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Jackson Daily News article on fundraising efforts and fundraising letter

Laurence Clifton Jones (1884-1975)
Pinney Woods Aided By Profit From Cookbook

By MIRIAM MAY
Daily News Food Editor

A cookbook is not necessarily just a collection of recipes. Not always. Sometimes it's more. Take, for example, "The Way To A Man's Heart." Written by Mrs. William H. (Geneva M.) Morris of Valdosta, Ga., this cookbook is unique. It includes a fascinating making bundle of recipes for two special institutions—Pinney Woods Country Life School here in Mississippi, and the Center for the Handicapped in Toledo, Ohio. It became Mrs. Morris' aim to divide the profit from the book between these two places after she instigated a gourmet food sales affair for charity fund-raising activities in Perryburg, Ohio in the early 1960's. A demand for recipes for food included in the successful sales prompted the North Carolina native to publish her own cookbook.

But the result of her efforts turned out to be a bit different from the usual. In addition to including many of her own recipes and those of her friends, she ended up with a collection of movie star, politicians, artists, athletes, as well as chefs of famous restaurants and hotels.

The book, which has gained widespread attention all over the country since its publication in June of 1968, features more than 500 recipes, plus about 450 pages of basic kitchen information.

It is nothing fancy. Just a yellow book in a ring binder. But it is a sincere book, well put together, and more than adequate as far as cookbooks go.

FASCINATING!

Popes from all over have been generous in their praise of Mrs. Morris' efforts. Virginia Kay of the Independent Star-Newss in Pascagoula, Ca., said the book was "one of the most fascinating I have ever read across.

"The title's a trifle worn," another food editor, Peggy Pancoast said. "But it's a sincere book. Well put together, and more than adequate as far as cookbooks go."

Amy Vanderbilt, in one of her syndicated etiquette columns, called it "intimate" and cited one of the recipes as being "one of the best I ever encountered in cookbooks."

Another writer, in reviewing the cookbook, said it is as fascinating to thumb through as "Who's Who In America.

GEORGE M. MORRIS

"The Way To A Man's Heart." Contains recipes from such famous places as the Blue Fox in San Francisco, the Cliffton's Cafeteria, in New York, Le Mac from Lucerne, Switzerland, the Pheasant in Atlanta, Georgia, the Queen Elizabeth of Montreal, Canada, and Simon's - in the stoned, London, England.

Two especially interesting items are the Sauce de Sarah Bernhardt, offered by the Etoile Restaurant of New York, and Mrs. Rutherford B. Hayes' recipe for cranberry pie, contributed by the wife of a grand son. (Mrs. Arnold Palmer)

AUTHOR

The author of this successful venture, Geneva M. Morris, won first cooking prize at age 15. After her marriage to Bill Morris — in executive with an Illinois firm — she travelled with him on business trips all over the world and back home.

The Morries have lived in Atlanta, Savannah, Pascagoula, Mississippi, and now reside in Valdosta.

Speaking of the cookbook, and her decision to turn all profit over to the two charities mentioned earlier, Mrs. Morris explained in a newspaper interview that "this is my way of helping others."

In a letter to this food editor, she writes warmly of Dr. Laurence C. Jones, founder of Pinney Woods.

"You know," she says, "a whole new generation has grown up since Dr. Jones appeared on the Ralph Edwards Show, "This Is Your Life." Many of these youngsters have never heard of Dr. Jones and his Pinney Woods School. I would so much like to see him get the recognition by President Nixon for all the wonderful things he has done with and for youngsters who might never have had any chance without him."

Mrs. Morris has never met Dr. Jones, but she says she hopes to "have the pleasure before too long."

FAMOUS STORY

The story of Dr. Jones, who has been twice featured in Reader's Digest, is a fascinating one in Mississippi households. Everybody—or most everybody, certainly knows about the young Iowa State University graduate who put his education to use to help the poor and illiterate, and founded what became Pinney Woods in 1969. It was his own feelings of dedication that inspired Mrs. Morris to contribute part of the profit from her cookbook to his institution.

"You (in Mississippi)"

writes, "have every right to be very proud of Dr. Jones and the work he has done at Pinney Woods. We need thousands of Americans like him, and as many schools like Piney Woods."

"If it's the last thing I do," she has said, "I plan to make Dr. Jones' school a much better known place before I stop."

