, and boric acid powder.

It is requested that these kits be securely wrapped and tied for shipment to Church World Service, 1010 Ninth Street, Modesto, Calif., from which place shipment will be made to areas overseas.

Churches participating in sending garments and kits are asked to include eight cents per pound for shipment charges.

The Gold Hill Five chorus will contribute musical numbers to the day's program.

Ministers of the valley and their wives are to be special guests for the luncheon and members of the council are asked to bring either a hot dish salad or dessert.

Small children will be cared for by a nursery attendant.

All interested are invited to attend.

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