

Social Events ♦ Women's News

Unusual Jewelry Designs Needed To Keep Business

By GAY PAULEY
UPI Women's Editor

New York—UPI—The jewelry industry no longer can exist on the carriage trade, says a jeweler who's found a gold mine in creating the unusual.

"How often is a jeweler going to sell a \$50,000 diamond bracelet?" asked Edward Merrin. "Or a \$75,000 pearl necklace? It's nice to get those big orders, and we do, but these days industry has to aim for the smaller ones too."

One of the smaller ones came the other day by phone from Mrs. John F. Kennedy, he said. The First Lady, on a visit to New York, called to order two 18-karat gold replicas of Indian arrowheads made into brooches. The arrowheads — one about one order two 18-karat gold replica and one-quarter inch long, the other a fraction larger — will cost the First Lady \$156.50.

Has Artifacts

Reproduction of arrowheads in jewelry resulted from Merrin's interest in archaeology — he has a collection of American artifacts from pre-Columbian days. Many of them have been given a jeweled mounting; some tiny objects d'art, turned into costly chess pieces.

Merrin's firm designs and manufactures the more prosaic jewelry too, the customer can buy that \$50,000 bracelet. And Roberta Peters, the coloratura at the Metropolitan Opera company, had him design her a diamond and pearl tiara which cost \$11,000. Merrin promptly made up a group of tiaras to meet the demand — "most of the tiaras around are heirlooms," he said.

But it is the off-beat jewelry which attracts such customers at Tallulah Bankhead, Frank Sinatra, Salvador Dali, George Burns, Theodore Bikel — and Mrs. Kennedy.

It all began, Merrin recalled in an interview, with a gimmick he dreamed up nearly 10 years ago — a gold toothpick. "It has sold like hot-

cakes," he said. "I'd guess that 50 to 75 per cent of our U.S. Senators own one. Temple university has one in its dental museum."

Collar Stays
From the toothpick, the jeweler went on to gold collar stays, sewing set including gold thimble and needle, gold-tipped rabbit's foot, fish hooks, bookmarks, golf ball markers, initialed coat hangers, stapler covers, can openers, "his" and "her" key chains, which when fitted together bear the legend, "sans vous je mourrai" (without you, I would die), a jewel-tipped magnifier for easier reading of stock market quotations in newspapers, diaper pins, safety pins, cigar piercer, and swizzle stick.

He also created a gold nail file, thumb tack, chemin de fer chips made into cuff links, a sterling silver gardeners set in miniature — rake, hoe and spade, and a gold stocking stay for millady's girdle.

The last was originated he said because one woman customer was allergic to base metals.

"We get a lot of older men ordering sets of four of those," laughed Merrin. "It's always a gift for a niece, so they tell us anyway."

Father President
Merrin, 34, father of three, is designer and treasurer of

Cheddar Cheese, American Similar

In the United States, Cheddar is commonly known as American cheese, or American Cheddar cheese. Cheese similar to Cheddar but made by a slightly different process is known as American-type cheese.

Cheddar cheese gets its name from the village of Cheddar in Somersetshire, England where it was first made. Cheddar is a hard cheese, ranging in color from nearly white to yellow. Usually it is made from sweet, whole cow's milk. If it is made from partly skimmed or skim milk, it must say so on the label.



Brazilian Rice makes a perfect accompaniment with fish, and also meat. Brazilians often serve it with a native dish, Bahian Shrimps. Ingredients such as canned white mushrooms and packaged onion soup cut down on preparation and give a delicious flavor to the cooked rice combination.

Brazilian Rice Makes Fish Accompaniment

Brazil may be best known as the world's largest coffee producer, but it is also famed for its fine food specialties, such as Aroz a Brasileira, or Brazilian Rice.

The recipe comes from T. O. Doggett, managing director of Alba S/A, a Borden company chemical operation in Sao Paulo, Brazil, which produces a broad line of industrial chemicals, resins and adhesives. The Borden Kitchen adapted this rich-flavored casserole for easy preparation in United States home kitchens.

Convenience ingredients such as canned white mushrooms and packaged onion soup cut down on preparation and give a delicious flavor to the cooked rice combination. Brazilian Rice is a perfect accompaniment with meat or fish. Brazilians often serve it with a native main dish, Bahian Shrimps.

