

'Miracle Wrought' With Frozen Foods Products

To chill his wine Caesar ordered ice hauled from Italy's northern mountains in two-wheeled carts pulled by slaves. But ingenious nineteenth century Americans found a better, more profitable way. They cut huge blocks of ice from our northern lakes when winter had frozen them to a sizable depth. Packed with sawdust in insulated "ice-houses" they were held and sold throughout the year.

But not for the mere pleasure of chilling beverages did Americans buy ice. A more important use, keeping perishable foods fresh and safe to eat, spurred the demand until soon "ice-plants," using the principle of ammonia coils, were making it. And from that principle Lord Kelvin, a Scottish scientist, devised automatic refrigerators to store perishables safely without the nuisance of melting, disappearing cakes of ice.

For Berries

The first attempt to preserve foods was used for berries for manufacturers of ice cream and preserves, and for a few meat carcasses. But that was slow freezing. An explorer - inventor while at the South Pole found that fish, frozen quickly in the icy wind as it came from the water, tasted fresh - caught

after weeks of Arctic storage. Once back in the United States, he developed equipment to duplicate the rapid freeze.

Those basic techniques now improved, are used today. Problems of transportation, storage, and display at zero temperature were eventually solved, though a depression and a world war brought handicaps. The National Association of Frozen Food Packers says that American enthusiasm for frozen foods sped industry growth with such rapidity that in 1961 more than seven billion pounds of foods approaching the retail value of four and one-half billion dollars were frozen.

Favor Economy

Frozen foods have favored our national economy. Farmers and fishermen have profited along with processing, retailing and transportation workers. Also, modern freezing plants and factories that make cabinets, freezers and packaging materials and other items have sprung up all over the country.

Most of all, the housewife has profited because she can now buy at low cost and store for long periods nature's most delectable foods. Commercial quick freezing has healed in them their original flavors and textures, colors and nutrients.

Of course now it seems inevitable that science would attain this twentieth century achievement, almost perfect food preservation by quick freezing. Inevitable, too, that today's sophisticates take all for granted. But if Caesar or our nineteenth century forbears or even Lord Kelvin could taste the hundreds of items in our markets today they would surely agree that a miracle had been wrought.



Hospitalized war veterans earn money and gain valuable therapy by making bright red crepe paper poppies for the American Legion auxiliaries to sell on Poppy day in May. Above is a typical scene showing an auxiliary hospital worker presenting a check from funds derived from the annual sale to one of thousands of disabled veterans who made the poppies. The Medford American Legion auxiliary will sell the memorial poppies on Friday and Saturday May 24 and 25. All proceeds are divided between the rehabilitation and child welfare projects of the auxiliary. Headquarters for Poppy days will be at Home Appliance company, 113 East Main street.

Women of Unity To Meet Friday

The Women of Unity will meet Friday, May 24 at 11 a.m. in the Unity church, Holly and Haven streets.

Mrs. Edgar N. Terrill, Talent, president, will conduct a business session. The Rev. Katharine Bosworth will give the devotionals.

A Luncheon will be served at noon.

At 1 p.m., Mrs. Everett Wynn, Ashland, will show movies taken of the Women of Unity garden party, held in the W. D. Jackson garden in Ashland last July. She will also show movies of Marine-land and describe points of interest. The Melodettes will sing, a stringed quintet and violin quartet will play. Miss Sheryl

Student Is Awarded

Miss Karen Culbertson, who is to graduate in June from the University of Oregon, has been awarded a certificate of recognition for a c a d e m i c achievement in secretarial science and business education. The student, a daughter of Mr. and Mrs. Thomas A. Culbertson Jr., 2615 Hillcrest road, was given the award at a recent banquet for students of the university's school of business and technology.

She recently was contracted to teach commercial subjects

Bride-Elect Is Honored

Miss Connie Paulsen, bride-elect of Robert Thrush, was honored May 18 at a miscellaneous shower held in the Albert Gandt home, 1248 Eureka circle. Hostesses with Mrs. Gandt were Mrs. Donald Minear, Mrs. Doyle Franklin and Mrs. Eric de Place.