"The Way To A Man's Heart" is available now at $4 (postpaid) from Mrs. Williams H. Morris at Rice Mill Road, Valdosta, Ga. 31601 or from Mrs. Paul Crawford at 911 Porter Street, Columbus (Miss.).

RECIPE

Featured below are three recipes lifted from the cookbook — one from Mrs. Morris herself, one from Mrs. Arnold Palmer another from the Palace at Piney Woods and Princess Grace, and one for what sounds like a superb meat loaf from Ann Landers.

PORCUPINE SALAD

(Geneva M. Morris)

8 canned Bartlett pear halves, sliced into 1/10 in. 1 pkg. (3-oz.) cream cheese onion salt

Drain pears well and dry with paper towel. Toast almonds in preheated 300 degree oven, watching very carefully to see that they don't burn. Spread on a cookie sheet to toast, and toast until just golden brown. Have cream cheese at room temperature and fill a cookie sheet. Mix toasted almonds, broken in pieces, as you like. The more almonds I like, the better I like it. Flavor to suit your taste with onion salt. Fill a cavity of one pear half with the mixture and top with the other-half, making a whole porcupine. Place pear on salad greens on salad plate. Serve it in a shallowed salad, with a little lemon juice added to jelly for tartness. Currant jelly is good for this. Take salad to table as is — because it is pretty and unusual looking. Pass the dressing. (Don't stick the almonds deep in the pear-just in enough to hold).

QUICK BAKE-B-Q

(Mrs. Arnold Palmer)

1 onion, chopped

1 green pepper, seeded and chopped

1 can (1 lb.) tomatoes

1 medium size bottle catsup

1 can corned beef

Saute onion and green pepper in some butter or oil for few minutes. Add tomatoes, catsup and corned beef, broken into bite-size pieces. Simmer 1 hour. Serve in English muffins.

PARCIES

(Princess Grace)

grated cheese

1 onion

1 boiled potato

Round ball squash or eggplants

1 green pepper

Salt, pepper, garlic to taste

Mashed ham

(Qualities depend on the number and size of vegetables to be stuffed)

Bouillon cube

and eggplant in salted water with the onion. When tender but still whole, drain and cut in half. Remove eggplants and vegetables and save. Mash up the boiled eggplant and mix with ham and add crushed garlic if desired. Mash potatoes, and inside of vegetables and mix with ham, etc. Mix in some hard-cooked egg, or boiled egg, or boiled egg with beaten egg. Fill squash or eggplants with the mixture. Top with cheese and bread crumbs. Bake in preheated 375 degree oven for 15 minutes. Place under grill until brown. Serve hot or cold with salad. Tomatoes may be used with or instead of eggs, but don't cook them then before filling with mixture. Just remove incorrectly to Pinney Woods, the other half to a center for the handicapped in Ohio. The author, Mrs. Geneva M. Morris of Valdosta, Ga., says she was inspired by Dr. Jones' own feelings of dedication, and the compilation is just her way of "helping others."

Daily News Color Photo by Fred Blackwell.
Merry Christmas

Dear Friend of the Piney Woods School:

On the reverse side of this page is a reprint from a half page article in the August 27, 1970, Jackson Daily News.

Isn't it wonderful how evidence of Divine Guidance is revealed when we are least expecting it — how encouraging it is to read these good words of a gracious kindhearted gentle lady whose spirit is that of the old South.

You may not care to purchase "The Way to a Man's Heart", but you'll be happy to know that even a dollar bill or better still a one dollar check will enable us to develop our food service equipment and training toward making better trained cooks.

This time of the year marked by my birthday, November 21, (1884), Thanksgiving and Christmas is the one time of the year when we look forward to our friends sending the little school in the Piney Woods a picture of George Washington, Abraham Lincoln or Thomas Jefferson; some who can afford it, send a picture of Andrew Jackson.

In the joy of spraying a human orchard,

Laurence C. Jones
Piney Woods School
Piney Woods, Miss.

P.S. We will be especially happy for a gift of any size because the corn blight has destroyed the corn our boys labored under the hot summer sun to produce. Boxes of used clothing and shoes are very useful. If you ship by freight or express our address is: Piney Woods School, Jackson, Mississippi; by parcel post and mail, Piney Woods School, Piney Woods, Mississippi 39148.