

USO SPECIALIST DISCUSSES TODAY'S SUPERMARKET DECOR

If a 1957 housewife were "time tunneled" into a 1967 supermarket, she'd feel like a female Rip Van Winkle.

According to Velma Seat, Oregon State university extension food marketing specialist, so many new items have been flowing into the market that the housewife of 10 years ago would find only a fraction of items she was accustomed to buying.

Countless food products, detergents, soft drinks, paper products and frozen foods have lost their sales appeal as more attractive, interesting, convenient and improved products have supplanted them on grocers' shelves.

Eighty-two per cent of the frozen foods today's shopper buys weren't even available to her 1957 counterpart, Mrs. Seat reports. Many pastries, gourmet foods, TV dinners and vegetables to boil in bags have been introduced in recent years. Frozen dough wasn't introduced until after 1957.

Eighty-six per cent of today's baking mixes didn't exist 10 years ago. Only a third of today's detergents would be familiar to the 1957 shopper. She'd be surprised to see the rows of liquid detergents, Mrs. Seat says, but would appreciate their help in doing household chores more quickly and easily.

Most of today's food items have been carefully test marketed. They're also high in quality—standardized so the housewife knows she'll get the same good product each time she buys it. According to the food marketing specialist, products that do not meet customer demands soon disappear from displays, never to be heard from again.

The cereal section would really flabbergast the 1957 housewife, it was noted.

Forty-three per cent of today's cereals weren't there 10 years ago. Added vitamins and protein boost nutritive values;

shapes and colors attract the eye. And the price might be nearer 41 cents than the 26 cents per package she paid in 1957 for the plainer versions. "Show business and the food business meet in the cereal department," says Mrs. Seat.

Catchy trade names, boxes and cutouts, games, stories, puzzles and quizzes vie with competitors on the shelf for adult and youngster attention. The 1957 shopper would be surprised when she walked down the paper product aisle of the 1967 supermarket. A multitude of colors and designs have been introduced in the last decade to brighten and add interest to kitchen and bath decor. Gay paper dresses might really stop Mrs. 1957 in her tracks, suggests, the OSU food marketing specialist.

Packaging innovations have been coming along as fast as the new products they hold, concludes Mrs. Seat.

Members of the Nyssa unit of American Legion auxiliary met Monday at the hall where they packed nearly 200 bags of cookies for patients in the Veterans' hospital at Boise. During the "packing" session, refreshments were served by Mrs. C. M. Pounds.

The women have asked the Journal to express their appreciation to all who furnished the cookies.

Thanks For Cookies!

SANDRA TISDIAL, GEORGE W. JONES WED IN NEVADA

The Rev. and Mrs. Ralph N. Tisdial, announce the marriage of their daughter, Sandra Ann to George W. Jones, son of Nyssans Mr. and Mrs. Allen Jones, on Oct. 13, 1967 at Winnemucca, Nev.

The new Mrs. Jones is a graduate of Nampa Christian high school. Her husband is a graduate of Nyssa high school and a former student at Eastern Oregon college in La Grande.

They are residing at 540 North Third street in Nyssa.

State President Visits Sorority

Alpha Delta Kappa's State President Harriet Simmons of Eugene, Ore., made her official visit to the TAU chapter at the regular November meeting held in the Dragon room of East Side in Ontario. She gave a report of the international convention held at Minneapolis, Minn., in August.

Christine McKee, U. S. Girl Scout representative and a fifth-grade Nyssa teacher, gave a report of her experience as supervisor of twelve girls who spent the summer in Ireland under the "Experiment in International Living" program.

THANK FIREMEN

We take this opportunity to thank the Adrian volunteer firemen for their prompt action when called to extinguish the Cecil Haddock house fire on Nov. 27.

We wish to publicly express our appreciation for their fine service. - Mr. and Mrs. Keith Eachus.

Dance Set Saturday

A public dance will be held Saturday night Dec. 9 at Oregon Trail hall.

Dancing to the live music will begin at 9:30 p.m. The affair is being sponsored by members of the Owyhee Riding club who also plan to serve a midnight supper.

Extension Unit Menu To Feature Mexican Foods

A Christmas meeting, slated to begin at 11 a.m. for women of the Nyssa Home Extension unit will be held Dec. 14 in the basement of Nyssa Methodist church.

There will be a potluck dinner, featuring Mexican foods, and a Christmas craft workshop, scheduled to begin at 1:30 p.m. Baby sitting services will be provided at the church.

On the program there will be a speaker, and slides of Mexico will be shown.

ALL WOMEN OF THE AREA ARE INVITED TO ATTEND.

Additional information about the meeting may be secured from Mrs. Bob Ellis, Parma 722-5616 or Mrs. Charles Newkirk, Nyssa 372-3923.