Miss Paulsen is a daughter of Mr. and Mrs. Donald W. Paulsen, 58 Hamilton street, and the bridegroom-elect is a son of Mr. and Mrs. Emery Thrush, Camas Valley, Ore. The wedding is set for June 15.

Mrs. Gandt entertained with a piano selection and the honored guest was presented gifts.

Other guests were Mrs. Keith Hockersmith, Mrs. Angus Lindstrom, Mrs. Clare Young, Miss Sally Maharry, Mrs. Charles Gilbert, Mrs. Emil Peterson, Mrs. Bernard Andrews, Mrs. Don Tinseth, Miss Betty Young, Mrs. Carl Scott, Miss Linda Scott, Mrs. Clarence Wagner, Miss Eileen Wagner, Miss Belle de Place, Miss Caroline Gandt, Miss Virginia Gandt, Mrs. Paulsen, mother of the bride-elect; Mrs. Helen Paulsen, her grandmother, and Mrs. Martin Gates, an aunt.

To Meet

Phoenix - The last meeting of the season for Thursday club members will be held Thursday, May 23, at 8 p.m. in the home of Mrs. Jesse A. Wilson with Mrs. R. H. Wilcox and Mrs. A. Coats assisting. The past year's activities will be reviewed and the 1963-64 schedule discussed. Mrs. G. L. Monical, president, has announced.

IMPORTANT NEWS

to you in the Medford area

Interested in Contact Lenses!



Dr. Stanley E. Anderson,

of our Portland staff will be available for consultation in our

Medford Office
Medford Shopping Center
all day Thursday, May 23

Find out about TINTED CONTACT lenses to match your eyes or change their color, BIFOCAL CONTACT lenses and SPORTS CONTACT lenses!

- Complete Eye Examination
- Convenient Credit
- We give 2% Green Stamps



our 58th year
COLUMBIAN OPTICAL CO.
MEDFORD SHOPPING CENTER
Phone 772-9990

casual shopping with convenient parking

*Dr. Omar J. Noles and William T. Woodson

Gamma Rho Anniversary Is Observed

Phoenix-The third anniversary of Gamma Rho chapter, Beta Sigma Phi sorority was observed recently at installation and ritual of jewels ceremonies held in the Mark Anthony hotel, Ashland.

Mrs. Charles Williamson, chapter director, presided. Mrs. William Knips was installed president; Mrs. Richard White, vice president; Mrs. David Taylor, recording secretary; Mrs. Frank Testerman, treasurer, and Mrs. Evan Thumler, city council representative. Mrs. Darrel Hughes, retiring president, was installing officer.

Those who participated in the ritual of jewels were Mrs. David Brabbin, Mrs. Roland Nuckols, Mrs. Thumler, Mrs. Testerman, Mrs. William Willis, and Mrs. Wayne Woodard. Dinner was served in the Caesar room with those who had received the degree as chapter guests.

Miss Fay Carver, Phoenix, was a guest at another recent meeting of the group held in the home of Mrs. Nuckols, 4729 South Pacific highway. A member of the Southern Oregon Historical society, Miss Carver spoke on architectural history of Jacksonville. Mrs. William Kidson was cohostess.

Girl of Year Is Announced; Groups To Meet

Miss Cheryl Bramhall was presented the award of Outstanding Girl of the Year of Bethel 69, International Order of Jobs Daughters, when they met recently. This award is presented to a girl other than a line officer who has served her bethel in a distinguished way. Miss Bramhall has been the bethel musician for some time. The award was presented by Mrs. John North, past guardian and now grand fourth messenger.

The majority degree was conferred on Mrs. C. A. Lefler, one of the last duties for the retiring queen, Miss Dena Taylor and her officers.

Bronze awards were presented to the Misses Janice Nash, Sandra Poirier, Nancy Bogner, Lorna Clark, Janice Morehead, and Joyce Levitzow. Miss Cathy Hearrell received a silver award.

