

# Society and Clubs

## Women Due Glimpse of Fall Fashions at New York Show

By ELIZABETH TOOMEY  
United Press Correspondent  
New York—(U.P.)—Designers open their show room doors officially here this week to let women across the nation know what clothes they'll be buying next fall.

The dresses, coats and suits that are paraded daily past 200 fashion writers from newspapers across the nation represent high fashion and big business.

**11 Billion Dollars**  
Business is expected to reach a record 11 billion dollar high this year. That is the approximate amount we'll spend in 1955 on clothes for women and girls, not including the shoes we buy.

High fashion will establish some new figures too. The 28 designers who belong to the couture group of the New York Dress Institute, which stages this week-long fashion preview each summer and winter, represent many of America's most talented style makers.

**Hems Lower**  
If they decide skirts are going down three inches, a year from now we'll all be letting down hems, even though these 28 are a small part of the more than 3,500 manufacturers of dresses, coats, suits and separates that operate in New York City alone.

Names like Pauline Trigere, Claire McCardell and Christian Dior are on the American couture group list, although Dior will unveil his Paris collection later this month when the top

French Couturiers hold their much-publicized preview of new designs for fashion writers and buyers.

**259 Million**  
Buyers from American stores began seeing next winter's styles two months ago. We'll buy more than 259 million dresses this year, based on past figures, which means designers must sacrifice the last-minute excitement of Paris fashion previews to get their production lines rolling in time for September shoppers.

That explains why predictions of fashions to come can be made safely here long before the news is released officially on several thousand women already know that we're about to get a new kind of shoulder-line; we're threatened with much longer skirts and the bustline still hasn't recovered from Dior's flattened effect.

Details will be revealed officially starting tomorrow.

### Mistletoe Club Members To Picnic

A potluck dinner is scheduled by Mistletoe club members Wednesday, July 13 at 6 p.m. The event will be held at the Michael Beck home on Forest creek.

Those attending should take food for the dinner and table service. Transportation or directions may be had by telephoning 2-2360 or 2-2014. Purple and white streamers will be used to make the route.

### Officers Installed

Officers of the Wenonah club were installed at a meeting of the group July 7 at the home of Mrs. Glen Abbott, Lake Creek. Mrs. Ruth Iverson is the new president; Mrs. Donald M. Ivie, vice-president; Mrs. Noel Erskine, secretary and Mrs. Charles Dooms, reporter.

Date for the August meeting will be announced later.

## Lifelike Roses



by Alice Brooks

Crochet roses in color—to decorate this most unusual doily! They stand up in lifelike form against their lovely background.

Pattern 7327: Color-crochet rose doilies in "3-D"! Larger, 22 inches in No. 30 mercerized cotton; smaller measures 13 inches.

Send TWENTY-FIVE CENTS in coins for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Medford Mail Tribune, Household Arts Dept., P.O. Box 168, Old Chelsea Station, New York 11, N. Y. Print plainly NAME, ADDRESS AND PATTERN NUMBER.

ORDER our 1955 Alice Brooks Needlecraft Catalogue. Enjoy pages and pages of exciting new designs—knitting, crochet, embroidery, iron-ons, toys and novelties! Send 25 cents for your copy of this wonderful book now. You'll want to order every design in it!

## In And Around Gold Hill

Gold Hill — Mr. and Mrs. Vaughn Whitmore recently had as their guests Mr. and Mrs. Leonard Whitmore, Okiah, Calif. The two Whitmores are brothers.

Mrs. Edith Thompson has returned from a vacation trip to Roseville, Calif., where she visited with her daughter and family, Mr. and Mrs. Joe Sprouse, in Redding, Calif. She spent some time with her son, M. C. Swindler, and family. While there Mr. and Mrs. Donald Wright stopped by and took her to St. Joseph, Mo., where Mrs. Thompson visited with another son, Troy Swindler, and family. She also visited with Mr. and Mrs. Harry Morgan in Kansas City.

Mr. and Mrs. Roy Cruts, Denver, Colo., are visitors at the home of her mother, Mrs. Hannah Routh, also the Crut's daughter and family, Mr. and Mrs. L. H. Mann and children, Brighton, Colo.

Mary "Grandma" Chisholm has moved from the hospital to Parkview convalescent home on West Main st. in Medford. She is the mother of Joe and Fred Lewis and Rose Gilman, Gold Hill.

