

Society and Clubs

Survey Shows Housewife Interested In Easing Work

By GAY PAULEY
United Press Correspondent

New York — (U.P.) — Today's woman is highly interested in politics, clubs, education, and what Marilyn Monroe thinks of marriage. But she wants more than anything else to read how her job as housewife can be made easier.

After that, she wants to know how she can make herself more attractive and better dressed. This is the gist of opinion of women's editors in answer to a United Press questionnaire on what in their pages pulls the greatest readership. Some 143 newspapers answer the questionnaire. They represented all kinds of papers — from metropolitan dailies to those of the small towns — and were from all sections of the nation.

Some of the women's editors said bluntly their readers were fed to the teeth with "the same old celebrities called on for comment. How about some new faces?" One quipped that "Marilyn Monroe always ends up on the sports pages anyway."

Another women's editor said the only personality outside her own community who has any appeal for women readers is "Mamie Eisenhower." Another editor—male—said he believed women readers had heard

enough even about the First Lady.

The women's editors with few exceptions agreed that their readers like stories of general interest—of women in politics, business and club life; of the atom in its relation to the kitchen of the future and what women in Russia aren't wearing.

But there is more reader interest, they said, in such down-to-earth subjects as budgets, nutrition, child care, and beautification both of the home and the housewife. And with a few exceptions, the editors said women wanted more fashion news.

"But the woman isn't interested," said one, "in advice on how to wash her brassiere every night or scrub her elbows and knees now that winter's here."

Another women's editor said: "We're not interested in the population of Pago Pago but we would like to be able to tell the housewives how they can ease their working day."

Women also like to hear how others of their sex are making a living, one editor said.

And, with few exceptions, the editors added, there should be more news of special interest to the women—all 53,000,000 of them.



ROYAL BEAUTY—Empress Soraya Efsanidari of Iran makes this portrait of royal beauty as she attended a World Affairs Council dinner at the St. Francis Hotel in San Francisco. The five-cluster diamond necklace and matching diamond earrings are part of the Iranian crown jewels. Her gown is of pale lavender satin, with velvet leaves applied on the strapless bodice.

Christening Held At Church Sunday; Family to Leave

Christening rites were held at St. Mark's Episcopal church yesterday for Kathryn and Jeffrey Ashcom, children of Dr. and Mrs. Richard Ashcom. The Rev. George R. V. Bolster officiated.

Godparents for Kathryn are Mr. and Mrs. Gilbert Tunny, uncle and aunt of the children, and Mrs. Martin Luther, Jr., and godparents for Jeffrey are Mr. and Mrs. Carl Wimberly Jr., and Martin Luther Jr.

The children and their older sister, Julie Ashcom, are grandchildren of Mr. and Mrs. Earl Tunny, 705 Park street, Medford. Since the Gilbert Tunmys are in San Francisco for the holidays, the grandparents substituted for the couple during the ceremony.

Dr. and Mrs. Ashcom, who have lived in Eugene the past few years, will leave soon for Detroit, Mich., where he will be on the staff of Ford Hospital and clinic. Dr. Ashcom will leave for Detroit about January 1 and the family will join him later. Mrs. Ashcom and the children are with the Tunmys for the holidays.

Church to Give Holiday Dinner For Young People

About 50 young people are expected to attend a holiday dinner to be given at First Presbyterian church tomorrow night for college students at home for Christmas vacation.

Dinner is set for 6:30 p.m. and high school students will serve. Mrs. Dwight Findley is chairman of the event, and assisting her will be Mrs. William McAllister, Mrs. K. G. Denman, Mrs. Albert James and Mrs. Jennings Pierce.

Son Here

Larry Walker, son of Mr and Mrs. C. A. Lusk, 10 Portland avenue, is spending Christmas leave from the Navy at his home here. The young man, who attended both junior and senior high school here, will return to the San Diego Naval base December 30.

Moose To Gather Yule Trees for MOD

Members of Medford Lodge 178, Loyal Order of Moose, today completed plans for picking up Christmas trees in the city next Sunday.

Persons are asked to place their old Christmas trees in their front yard before 1 p.m. next Sunday when they will be picked up by lodge members and volunteers. A contribution, in a sealed envelope, for the March of Dimes, has been requested to be affixed to the tree and all money so collected will be turned over to the polio organization, according to Leo Webster, lodge governor.

A public burning of the trees will be held at the site of the old gymnasium at Camp White at 7:30 p.m., Webster said.



MAKING ONE OF RARE public appearances, Bing Crosby escorts Mona Freeman to Hollywood premier, reviving gossip he has romantic interest in actress. From left: Crosby, Miss Freeman, Carolyn Wilson and Bing's son, Dennis. (International)

Students Home For Holiday Stay

Miss Sharon Jean Merkel, freshman at La Sierra college, Arlington, Calif., is spending the holidays with her parents, Dr. and Mrs. A. Erin Merkel, Oakland in pre-nursing, will return wood drive. Miss Merkel, student to school January 3.

A guest of the Merkels for the holidays is Miss Jewelle Thompson, daughter of Dr. and Mrs. Bernard Thompson of Medford and a student at Walla Walla college, Walla Walla, Wash. Dr. and Mrs. Thompson are in St. Paul, Minn., where Dr. Thompson is on duty with the United States Air Force.

To Elect

Merry-Go-Rounders club will meet Tuesday, December 28 at Camp Corral at 8 p.m. for a dance. Election of officers will also be held during the evening. A potluck supper will be served.

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CALENDAR

Monday
6:30 p. m. — Grandmothers club, Girls Community club.
7:30 p. m. — OLPNA, Sacred Heart hospital.
8 p. m. — Amethyst Rebekah lodge, Gold Hill IOOF hall.

Tuesday
1:30 p. m. — Rogue Valley Herb society, Girls Community club.

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by Alice Brooks



DRIVING TO SANDRINGHAM for Christmas holidays, little Princess Anne wears new "pirate cap" which some observers believe may start fashion for small fry. With princess is mother, Britain's Queen Elizabeth, who selected chapeau. (International)

MID WINTER SHOE SALE

Starts Tomorrow!

9:30 A. M.

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