Mrs. Carl Elhart, past grand guardian, L. R. Manning, supreme director of fraternal relations, and Mrs. North were escorted and introduced.

On Saturday, May 25 at 1 p.m., the members will meet to make favors for grand session and tote bags for supreme session. The two places to meet are the Q. P. Taylor home, 3247 Jacksonville highway, for those making favors, and Mrs. North's home, 2630 Hillcrest road, for those making tote bags. Both groups will meet later in the afternoon for swimming at the Hillcrest road address.

Practice for installation was announced for June 6 at 2:30 p.m. All newly elected and appointed officers should attend the practice.

An addendum was held following the meeting when Miss Taylor was presented with a Jobina doll.

DAY Club To Meet

Members of the Disabled American Veterans auxiliary sewing club are to meet Thursday, May 23 at 11 a.m. in the home of Mrs. Norman Neathammer, 106 Willamette avenue. A neon potluck luncheon will be served.



Mr. and Mrs. Robert L. Sisten, 1132 Leland drive, are shown dancing at the Rogue Valley Country club "hard times" party May 11. Typical of the decor for the evening are the clothes hanging on the line in the background. Guests wore a variety of costumes, from tattered denims to apparel of the flapper era.

TINY TOTS SWIM LESSONS AT MEDFORD YMCA

For Boys and Girls 5, 6, 7 Instructor, BEN JENSON (YMCA Physical Director)

- Limit 20 to Class
- Separate classes for beginners, advanced beginners and swimmers.
- Enroll now at the YMCA desk—or call 772-6295.
- Classes start June 10. Meet 2 times each week for 6 weeks (12 lessons). Fee—\$5 (family members free).

Applegate Unit Officers Named

Applegate Valley - Mrs. Howard Piets, lower Applegate, and member of the Jackson County Extension committee, was installing officer at the meeting of Upper Applegate Extension unit last week. Mrs. Paul McDonald was installed chairman; Mrs. Rupert Maddox Jr., vice chairman; Mrs. Earl Sharp, secretary, and Mrs. Clarence Roloff, treasurer.

The meeting was held at the home of Mrs. Harry Davis at Foothills creek. Mrs. Davis is a former member of the local unit, and several women from Foothills creek attended. Mrs. McDonough gave a report from Oregon State council meeting which she attended at Corvallis earlier in the month.

Mrs. Sharp and Mrs. Clifton Childers gave the demonstration on care of hardwood floors.

PENNEY'S ALWAYS FIRST QUALITY



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SLICK SPORT SETS

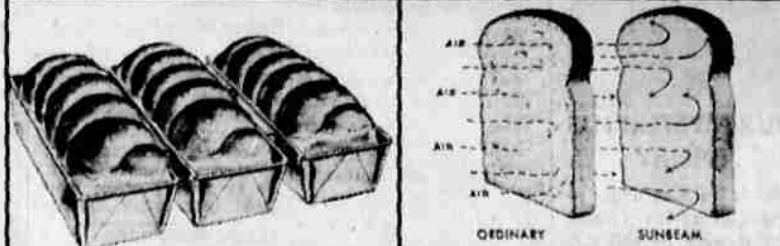
Design for summer living... your favorite Jamaica with its own fleece lined cardigan. Color coordinated cotton and hand washable. You'll wear the cardigan over your swim suit, with summer dresses, too.

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Jamaicas, 8 to 18 **2.98**
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Soft...Soft...
Soft as a
whisper

CURLING MAKES THE DIFFERENCE!



Here's the Tenderly Curled loaf ready for the oven. An extra step in baking gives the familiar fine Sunbeam recipe a final curling flip to squeeze out air pockets.

Ordinary uncurled slice at left lets air pass through to speed staling and drying out. The curled slice has finer, smoother texture, with no holes to let air rob flavor.

softer...
fresher...
more flavorful

Tenderly Curled Sunbeam

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