

# Society and Clubs

Edited by Eva Nealon Hamilton

### Large Party Fetes

Guests of Johnsen  
A profusion of summer flowers, summer frocks in a riot of color, and elaborate decorations in keeping with nature's most extravagant season, added a very gay note to the reception Sunday afternoon and evening at the ranch home of Mr. and Mrs. A. P. Johnsen, attended by more than 150 local society folk, who welcomed to Medford Mr. and Mrs. Wm. F. G. Adams of Toronto, Canada, who are here on their honeymoon.

The long patio at the Johnsen home was converted into an arbor, grown with evergreens, for the occasion and beneath a paper canopy, illumined with indirect lighting, the bride and groom stood to receive guests.

The flame coloring of the bride's summer gown was intensified by the light from the stream of Chinese lanterns leading to the patio, where congratulations were extended and a clever caricature of "the bride and groom," expressing good wishes of Medford folk, presented by Thos. Swen. "Best of luck, Jean, and same to you, Bill," was the salutation of the smart figures, created in cellophane with a four leaf clover and the Canadian maple leaf in hand for good luck.

In the drawing room, a lovely spray of delphiniums, arranged by Miss Orbie Natwick, added a pleasing touch of color to the dark wood of the piano and baskets of flowers from the Evan Reames' and G. M. Roberts' gardens were placed about the rooms to further emphasize the realization that the party was arranged to fete the bride and groom.

White, the bride's chosen color, was used in arrangement of the buffet and mahogany serving table, where pyramid effect was achieved through indirect lighting, which gave a wax-like glow to the accompanying sprays of flowers.

The exterior of the Johnsen house was lighted with Chinese lanterns for the evening when a game of darts was inaugurated with honors going to Mrs. T. Slater Johnston, who shot an 80 in her first game. Ping pong, roulette, and dancing was enjoyed during the afternoon and evening, and buffet supper served.

The bride and groom were toasted in the afternoon by Judge H. D. Reed, and in the evening by G. M. Roberts. Musical numbers contributed to the program by Miss Fern Hutchison, Mrs. Harold Johnson and Mr. and Mrs. Lloyd Williamson.

Included in the line of guests were many members of the local younger set and out of town house guests of local folk. In spite of injuries received in a recent accident, Mrs. Johnson assisted in the reception of guests and assisting the host, Mr. Johnson, were: Mr. and Mrs. A. J. Hawk, Miss Orbie Natwick and Messrs. Harry McMahon and Raymond Reter.

Mr. and Mrs. Adams plan to remain here about a week, then continue to Seattle by plane, and on to Vancouver by boat, journeying from there to their home in Calgary.

### Program Announced For Andrews Reception

A beautiful program of music is being planned under the chairmanship of Mrs. E. E. Gore for the reception tomorrow afternoon at the city club rooms, arranged as a farewell to Mrs. George Andrews, who leaves soon to make her home in the east.

The program will include a cello number by Chester Wood of Ashland, piano solo, Marian Moore, vocal solo, George Edward Andrews and violin solo, Beulah Gore.

Guests will be received from 2:00 o'clock to 5:00 o'clock and all Mrs. Andrews' friends are extended a cordial invitation by the Greater Medford club, which is sponsoring the reception with Mrs. G. R. Satchwell, president, and other officers acting as hostesses.

Lovely summer decorations will deck the club rooms and a group of the younger misses will serve.

### Bardwells Entertain

For Mr. and Mrs. Adams  
Mr. and Mrs. Ralph G. Bardwell were hostesses at a dinner party Saturday evening in honor of Mr. and Mrs. Wm. F. G. Adams of Toronto, Canada, house guests of Mr. and Mrs. A. P. Johnsen.

Present for the evening were: Mr. and Mrs. Adams, Mr. Johnsen, Miss Orbie Natwick, Mr. and Mrs. George M. Roberts, Misses Mary Lee and Dorothy Roberts, Miss Virginia Gaddis, Miss Betty Bardwell, Bud Hayes, Kellon Streeter, Sandy Westagon, Fred Eberole and Mr. and Mrs. Bardwell.

