

Directors Announced By WCTU

Directors and department heads of Oregon Woman's Christian Temperance union were announced yesterday by Mrs. Fred J. Tooez, president, during sessions of the 72nd annual convention being held here. Mrs. Tooez made the appointments after being reelected to office during the morning meeting.

Three new directors are Miss Olive Moss, Odell, Ore., international relations; Mrs. C. E. Oldham, temperance education in church schools and Mrs. C. W. Stacey, Salem, parliamentary law.

Reappointed were Mrs. Della Miller, Portland, director of the Children's Farm Home; Mrs. Lola Bodine, Corvallis, child welfare; Mrs. Lee Davenport, Portland, Christian citizenship; Mrs. M. G. Weatherby, Portland, drama and pageantry; Mrs. Etta White, Portland, flower mission and relief; Mrs. Hattie Amend, Portland, health and medical temperance; Mrs. R. D. Knigge, Roseburg, institute; Mrs. Winona Horton, Portland, literature; Mrs. Laura Christiansen, Lafayette, moral education; Mrs. Edgar Tibbitts, Portland, music; Mrs. Paul Schmidt, Coos Bay, natural fruit beverages; Mrs. C. C. Farr, Coos Bay, official papers; Mrs. Joy Calavan, Portland, scientific temperance instruction; Mrs. Minnie Bryant, Medford, soldiers and sailors; Mrs. Fred Southwick, speech contests; Mrs. W. A. Barkus, Salem, spiritual life; Mrs. George Winn, Milton-Freewater, temperance and missions.

Two ceremonies yesterday were devoted to children and youth. Mrs. Bodine, child welfare director, conducted a White Ribbon recruits ceremony. She spoke to mothers who had brought their children for the ceremony and Mrs. Richard Schuchard sang, accompanied by Mrs. Clinton Chrisman.

"Junior Citizens on Parade" was conducted by Mrs. Betty Fray, Roseburg, state director of the Loyal Temperance Legion, with local LTL members participating. Mrs. Ellmore Gilstrap is director of the local group, which has about 30 members.

Mrs. Fray also reported on a national workshop which she attended in Evanston, Ill., and reports on the recent national convention in Long Beach, Calif., were also given. Seven delegates had attended, in addition to the state officers, and Mrs. R. B. Ward was named to give the major report. Also speaking briefly were Mesdames Bryant, Payne, Mills, Miller, Mort and Southwick.

The convention was slated to close this noon after reports of committees, convention invitations and announcements of awards.

Return
Dr. and Mrs. Lawrence Ellis, 28 Eastover terrace, have returned home after spending a vacation on a motor trip north. The Ellises visited relatives in Walla Walla and Seattle, Wash.

Society

Apron Aide!



9005
SIZES
12-20
by Marian Martin

Cheery helper is this cobbler style—keeps you neat at cleanup time! Note the pinafore ruffles, "tulip" pocket—very pretty, very new! Note the diagram—how easy it is to sew; opens flat for easy ironing too. You'll want several—for yourself, gifts, bazaars!

Pattern 9005: Misses' Sizes 12, 14, 16, 18, 20. Size 16 takes 2½ 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 of this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Marian Martin, care Medford Mail Tribune Pattern Dept., 232 West 18th St., New York 11, N.Y. Print plainly NAME, ADDRESS, SIZE and STYLE NUMBER.

Howells Return From Vacation Trip

Central Point—Mr. and Mrs. William L. Howell have returned to their home on Route 2, Central Point, after spending the past month traveling. The Howells visited Yellowstone and Grand Teton National parks, and spent some time with their son in Provo, Utah.

Mr. and Mrs. Howell also visited Kemmerer, Wyo., where they lived for a number of years. Returning home by way of Salt Lake City and Nevada, the Howells then spent several days on the Washington and Oregon coast.

Republicans Plan Garden Meeting

Jackson County Republican Women will open the fall schedule of meetings with a luncheon in the garden at the home of Mrs. C. Reese Braley, 245 Valley View drive. It is set for Monday, September 12, at 12 noon.

