

Half of Potatoes Being Marketed Without Any Skin

By MURRAY M. MOLER
United Press International
Idaho Falls, Idaho — (UPI) —
American housewives don't
like to peel potatoes.

As a result, marketing of
Idaho's famed Russet spuds is
being revolutionized. And this
year, for the first time, more
than half of the state's potato
crop will go to market with-
out the skins.

Instead of being sold raw in
sacks, the potatoes will head
for the table in boxes and
cans in processed form — fro-
zen or dehydrated.

The 1960 Idaho potato crop,
which started heading from the
fields into the packing
sheds and processing plants
early in October, is estimated
at 3.8 billion pounds.

Same as 1959 Crop
This is about the same as
the 1959 crop. Plantings this
year were heavier than last,
but less favorable growing
conditions during an excep-
tionally dry summer reduced
the average yield.

Ten years ago, only 13 per
cent of the crop was process-
ed. Last year, processing ac-
counted for about 43 per cent,
or about 1.6 billion pounds.

Experts like Vice President
William C. Parker of Rogers
Brothers Co., Idaho Falls
headquartered pioneer in po-
tato processing, are certain
the percentage will spurt even
higher this year.

They point to new plants
springing into action all
across southern Idaho and ex-
tending across the Snake Riv-
er to Ontario, Ore., which for
all practical purposes is part
of the Idaho Russet area.

The area now has at least
14 processing plants, employ-
ing hundreds of persons and
providing Idaho potato grow-
ers with the most stable mar-
ket they've ever had.

Idaho leads the nation in
processing. Parker explained
that the state's processors saw
the "opportunity early" and
have kept ahead through "ex-
tremely aggressive marketing
and far-sighted research."

Retail Outlets
The fresh-freeze plants aim
their products almost entirely
at retail outlets — so American
housewives, without having to
peel the spuds, can slip a
package of French fries out of
the freezer, into the pan
and right to the table with a
minimum of fuss and muss.

Dehydrators process for
three markets — retail, institu-
tional, and bulk with the in-
gredients used for commercial
steaks, hash and packaged,
frozen dinners.

Idaho plants now handle 75
to 80 per cent of the frozen
potatoes. Their machine ca-
pacity for dehydrating repre-
sents 90 per cent of the nation-
wide industry's facilities for
turning out "pieces" for stews
and at least half of the ca-
pacity for "flakes" to make
mashed potatoes.

A tour of the Rogers Brothers
plant in Idaho Falls proves
that processing is a big busi-
ness.

This complex of multi-
storied buildings and sheds
houses machinery that daily
during the processing season—
October to June or July —
handles 13,000 sacks of 100
pounds each.

It's a continuous process, 24
hours a day, 7 days a week,
with the potatoes rarely stop-
ping from the time they're
swept from the storage sheds
until they're in packages. Fire
hoses are used to move the
stacked spuds out of the cel-
lars into flumes that carry
them through pre-cookers and
steam peelers into the pro-
cessing lines.

Press Flakes
The flakes, for mashed po-
tatoes, are formed in huge
machines where rollers press
the mush-like mass into thin
sheets that break into bits as
they dry.

The "sliced" and "piece"
processing lines involve ma-
chines that chop the spuds in-
to the desired shape. Trained
women, augmented by electric
eye machines, constantly scan
the white streams of potatoes
to cast out impurities.

Eight pounds of potatoes
that start down the dehydra-
tion lines end up as one pound
in market form. In freezing,
two-and-one-half pounds of
raw spuds end as one pound
in the boxes.

Central Point Couple
Wins Trip To Europe
Mr. and Mrs. Joseph S. Har-
vey, 495 Beebe rd., Central
Point, recently received a 14-
day trip to France, Germany
and Italy.

Harvey topped all Motor-
ola wholesale salesmen from
northern California, Idaho,
Washington and Oregon as a
representative of the Lou
Johnson company, Portland.

The Harveys were part of
a goodwill tour sponsored by
Motorola through the state
department. They visited or-
phanages, nurseries and hos-
pitals.



MEDFORD'S FINEST MEATS

PICNICS

ARMOUR STAR
Hickory Smoked
Sliced Free of Charge
5 to 8-lb. Average **33^c lb.**

TURKEYS

SORAN'S FINEST
GRADE A HENS **49^c lb.**
10-12-lb. Average

MEDFORD'S FINEST . . .

GROUND BEEF **39^c lb.** **\$1¹⁵**
3 lbs.