### Sercombe to Be Guests Here Over Week-end

Mr. and Mrs. Dudley Sercombe of Portland, formerly residents of Medford, are returning here for the week-end and will be the guests of Mr. and Mrs. Frank Peri, who are planning considerable entertaining in their honor.

Thursday evening Mrs. Peri will be hostess to a group of friends in honor of Mrs. Sercombe, and on Saturday evening Mr. and Mrs. Peri will entertain at a party preceding the dance, the dance.

### Mrs. Andrews Honored At Dinner Sunday

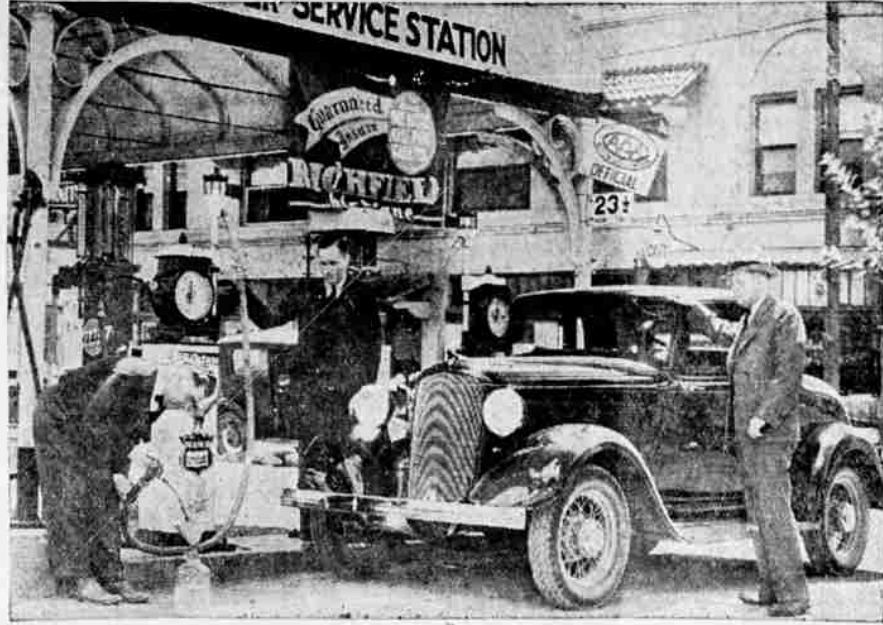
Mrs. George Andrews, who with her son George, is leaving soon for New York City, was honor guest Sunday evening at a farewell dinner given by Mr. and Mrs. R. E. McElhose. Guests included Mrs. Andrews and son, Mrs. Will Andrews and Miss Bonnie Andrews of San Francisco, Mrs. Mary E. Hazelrigg and Mrs. H. E. Marsh.

### Phoenix Thursday Club Will Meet

The Phoenix Thursday club will meet at the home of Mildred Ward Thursday afternoon with Ada Steadman acting as assistant hostess. The meeting will be the last of the summer.

**SWIM — DANCE**  
at  
**TWIN PLUNGES**  
"The Fun Spot of Southern Oregon"

## More Miles per Gallon Slogan Proved True in Richfield Test



Start of the Richfield competitive mileage test run held in Southern Oregon Saturday. Left, Val J. Fischer, proprietor of Sixth Street Super-Service Station in Medford. Center, Herb Grey, advertising manager of The Mail Tribune who was observer and judge of the run. Right, R. C. Doty, Richfield distributor for this section. Dewey C. Rohloff, automotive engineer of the Richfield Oil company and driver of the car, is not shown in this photo. The car used was a Plymouth coupe, furnished by Armstrong Motors, Inc., of this city.

