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(Kennell-Ellis Photos, Willamette, Ore.)
MRS. CHARLES HUMPHREYS, a member of Willamette Auxiliary 293, Veterans of Foreign Wars, Eugene, served the past year as state chairman of the annual essay contest for Oregon high school students sponsored by the National VFW Auxiliary. Oregon winner was Miss Patricia Fraese, Medford High School student, whose essay has been entered in national competition.

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Society, Women's Organizations

ANN CONNELL, Society Editor

Fan Clubs Make Popular Singer Says 'Oklahoma' Star

By DOROTHY ROE
Of The Associated Press

Know what makes a successful popular singer? Plenty of teenage fan clubs.

"No popular singer can get along without them," says Joan Roberts, star of "Oklahoma!" and other musicals, who just has written the story of her life in a new book, "Never Alone."

Joan, the wife of Dr. John J. Donlon and mother of a 7-year-old son, John Jr., is concentrating these days on singing for records and TV. She recently signed a contract to record eight platters a year for a new company which plans a big distribution in Europe as well as America. She says: "Although I miss my audiences, I know that I can reach a far bigger group through records and television than I ever did on the stage."

Right now Joan is busy building up her fan clubs, and is making a personal appearance tour throughout the country.

"In the final analysis, it's the kids that put any singer over," she says. "These are the youngsters between 8 and 18 who make up the fan clubs. If they like you, you're in. If not, you're finished."

"It isn't that they buy so many records. But they play your tunes on the juke boxes, and request them from disc jockeys. They whistle and sing them on the street and all at once the song is a hit."

Record companies realize the importance of the fan club audience, says Joan, and arrange personal appearance tours for their stars, provide fan club membership clubs and autographed pictures, and organize the thing on a businesslike basis.

"Every successful singer in the last 10 years has had to have a carefully organized fan club promotion," says Joan. "Frank Sinatra has the biggest and most expensive campaign of anybody, and that's why he became the idol of the wartime bobby-soxers."

Many Visitors At Bond Home

Mr. and Mrs. George Swan of Cambridge, Ohio, surprised Mr. and Mrs. B. M. Bond, 2661 Harris St., recently by stopping for a few days on their wedding trip. They since have gone to the Oregon coast and will travel through California and the Southwest before returning home.

Mr. Swan is a senior medical student at Buffalo, N.Y. and his bride is a school teacher there. Their trip to the western part of the county was made to look over internship possibilities for Mr. Swan.

Other recent guests at the Bond home have been Mrs. Earl Clossen of Gardena, Calif., and her son, Pvt. John Clossen. Private Clossen spent a couple of days here before going on to Fort Lewis, Wash., where he is stationed. His mother will return to California by plane.

Mrs. Edith Showalter and her daughter, Audrey, departed Tuesday morning after a weekend visit with the Bonds for their home at McMinnville. Miss Showalter has taught 30 years in McMinnville schools. Before that she and Mrs. Bond taught together at Halsey for their second year as teachers. Many of Miss Showalter's former students are residents of Eugene.

Shower Honors July Bride

SWISSHOME—A bridal shower honoring Miss Shirley Kerns, who is to be married this month to A3/c Donald Owen, was given Wednesday evening at the Evangelical Church. Hostesses were Miss Evelyn Miller of Springfield, Miss Dorothy Kneaper and Miss Shirley Norton of Swiss-home. Mrs. Herbert Kerns won a guessing game played before the honor guest opened her many gifts. Refreshments were served by the three hostesses.

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SALE—CANNERS, KETTLES

[A] Reg. 1.35 Aluminum Colander—5-qt. size with feet and handles. Won't rust, resists food acids. Now **1.09**

[B] Reg. 2.19 Enamelled Cold-Pack Canner with jar rack and cover. Cans 7 pt. or qt. jars. Deep 19-quart size. **1.67**

[C] Reg. 23.95 Wards Magic-Seal Pressure Canner, 18-qt.—cans in 1/2 usual time. Pressure method only one recommended by U. S. Dept. of Agriculture for processing meat, non-acid vegetables. Easy-to-follow recipes, rack. **20.77**

[D] Reg. 1.29 Enamelled Preserving Kettle. Extra deep, 16 1/2-qt. size—for preserving, canning, cooking. **97c**

[E] Reg. 2.95 Food Chopper—grinds 2 1/2 lbs. food per minute. Fine, med., coarse self-sharpening blades. Now **2.47**

Not shown: Reg. 2.39 Enam. Blancher, 7 1/2 qt. **1.87**

Not shown—2 only—Reg. 6.98 Blancher **5.97**

SALE—FREEZER SUPPLIES

[F] Polyethylene Plastic Containers—unbreakable, reusable. Won't crack in freezer. Snap-on covers seal tight.

Reg. 2 for 50c pts **45c** Reg. 2.98 Dz. pints **2.67**

Reg. 2/59c 1 1/2 pints **52c** Reg. 3.49 dz. 1 1/2 pts. **3.07**

Reg. 2/72c Qt. **65c** Reg. 2.89 for 8 qts. **2.54**

Reg. 75c Extra large Quart Size, sale-priced at **66c**

[G] Polyethylene plastic freezer bags—always pliable.