Mrs. C. B. Frances, Mrs. Frank Ross, Mrs. John Boyle and Mrs. Rex Note will assist the hostess. The program will be given by Mrs. Roy V. Rickard and Mrs. J. P. Tobin. Mrs. Rickard will tell of a trip east this summer when she conferred with Leonard Hall, national chairman of the Republican party, and spent a day with Mrs. Dwight Eisenhower at the Eisenhower farm in Pennsylvania.

Buffet Supper Follows Session Of Bridge Club

Camp White—A buffet supper followed the last meeting of Camp White Duplicate Bridge club. Mrs. Roy Pruitt was chairman of the supper committee and assisting her were Mrs. O. O. Allenderfer, Mrs. Fred Purdin and Mrs. Josephine Clark.

Mrs. Clark arranged a table centerpiece of summer flowers. Play was for master points and north-south winners were Mrs. Frank Baker and Mrs. W. W. Stevenson, 175½, first; Howard Boyd and Roy Pruitt, 171, second; Mrs. T. J. Fuson and Mrs. A. Gilhouse, 170, third; Mr. Fuson and Mr. Gilhouse, 150½, fourth.

Mrs. Yvonne Dalen and Emery Wheat scored 155 points to lead east-west winners. Others winning in this position were Mrs. Pruitt and Mrs. Oda Thomason, 153½, second; Gen. and Mrs. J. P. Vachon, 144, third; Mrs. Purdin and Dr. George B. Dean, 142, fourth.

Texans Here

Recent guests of Mrs. George R. Carter, 821 East Jackson street, were Mr. and Mrs. Carter Purdy and daughter, Carol, of Houston, Tex. Miss Purdy recently returned to this country from Paris, France, where she studied at The Sorbonne. While here the visitors made a trip to Crater lake.

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.

7 p.m.—Jolly Stitches, home of Mrs. Don Miller, 542 N. Bartlett st.

2 p.m.—Junior Degree of Honor, home of Mrs. H. G. Wilson, 7 Chestnut street.

Saturday 2 p.m.—Zuleima temple, Daughters of the Nile, Ashland Masonic temple.

MUSTARD SPICES COOKIES
New York—(U.P.)—Next time you make old fashioned molasses cookies or gingerbread, try adding a dash of powdered dry mustard for flavor accent.

Nursery Panel

Now I Lay Me

7137



by Alice Brooks

Help children to remember prayers with this picture-sampler. Letters are large, easy to read, pictures are happy and lovable. Sweet nursery decoration.

You'll love to embroider this easy sampler! Pattern 7137; transfer 15½x19½ inches.

Send TWENTY-FIVE cents in coins for this 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 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!

Guild Announces Picnic Meeting

Westminster guild has planned a potluck picnic and meeting for Monday, September 12. It will be held at 6 p.m. in Hawthorne park, the site to be the south side near the Scout house.

Those attending are asked to take a contribution for the picnic supper and table service.

Visitors

Among recent visitors in Medford were Mr. and Mrs. Russell Marshall, Palm Springs, Calif. The Marshalls, who formerly lived in Klamath Falls, were guests of Mr. and Mrs. Ted Tibbutt, 2215 East Main street.

To Meet

Retired Teachers' association will meet Monday, September 12 at 1:30 p.m. at the home of Mrs. George Carter, 821 East Jackson street. All former teachers are invited to attend the meeting.

American Women Know What They Want Says Customer Preference Clinic Head

By ELIZABETH TOOMEY
United Press Correspondent

New York — (U.P.)—An impeccably-tailored businessman leaned across his gleaming executive desk and snapped that he was sick and tired of people telling American women what they should want.

"You are too smart to be led around by the nose," Frederic Rahr declared defiantly.

"I'm fed up with hearing that American women don't know what they want," Rahr continued. "I've never said this to anybody before, but it is time somebody spoke up."

Rahr is best known as a color consultant. His organization samples the color preferences of women so manufacturers will know, for instance, whether more women would like to own pink refrigerators than ice blue refrigerators.

Customer Clinics
But he also conducts something called customer preference clinics in stores across the nation, and in these gathers the likes and dislikes of some 100,000 women annually on all kinds

of purchases, including clothing. Out of all this Rahr has gained far more than the specific information he set out to discover.

"A healthy respect for women," he said in ringing, respectful tones. "If you give her a fair chance to tell you what she wants, a woman will give you a straight answer."