USDA
Good & Choice

LOCKER BEEF

Eastern
Oregon

HALF 49^c lb. **FRONT 1/4 43^c lb.** **HIND 1/4 63^c lb.**

CUT, WRAP AND QUICK FROZEN — FREE OF COURSE

NEW DETERGENT

OREGON FOOD
Giant Package **59^c**

CANNED MILK

CARNATION
Tall Tins **10^c**

Mix 'Em or Match 'Em:

	Reg.	Multiple	Save
Dog Food Marco No. 1	.10	13/1.00	.30
Dog Food Skippy No. 1	.10	11/1.00	.10
Applesauce Royal Pride No. 303	.17	7/1.00	.19
Boysenberries Cala Ripe No. 303	.29	4/1.00	.16
Fruit Cocktail Del Monte No. 303	.27	4/ .89	.19
Grapefruit Del Monte 303	.27	4/1.00	.08
Grapefruit Cottage No. 303	.24	5/1.00	.20
Chili Beans Market No. 2 1/2	.23	5/1.00	.15
Mandarin Oranges Del M. 11 oz.	.29	4/1.00	.16
Peaches Fairplay Cline No. 1/2 303	.19	6/1.00	.14
Peaches Del Monte Cline No. 303	.25	5/1.00	.25
Peaches Del Monte Cline No. 2 1/2	.33	3/ .89	.10
Pears Del Monte Sliced No. 303	.27	4/ .89	.19
Pineapple Sliced Typhone No. 2	.29	4/1.00	.16
Catsup Del Monte 20-oz.	.33	3/ .89	.10
Pineapple Del Monte Crush'd chunk tidbits no. 211	.23	4/ .89	.03
Grapefruit Juice Big One, 46 oz.	.35	4/1.00	.40
Asparagus Dew Drop All green, No. 300	.29	4/1.00	.16
Pork & Beans Drew No. 300	.13	9/1.00	.17
Pumpkin Shurline No. 2 1/2	.19	6/1.00	.14
Corn Del Monte 303	.21	5/1.00	.05
Green Beans Diamond A Cut No. 303	.21	5/1.00	.05
Green Lima Beans Vernal No. 303	.19	6/1.00	.14
Glam Chowder Saltesea No. 1	.29	4/1.00	.16
Peas Hunt's Tender Garden, No. 300	.19	6/1.00	.14
Peas Cottage, No. 303	.17	7/1.00	.19
Corned Beef Hash Regal No. 1	.39	3/1.00	.17
Sauerkraut Del Monte No. 303	.19	6/1.00	.14
Spinach Del Monte No. 303	.16	7/1.00	.12
Spinach Heart 'o Quality No. 2 1/2	.23	5/1.00	.15
Tomatoes Blue Sky No. 2 1/2	.23	5/1.00	.15
Apricots Del Monte Halves, No. 303	.29	4/1.00	.16
Tomatoes Deluxe, No. 303	.15	8/1.00	.20
Tomatoes Del Monte No. 303	.25	4/ .89	.11
Stewed Tomatoes Del M. No. 303	.25	4/ .89	.11
Tomato Sauce Treasure 8 oz.	.09	13/1.00	.17
Tomato Sauce Del Monte 8 oz.	.10	12/1.00	.20
Tomato Sauce Del Monte No. 300	.17	7/1.00	.19
Catsup Catsup, 14 oz.	.23	5/1.00	.15

Mayonnaise PINEAPPLE DRY MILK

OREGON FOOD
Quart Jar **45^c**

Summer Isles
SLICED **5** **\$1⁰⁰**
No. 1 1/4 Tins . . . FOR

CARNATION
20-Qt. Size **\$1⁴⁹**

SUGAR

SPRECKELS

10-lb. bag

79^c

Pancake Flour

FISHER'S
4-lb. Bag

39^c

Frozen Pies

PET RITZ
Apple, Mince,
Pumpkin—8 inch

2 FOR 79^c

Fruit Cocktail

MARKET
303

6 FOR \$1⁰⁰

Presto Logs 12 FOR \$1⁰⁰

RAISINS HOME PAK
SEEDLESS **39^c**
2-lb. Pkg.

TUNA WARRANTY
SOLID PACK
LIGHT MEAT **4 FOR \$1⁰⁰**
No. 1/2 Tins

TANG ORANGE DRINK
Jumbo 21-oz. Jar **89^c**

SUGAR SPRECKELS
POWDERED
or BROWN **10^c**
1-lb. Carton

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OREGON FOOD STORES

★ MEDFORD
13th and Central

★ ASHLAND
1475 Siskiyou Blvd.

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"Thrifty" Green Stamps
AT OUR MEDFORD STORE

J.M. Green Stamps
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BUTTERNUT

COFFEE

1-Lb. **59^c** Tin **\$1¹⁷**
Tin 2-Lb.

SALAD OIL

JEWEL
Quart Bottle **39^c**

PICK OF THE PACK
CHRISTMAS
TREATS



EGGS

LARGE AA
Farm Fresh
DOZEN

63^c

PINEAPPLE- GRAPEFRUIT DRINK

Del Monte
46-oz.

4/\$1.00

MEDFORD'S FINEST PRODUCE



ORANGES

Extra Large
Sweet & Juicy
Calif. Navels

10^c lb.

ARTICHOKES

Taste Tempting

10^c Ea.

CABBAGE

Tender Sweet Heads

5^c lb.

MIXED NUTS

Large Fancy Snoboy

49^c lb.

U.S. No. 2 KLAMATH

SPUDS 10-lb. Bag **39^c**