"Three point one," sounds almost like the limit congress has set for legalized beer but, in this instance, it measures exactly the degree of superiority of Richfield "Hi-Octane" gasoline over another nationally-known brand in a novel mileage test conducted in Medford last Saturday. One gallon of Hi-Octane powered a 1933 model Plymouth coupe over a set course of 22.6 miles, exactly 3.1 more miles than the same car covered on one gallon of another brand of first-structure gasoline with Dewey C. Rohloff, automotive engineer of the Richfield Oil company, at the wheel and Herb Grey of The Mail Tribune as observer.

The remarkable run was conducted on exactly the same basis as similar tests now being held throughout the Pacific coast by the Richfield Oil company to back up this company's positive guarantee of "at least one more mile per gallon." This guarantee was originally based on the findings of the Smith-Emery company of Los Angeles, a member of the largest chain of testing laboratories in the world, in which Hi-Octane was claimed to be 13 per cent better than the average of thirty-one different brands of gasoline.

A Plymouth coupe, furnished by Armstrong Motors, Inc., was selected for the competitive mileage test run and a flexible tube from the one-gallon gasoline container was attached to the carburetor. In order that the test might fairly show the mileage that may be expected from Hi-Octane and its competitor, a course was

selected that would include city traffic, surfaced highway, smooth country roads and rough, "washboard" macadam roadways. Numerous stops were necessary in observation of traffic signals and in approaching arterial highways, a fact which makes Richfield's record of 22.6 miles with one gallon of Hi-Octane an outstanding one.

The test runs with Hi-Octane and another brand of gasoline were started from the Sixth Street Super-Service Station in Medford with Val J. Fischer, proprietor of this station and R. C. Doty, Richfield distributor for southern Oregon, viewing the starts. The smart little Plymouth coupe was driven by Dewey Rohloff east on Sixth street to Riverside avenue, the section of the Pacific Highway which passes through Medford. On Medford's main street considerable traffic was experienced in both runs until after the beautiful West Main street residential district of Medford was reached.

On the trip west from Medford to Jacksonville, the test car passed through a rich farming country, dotted with well-kept orchards. Scores of beautiful homes line this attractive stretch of highway. Jacksonville, rich in the romance of early mining days with many of the old buildings and landmarks still standing, is a popular mecca for Southern Oregon pleasure seekers. With this in mind, the Richfield officials included this lovely historic village in the route for the Plymouth. After leaving Jacksonville, the fleet

airport station, equipped to service planes with Richfield gasoline and Richfield motor oils, the Plymouth coupe headed its radiator for Medford over another, less used route, which called for driving in loose gravel and on rough, worn macadam. This road meets the Pacific Highway and brought the test car back to the Sixth Street Super-Service station.

Approximately the same ratio of time was used for each run and the same general speed in both tests assured a fair comparison of the two gasolines. Hi-Octane's mileage record was 22.6 miles on the single gallon, with 19.5 miles the total made by the other brand of gasoline chosen for the competitive test.

The remarkable run, carefully checked and observed throughout, gave the same results in actual driving that Smith-Emery company's test tubes have shown in past, exhaustive tests. Competitive runs similar to the one conducted last Saturday by the Richfield Oil company under the observation of The Mail Tribune, will be made in other Oregon cities by Dewey Rohloff. Results of the Medford test will be announced in the near future by Sam Haynes, the Richfield Reporter, over NBC, according to R. C. Doty, local Richfield distributor.

A meeting will be held at the court house auditorium Wednesday evening at 8 o'clock for organization of a local post of the Disabled American Veterans. Arthur E. Sollee has been working for some time in Medford and vicinity contacting ex-service men eligible by reason of war disabilities, for membership in the organization.

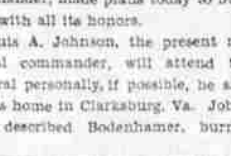
According to Sollee, "the disabled American veterans of the World war might be termed a national union, organized for the sole purpose of protecting and advancing the interests of disabled ex-service men through service of, by and for the disabled. The D. A. V. is the only congressionally recognized organization composed exclusively of disabled ex-service men. The D. A. V. is not only recognized by congress but is granted a national charter of incorporation by an act of congress.