"If there is anything wrong with her taste, it is only because it has been tampered with too much by so-called experts who constantly try to reform her."

"She will not make a sudden change in the clothes she wears or the decoration of her house because she has learned too much about what is becoming and attractive."

Sori Fashions Out

"Fashion changes are a provocative thing to women. They notice but then they sort out. A woman now reacts to a fashion change only as fast as she can afford to change her wardrobe and only insofar as she finds the fashion will fit her and be becoming."

"American women would not accept the flat-chested look from Paris a year ago. I knew they wouldn't, because we asked them and they told us."

Rahr asked suddenly, "which dress in your wardrobe would you like to get rid of first?" We mentioned an especially dismal frock.

"Either that is a dress you didn't like right after you got it home from the store, but kept anyway, or it is a dress you have had a long time and are sick to death of it, right," Rahr said.

"Then you won't buy another dress that resembles that one," he continued. "We should satisfy women's tastes—not try to remake them before they are satisfied."

Governors to Meet In Spokane Tuesday

Spokane — (U.P.)—The governors of three Northwest states will meet here Tuesday but a fourth said today he would be unable to attend the meetings.

The three, Govs. Arthur B. Langlie of Washington, Robert Smylie of Idaho and Paul Patterson of Oregon, will attend a meeting of the Columbia Basin Interagency Committee and will be guests at noon of the Spokane Chamber of Commerce.

Gov. J. Hugo Aronson of Montana said he would not be able to attend.

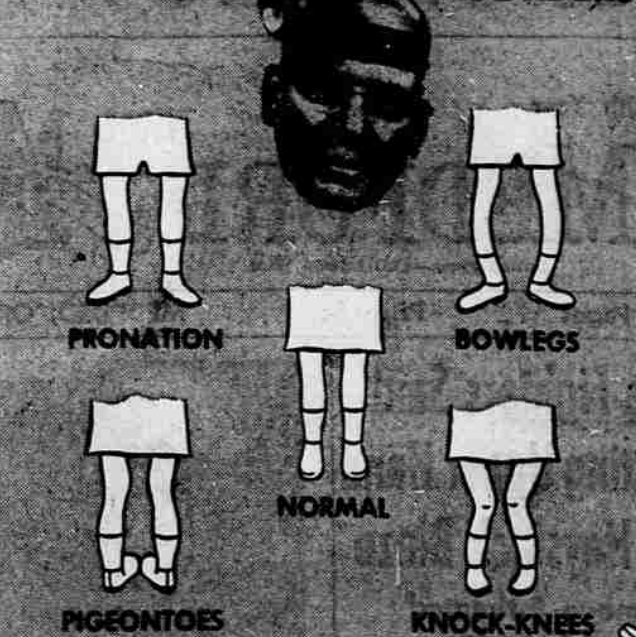
First the Musician Has It, Then He Doesn't

Hartford, Conn. — (U.P.)—Charles Gilbert reports the coincidence to beat all coincidences.

Gilbert, a musician, had an engagement to play at a resort in Moodus. A few hours before he was to leave for Moodus, he reported his car and \$600 worth of instruments stolen.

He borrowed another car and some instruments and drove to the resort. In the parking lot there, he found his own car—intact.