Rice from Latin America. **BRAZILIAN RICE**
One cup uncooked long grain rice; three-fourths cup (one 4-oz. can, drained) stems and pieces of mushrooms, or three-fourth cup (one 4-oz. can, drained) fancy sliced button mushrooms; one clove garlic, minced; one tablespoon vegetable oil; one (1 1/4-oz.) envelope onion soup; two cups hot water; one and one-half cups (2 medium-size) peeled, diced tomatoes; two teaspoons salt; one-fourth teaspoon oregano.
In a large skillet, saute rice, mushrooms and garlic in the vegetable oil for 15 minutes, or until rice begins to brown. Stir frequently. Combine onion soup with hot water. Gradually stir into rice mixture. Add tomatoes, salt and oregano. Mix thoroughly. Bring to boil over high heat. Cover. Reduce heat. Simmer for 25 minutes, or until rice has absorbed liquid. Serve hot.

Griffin Creek PTA Installs; Bell Received

Mrs. Charles Ellison was installed as president of the Griffin Creek Parent Teacher association for the coming year at a parents' tea held recently at the school.

Other officers installed by Mrs. Max Priebe, installation officer, were Mrs. Eugene Gemachlich, vice president; Mrs. Walter Perryman, secretary, and Mrs. Randall Leon, who is serving her second year as treasurer.

Mrs. Priebe presented Mrs. Arthur Savage, retiring president, with a past president's pin. Other retiring officers were Mrs. Lyle Perkins, vice president and Mrs. Ruth Gilbertson, secretary.

Entertainment for the afternoon meeting was provided by the Medford Mother'singers.

In observance of American Music month, the group, attired in American costumes, sang several Indian songs.

Mrs. Myrna Frink, principal of the school, announced she had recently received an old school bell used at the or-

PEACHES 'N' SAUSAGES

Pork sausages, so popular at breakfast, will make new friends in this supper dish. Cook the links with a little soy sauce and remove them to a warm platter. Pour out most of the fat in the skillet. Drain one can (1 lb.) cling peach slices. Heat in skillet with one-half cup very thinly sliced celery and one teaspoon instant minced onion. Arrange around sausages. Serve with heated canned chow mein noodles.

Grocers Approve Of Lone Shoppers

New York—UPI—Two's company but the lone shopper buys more, whether the loner is male or female, says a supermarket trade publication.

The average American housewife takes her husband with her one out of two times that she markets, said Progressive Grocer. She markets three times weekly, spends 27 minutes to buy 21 items for a total of \$7.74.

"The husband braves it alone one time in seven," added the magazine. "The supermarket prefers the lone husband since he generally lacks the will to stick to the average 13.7 items his wife lists and spends 15 per cent more than she would have."

Supermarkets also like to see a housewife shop without her children, the report said. She takes 15 minutes longer, and spends more. She also saves the store the expense of replacing equipment and merchandise damaged by youngsters. Mopet mayhem costs a store \$3,700 a year, the report added.

SPECIAL SELLING EVENT

One Week Only!

Due to Lots of Weepy Weather
We have Bone Colored Shoes Hanging on The Vine
Waiting To Be Picked!

All Shoes From Our Regular Stock of Naturalizer,
Paradise Kitten, Selby, Smartaire and Cobler.

Hi, Mid and Flat Heels
These Are All This Season's
Shoes
NO ODD LEFTOVERS

Regular \$15.95 Shoes REDUCED TO	Only \$10 ⁹⁰
Regular \$18.95 Shoes REDUCED TO	Only \$12 ⁹⁰
Regular \$10.95 Shoes REDUCED TO	Only \$7 ⁹⁰

No Exchanges . . . No Refunds . . . All Sales Final, Please

Johnston and Stewart

The Corner Shoe Store
CENTRAL AT MAIN MEDFORD

Pick's APPAREL

SPRING SUIT SALE

SAVE UP TO 50%!

\$16 ⁹⁸	\$18 ⁹⁸	\$24 ⁹⁸	\$29 ⁹⁸ VALUES
\$10 ⁹⁰	\$12 ⁹⁰	\$16 ⁹⁰	

NOW

Pick's APPAREL

SPRING COAT SALE

SAVE UP TO 50%!

\$12 ⁹⁸	\$16 ⁹⁸	\$24 ⁹⁸	\$29 ⁹⁸ VALUES
\$8 ⁹⁰	\$12 ⁹⁰	\$29 ⁹⁸	

NOW

Sale Starts Tomorrow, May 14th

Doors Open at 9:30

All sales final - No Refunds - No Approvals - No Lay-aways

If Your CREDIT is GOOD It's GOOD at PICK'S

Pick's APPAREL

112 EAST MAIN STREET
Next Door to Robinson Bros.