The D. A. V. has in the past followed an aggressive legislative policy and intends to continue so in the future, firmly believing that the people of this nation are generous at heart, and that they are sincere in their desire to effect a further equalization of the burdens of the aftermath of war. It has been fearless in its espousal of all rackets, and persistent in

## BURNS ARE FATAL FOR EX-LEADER OF AMERICAN LEGION

SHREVEPORT, La., June 20—(AP)—The American Legion, which Major O. L. Bodenhamer served as national commander, made plans today to bury him with all its honors.

Louis A. Johnson, the present national commander, will attend the funeral personally, if possible, he said at his home in Clarkburg, Va. Johnson described Bodenhamer, burned



O. L. Bodenhamer

fatally when his cigarette set off gases in an oil field near Henderson, Texas, as "one of the most beloved of the legion's national commanders." Bodenhamer, 40 years old, was elected to the high post in 1929.

The accident occurred when Bodenhamer, en route from Henderson to Houston on business, stopped at his oil lands in the east Texas fields to confer with an assistant, R. C. Cook, about reopening five wells.

Bodenhamer was standing about 150 yards from the nearest well when he started to light a cigarette. Exploding gases enveloped him in flames and his clothes were burned from his body. Cook was burned about the face and hands.

After emergency treatment, Bodenhamer was hurried to the Shreveport hospital, where he died of his burns last night.

Its constructive criticisms and suggestions looking toward the improvement of the administration of laws affecting ex-service men. The D. V. A. will always be found in the forefront of the battle for justice."

## BIBLE CONFERENCE OPENS WEDNESDAY

Wednesday at 7:30 p. m., will begin the annual Young People's Bible conference in the Federated church at Central Point. Young people from the neighboring cities and country will attend. The conference is non-sectarian, and will present the teaching of the Bible, only. It is strictly a Bible conference.

Beginning Thursday at 8:30 a. m., and running thru the week, such subjects will be presented: "The Ideal Christian Life," by Rev. Chas. E. Dunham of Ashland; "Our Place in Christ," Mrs. R. W. Daylson of Central Point; "The Bible and Life," Rev. J. M. Johnson, Central Point; "Teacher Training," Rev. D. D. Randall, Medford. It is also expected that James Johnston, of Ceres, Calif., who has been in Ireland since August, engaged in evangelistic work, will be one of the leaders.

All sessions are open to the public. Special evangelistic services will be held each evening.

A most interesting and enjoyable program of recreation and good fellowship has been prepared by the committee, for all the registered delegates.

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Mrs. Ray Brien entertained yesterday afternoon at bridge.

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# Reach for a Lucky



- for always  
**Luckies**  
Please!



A man's cigarette?  
Well—here's why I enjoy Luckies

Somehow, I have always felt that it takes a really fine cigarette to please a man. And since many of the men whose judgment I value smoke Luckies... I reach for a Lucky, too. True, I enjoy Luckies' fine tobacco quality and their delicious mildness. But my real reason is perhaps a trifle feminine. Men may not appreciate this as much as a sensitive woman—but I'm particularly grateful to "Toasting" for that comforting assurance of purity. I've talked to many women about this—remember, a cigarette becomes an intimate thing with us, we place it between our lips. And so, perhaps, because I am a woman this is my woman's reason for always saying "Luckies Please!"

because "It's toasted!"



is the meeting-place for smart  
**FROCK FASHIONS**

New styles—new prints—new plain colors—new combinations—every day there are new frock fashions at Penney's! All the newest materials, too! They're gay, smart, and oh, so very wearable!

Right now, just when every wardrobe needs freshening, you'll discover particularly entrancing new necklines, sleeves, capetails, lingerie touches—in fact, everything you've been wanting. And just look at the remarkable low price!

**J. C. PENNEY CO.**

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