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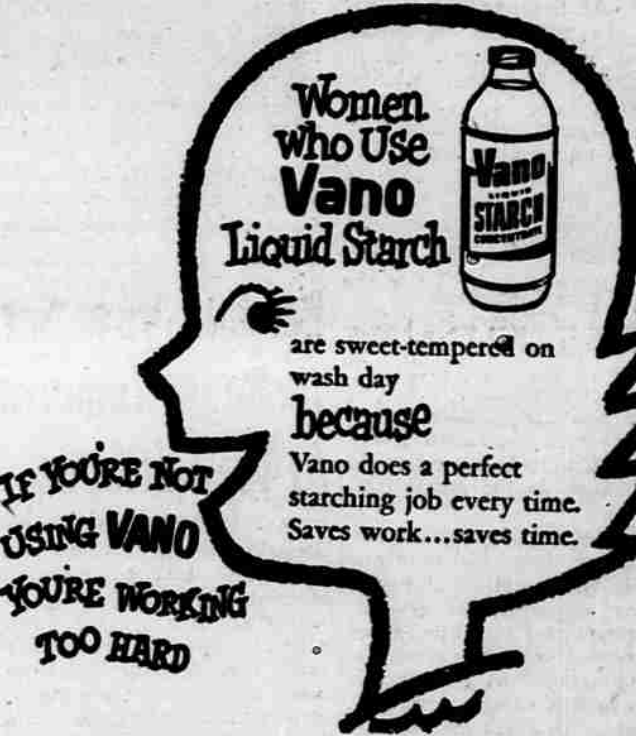
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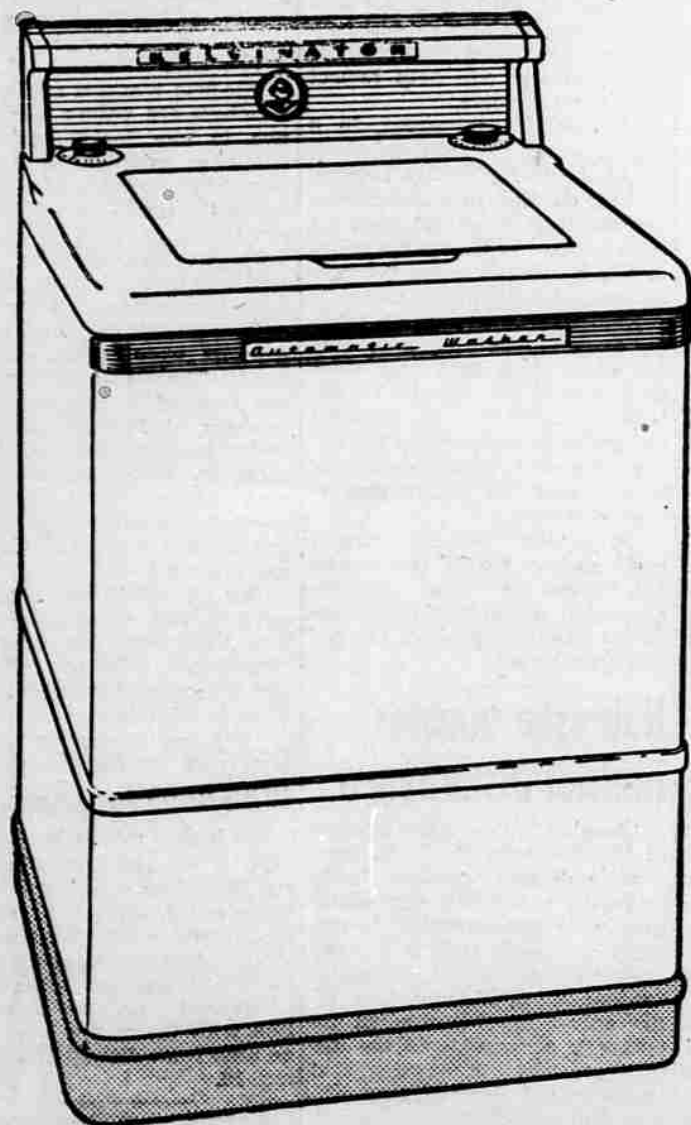
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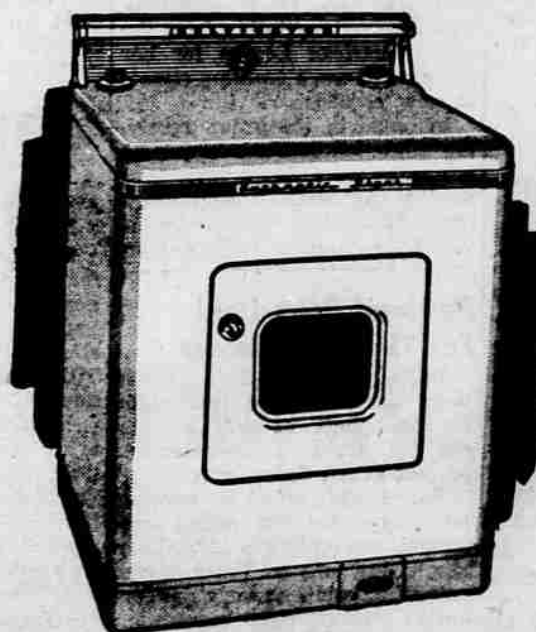
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