Mr. and Mrs. Richard McKay from California have been recent visitors at the home of his mother, Mrs. Lillie McKay. Recent guests of Mr. and Mrs. John Cogswell were Mr. and Mrs. Amji Miller, Walla Walla, Wash., and Mr. and Mrs. James Oates, Oakland, Calif.

Mr. and Mrs. Dick Dunlap and three children, South Sacramento, Calif., were recent guests of Mr. and Mrs. Joe Morgan. The Dunlaps are former residents of the valley, once owners of the Sherwood court north of Gold Hill.

Mr. and Mrs. Mike Tepovac, son Jerry, and Mrs. Tepovac's mother, Mrs. Minnie Baker, have returned from a week's vacation to Redlands, Calif., where they visited with Mrs. Baker's daughter, Mrs. Charles Fsoffel and family.

## Portlanders Held For Child Neglect

Portland—(U.P.)—A 32-year-old Portland laborer and his wife were arrested on charges of child neglect and drunkenness yesterday after the cries of their two unattended babies attracted neighbors.

Police, called by the neighbors, found a six-month-old baby and a year-and-a-half-old child locked in an upstairs room of the house with a 2½-year-old sister.

The parents, John H. Childers and his wife, Marjory, 31, were found in a nearby tavern. The couple has three other children, all under 10.

All six children were taken to a nursery. The parents were released on \$250 bail each.

Dead line Sunday Classified is at noon Saturday; 1 a.m. Monday for Monday; other days 5:30 previous day.

## SF Night Club, Hotel Guttled by Night Fire

San Francisco—(U.P.)—A spectacular four-alarm fire in the heart of San Francisco's North Beach district gutted the Italian Village night club and the three-story Entella Hotel early today.

Twelve persons were injured, 11 of them firemen. Most of them were overcome by smoke and exhaustion. A preliminary search of the building, which contained the night club and hotel, failed to turn up any fatalities.

Fire Chief George Kelly estimated the damage at \$250,000.

Singer Beatrice Kay, who was currently featured at the night club, said she lost all the musical arrangements she had collected in the last 20 years, as well as her entire wardrobe. Twenty-nine pieces of equipment answered the four alarms.

Use Tribune Want Ads



HEEDING ADVICE of friend of possibility of uranium 40 to 50 miles northeast of Bancroft, Ont., Mrs. Dorothy Midigan (center) of Akron, O., bought a Geiger counter and set off for Canada. She found what AEC officials tell her is "second best uranium assay in world so far." Mrs. Betty Cliff (left) and Mrs. Ruch Wileman (right) helped stake claim. (International)

## CALENDAR

Calendar notices and news for the society section of The Mail Tribune must be submitted in writing and deadline for the Sunday edition is 1 p.m. Friday. Deadline for the weekly calendar is 9 a.m. of the day of publication and for week day news is 5 p.m. the day before publication.

### Monday

6:30 p.m.—Westminster guild, picnic, TouVelle park. Members meet at Presbyterian church.

6:30 p.m.—Christian Business and Professional Women, picnic, Lithia park, Ashland. Members meet at zoo.

7:30 p.m.—Gorsline Missionary circle, First Baptist church, Mrs. Keith Hockersmith, 2608 Jacksonville hwy.

8 p.m.—Wanderer's club of Nomads of Avudraka, home of Mrs. John Fugill.

8 p.m.—Neighbors of Woodcraft, Moose hall, 11 Newtown st.

### Tuesday

10:30 a.m.—Oak Grove Neighborhood club. Members meet at home of Mrs. E. G. Trowbridge, 3237 Jacksonville hwy.

11 a.m.—Women's guild and circles, Zion Lutheran church, picnic, Hawthorne park.

1 p.m.—Women's fellowship, First Baptist church, Mrs. E. H. Niedermeyer, Ross lane.

2 p.m.—Christian builders, Sams Valley Community church, Mrs. E. I. Frederick, Table Rock rd.

## Installations Conducted by Pocahontas Lodge

Degree of Pocahontas installed officers at its regular meeting July 8. Deputy Great Inchoonee, Alena Erskine conducted the ceremonies. New Officers installed for the ensuing term are Mrs. Charles L. Stelle, prophetess; Mrs. Bessie Johnston, Pocahontas; Mrs. C. E. Steele, Wenonah; Mr. Stelle, Powhatan; Mrs. Margaret Davis and Mrs. Charles Dooms, scouts; Mrs. James Wicker and Mrs. James Grigsby, runners; Mr. Dooms, Richard Singler, Louis Thompson and Ed Schackel, warriors; Mrs. Frank Martin and Mrs. Juanita Barr, councilors; Mr. L. Stelle and P. M. Aldridge, guards, and Mrs. Orval Hayes, musician.