Reg. 35c pkg. 25 Pint Size or pkg. 20 Qt. Size **31c**

Reg. 82c pkg. 50 pts **77c** Reg. 95c pkg. 15 qts. **85c**

[H] Reg. 2.09 Frozen Food Packing Kit. Frame holds bags open for filling. Funnel, overflow pan incl. **1.87**

HURRY TO WARDS HOUSEWARES DEPT.—SALE ENDS SATURDAY

A half-page of "dutch treats" all priced to please the most conscientious shopper. You pay only half and we pay the other half. All new, wanted merchandise, but with new fall things arriving daily we must clear the way and make room for them. Ergo: we have a store full of eye-catching items, bulging our shelves and racks from the top floor to the basement, each one sliced to just half of their original value. So be our guest, join us for "dutch treats" . . . and let's go halves on these.

Miller's 'dutch treat' all items 1/2 price!

Ready-to-Wear 1/2 price Sportswear 1/2 price Menswear 1/2 price Children's Wear 1/2 price Yardage 1/2 price Giftware 1/2 price Bedding 1/2 price Draperies 1/2 price Art Dept. 1/2 price Notions 1/2 price Accessories 1/2 price Dutch Treats Around the Store!	One group of women's RAYON COSTUME SUITS, all new styles. 1/2 price Women's better SHORTIE COATS . . . by 'Swansdown' and 'Jaunty Junior' . . . all this season's styles . . . now 1/2 price Women's BETTER SUITS . . . one group of all wool suits featuring 'Swansdown' and 'Jaunty Junior' . . . now 1/2 price One group of BETTER DRESSES . . . laces, crepes, linens, Moygashels, by Famous fashion leaders; Reich, Franklin . . . all 1/2 price TEE SHIRTS . . . reg. 2.95 to 4.95 . . . now 1.49 to 2.49 2 PC. COTTON SKIRTS AND BLOUSES . . . 1/2 price TERRY-ALLS . . . terry pedal pusher length dry-off suits, zipper front. Were 12.95 . . . now 6.50 Sheer nylon SPORT SHIRTS . . . short sleeves, in pastel colors. Sizes small, medium, large. Values to 3.95 . . . now 1.95 1/2 price INFANTS SHIRTS . . . sleeveless in pastel colors with diapenda tabs reg. 65c . . . now 32c GIRLS' DRESSES . . . adorable styles in lively patterns. 3.49 to 4.75 1/2 price Sizes 1 to 12. Reg. 6.98 to 9.50 . . . now One lot of 100% WOOLS . . . in good colors . . . 1/2 price One lot of REMNANTS . . . 1/2 price or less One lot of RAYON DRESS FABRICS & LININGS . . . 1/2 price Bridge table size crystal SUGAR & CREAMER . . . with matching tray 1/2 price BARBECUE NAPKINS & BIBS . . . 1/2 price Colored glass PANSY RING . . . 1/2 price For the kitchen . . . 3 only: Metal WASTEPAPER BASKET . . . 1/2 price 3 only: SALT BOXES . . . 1/2 price 4 only: MATCH BOXES . . . 1/2 price NOVELTY PLANTERS . . . 1/2 price PLATES . . . 1/2 price PICK HOLDERS (for your Hors D'oeuvres) . . . 1/2 price One group RUGS . . . value to 10.50 . . . now 1/2 price One group BEDSPREADS . . . value to 18.50 . . . now 1/2 price One group permanent finish ORGANDY CURTAINS . . . value to 5.50 1/2 price One group permanent finish YARDAGE . . . value to 2.49 . . . now 1/2 price Discontinued handwoven MODELS . . . 1.00 to 7.00 . . . now 1/2 price DOLL and 8 PC. LAYETTE . . . 1.69 . . . now 1/2 price 3 pc. DOLL CARRIAGE OR CRIB SET . . . reg. 1.19 . . . now 1/2 price 10 pc. DOLL WARDROBE . . . reg. 1.19 . . . now 1/2 price 7 PC. DOLL BABY BUNTING AND CARRIAGE SET . . . 1.19 now 1/2 price 12" DOLL reg. 1.29 now 1/2 price Floral pattern plastic GARMENT BAGS, 54" holds 16 dresses. Reg. 2.98 1/2 price COBBLER APRONS . . . fast color prints, small size, few medium and large. Reg. 2.25 . . . now 1/2 price 'Kee' ZIPPER . . . 9, 10, 12 inch Dress lengths, 5 and 7 inch skirt lengths. Large selection of colors . . . 1/2 price HAT BOXES . . . 3 sizes, in blue and green, 1.00, 1.19, 1.29 . . . now 1/2 price One Group BELTS . . . now 1/2 price One Group GLOVES . . . now 1/2 price One Group SCARVES . . . now 1/2 price Assortment of COSTUME JEWELRY . . . now 1/2 price 'Toni' HOME PERMANENTS . . . 1/2 price NON-RUN NYLON HOSE. Reg. 1.35 . . . now 1/2 price BRAS . . . in nylon satin and nylon taffeta, sizes from 32A, B, C, thru 38 A, B, C, colors soft . . . white, pink, and black. 98c less than 1/2 price A 2.50 value . . . now 700 Pairs of CHILDREN'S SHOES . . . now 1/2 price
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