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Senior Citizen Events

Senior citizens of the Nyssa area will meet at 10:30 a.m., Friday, Dec. 15 for a turkey dinner at Nyssa Methodist church.

This Yuletide event is for members only, and will be the only meeting during the month of December. Table decorations will be furnished by Mrs. John E. Long. - Lois Council.

Group Plans Social

Treasure Valley Association for Handicap and Retarded Children, Inc., is sponsoring a Christmas social at 8 p.m., Tues., Dec. 12 at the Moore hotel in Ontario.

This is a no host desert meeting and is open to the public. A film, entitled "Beyond the Shadows", will be shown.

HOLD YULE PARTY

Rebekah Sunshine club members met recently at the home of Mrs. C. A. Wernick for their annual Christmas party. There were twenty-four members and two guests present.

During the business meeting, Mrs. Hazel Farr was elected president for the coming year. Mrs. Virgie Rookstool was named vice president; Mrs. Harry Kingrey, secretary-treasurer.

Next meeting will be January 5 at the home of Mrs. Harry Kingrey.

Mrs. Joe Bellon drew the first prize. Neetamae Wiley drew second and Mrs. Tom Johnson received third awards.

Co-hostesses were Mary McConnell and Orma Cleaver.

Bridge Winners

Duplicate bridge winners for Dec. 4 regular play, are announced by Mrs. Houston Wilson, hostess for the weekly parties.

First place went to Mrs. Wilson and Bruce Hauser. Second was taken by Dr. and Mrs. K. A. Danford, with third place going to Billie Fisher and Dr. L. A. Maulding.

Next party will be master point play and will be Dec. 11 in the Wilson home.

TO TREAT PATIENTS BEAUTICIANS MEET

Members of the Malheur County Beauticians association met Nov. 30 at the home of Mrs. Alice Neiger in Nyssa.

President Mae Blackburn conducted the business session and plans were made for the group's Christmas party and the women discussed activities for National Beauty Salon week in February.

The January meeting will be at the home of Peggy Hyde in Vale.

Sorority Women Meet In Adrian

Members of Upsilon Chapter of Delta Kappa Gamma were entertained Nov. 27 at the Adrian elementary school.

A dinner featured turkey and all the trimmings, with decorations carrying out a fall motif. Nearly 40 members answered roll call by naming personal values they especially appreciate.

President Evelyn Harms was in charge of a brief business session. Mrs. Frances Bates conducted a personality skit with two panels, comprising Clara Corder, Anna Long and Virginia Steffens. This provided many a laugh.

The December meeting, with gift exchange, will be held at the Moore Hotel in Ontario.



MR. AND MRS. AUDREY WARD
To Celebrate Golden Event

"Golden" wedding bells will peal Sunday, December 17, 1967 for Mr. and Mrs. (Audrey J. and Louise M.) Ward.

The longtime Nyssans will be honored with an open house reception given by their children, Mr. and Mrs. John R. Ward; Mr. and Mrs. Donald (Bud) Sappe and sons.

Friends and relatives are invited to attend the open house event between the hours of 2 and 5 p.m. at the home of the honorees on route 1, Nyssa. Their request is "no gifts."

Audrey is a native of this area and his parents were John and Ida (Neatherly) Ward. He was born in the 'old' Neatherly hotel in Ontario which was owned and operated by his grandparents.

Louise M. (Robertson) Ward was born near Lucerne, Mo. Her parents were John and Mary (Bowers) Robertson. The family came to the Nyssa area in 1911.

Audrey and Louise both attended Nyssa public schools where they first became acquainted. They were married Dec. 17, 1917 in Vale by the Johnson.

Rev. Lucombe, Methodist minister.

They have lived their entire married lifetime on the Ward and Neatherly ranches near Nyssa.

The Wards are parents of a son John R. Ward, who married Maralee Wulff of Ontario. They now reside on a farm near Nyssa.

Their daughter, Bonnie Jean, married Donald Sappe of Willowcreek, and they also live near Nyssa. The Sappes are parents of three sons, Donald, Dean and Dirk. The lads are the Ward's only grandchildren.

PINOCHLE PARTY

Members of the afternoon pinochle club met Nov. 29 at the home of Mrs. Wyatt Smith.

High score prize was taken by Mrs. Orma Cleaver, with low going to Mrs. C. A. Wernick.

The traveling awards went to Mrs. Tom Johnson and Mrs. Harry Kingrey. Guests were Mrs. Mary McConnell and Mrs. Johnson.

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YELLOW SWEET SPANISH "Winegar"

Highly selected vigorous globe to high globe, dark yellow scale and adheres well in handling and storage. Selected for greater depth and less doubling. Flesh is fairly firm and mild.

YELLOW SWEET SPANISH "Utah"

Medium maturing high globe with dark yellow scales. Selected toward non-doubling. The flesh is firm and mild.

YELLOW SWEET SPANISH "Peckham"

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