Dates for the outdoor initiation and picnic have been set for July 23 and 24 at the home of Mr. and Mrs. Glen Abbott, Lake Creek.

## Soft Flattery



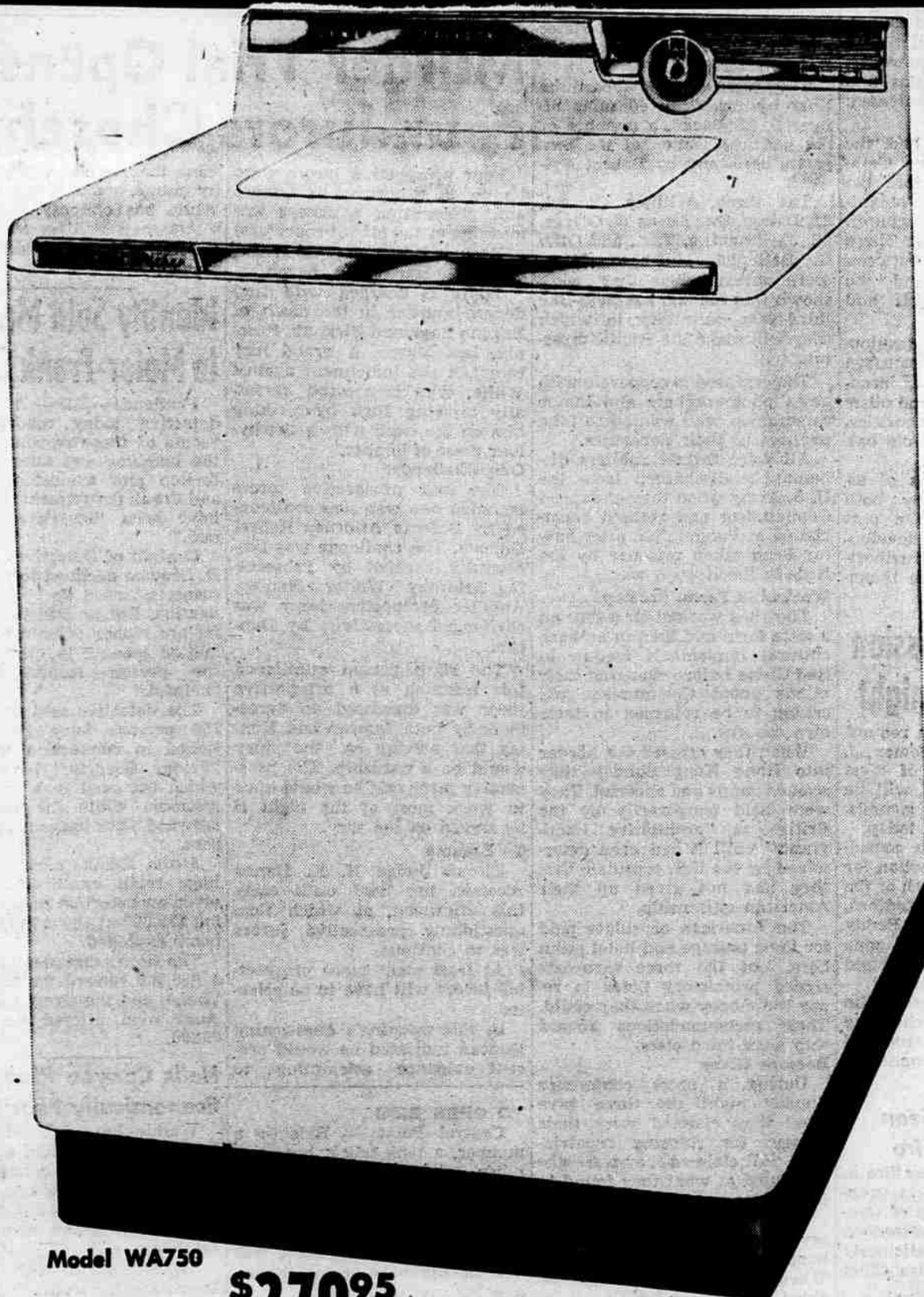
by Marian Martin

The soft summer dress—ideally feminine, always flattering! This graceful version derives its lovely lines from the soft gathers at yoke and skirt. Picture it now in misty-sheer voile or nylon—pretty with little bow-trimmed sleeves, or airy-cool sleeveless!

Pattern 9085: Misses' Sizes 12, 14, 16, 18, 20. Size 16 takes 4½ yards 35-inch fabric.

This easy-to-use pattern gives perfect fit. Complete, illustrated Sew Chart shows you every step. Send Thirty-five cents in coins for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Marian Martin, care of Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N. Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.

Dead line for Sunday Classified is Monday; other days 5:30 previous day.



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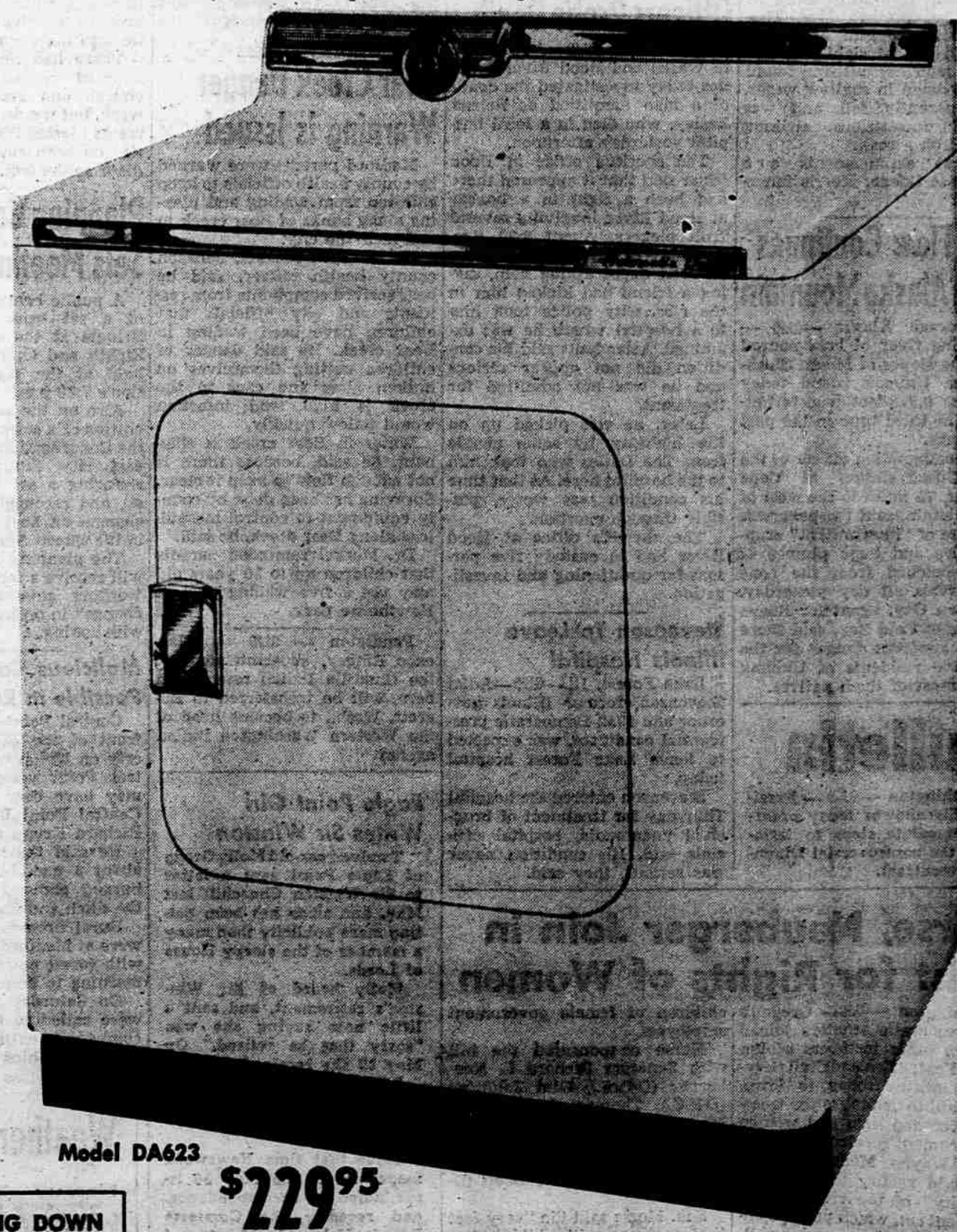
● BARGAIN STORE  
303 S. Front St.—2-5595



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NOTHING DOWN