

Society

Civic Music Schedule Announced

The 1955-56 Jackson County Civic Music association schedule was announced last week. Membership cards and concert schedules are being mailed, according to Seth M. Bullis, chairman. Because of conflicting dates in making arrangements for artists to appear here, some changes have been made.

The first concert will be Friday, December 2, when the noted baritone, Thomas L. Thomas, will sing.

The Zurich Little Symphony orchestra will play Friday, January 6; the American Piano trio, Thursday, February 2; the Winged Victory chorus, Thursday, February 23; and Maurice Wilk, violinist, will be here Tuesday, March 13.

Mail Order Books Show Respect for Women Buyers

By ELIZABETH TOOMEY
United Press Correspondent

New York—(U.P.)—Fifty years ago a woman in a snow-isolated home turned up the kerosene lamp, pulled her chair close to the coal stove and began flipping thin pages of a heavy catalogue.

Her fingers brushed past pages that pictured tools, pocket watches, guns, buggies, saddles, a "wonderful Mississippi washer" for \$5.75 (six months trial offer), until finally on page 1301 she paused at the section devoted to women's clothes.

Maybe she only wanted a new shirtwaist, or she couldn't resist the "very handsome ladies' tourist coat" for \$6.50 on the page headed "Nobby cloaks for nobby folks."

Only Show Window

But this mail order shopper, for whom a catalogue was the only show window of city merchandise, was just one of millions of American women who

in the past half century have searched catalogue pages for clothes.

Mail order fashions have chronicled accurately the taste of 20th century women from the Gibson Girl customer to the toreador pants set.

They have recorded women's gradual emergence into prominence as family money spenders. Now women's clothes begin on page one in the Sears, Roebuck and Co. catalogue instead of page 1301.

The gigantic operation behind-the-scenes in the mail order catalogue industry is fascinating proof of two things—women's basic common sense and the respect big businessmen have for women customers.

Two months from now some 7,000,000 families will get the spring Sears, Roebuck and Co. catalogue which will include 175 pages of fashion representing the direct work of 350 people (buyers, comparison shoppers, designers, etc.).

The "nobby folks" of 50 years ago wouldn't recognize it. Since the late 1930s catalogues have hired high fashion models and copied the color pictures and striking poses of fashion magazines. Many a modestly-priced dress (the top dress price in the Sears catalogue is \$25) is shown on a girl paid up to \$50-an-hour for posing.

A single blouse style often represents weeks of research by a dozen people, topped off by a meeting of the "4-star" board at Sears. Paris predictions have no influence on the board. They pass on exceptional quality and proven style.

"It is not our province to pioneer," said Mary Lewis, one of the company's fashion staff. "For a fashion to be successful with us, it must have become somewhat familiar to the public."

Company for dinner unexpected? Stretch the main course and inexpensively by adding plenty of biscuits, muffins or gingerbread to the menu. Wheat products give flavor as well as good nutrition for a minimum of money.

Half-Size Flattery



9002 14 1/2-24 1/2 by Marian Martin

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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 ZIP and STYLE NUMBER.

BPWC Initiates New Members At Dinner Rites

Twelve candidates became members of the Medford Business and Professional Women's clubs during a dinner meeting November 17 at Mon Desir dining inn.

An emblem ceremony was exemplified for Mrs. Gertrude Blind, Mrs. Muriel Burns, Mrs. Viola Dietrich, Mrs. Cecile Hamill, Mrs. Betty Jamison, Mrs. Lorraine Martolin, Mrs. Jean Mast, Mrs. Ann Rice, Mrs. Geneva Collins, Mrs. Leona Bestul, Mrs. Marie Hogle and Mrs. Beulah Osborn.

The candle-light ceremony was conducted by Miss Frances Thrun. A business meeting was held following the dinner with Mrs. Harriet Watson, president, presiding.

The program was arranged by Mrs. Ruth Simmons, chairman of the membership committee, with Mrs. Frances Grant introducing the participants. They are Mrs. Bertha Haskins, history of the federation; Mrs. Alberta Rossi, aims of the federation; Mrs. Florence Lance, finances of the federation and Miss Hazel Swayne, who spoke on "What the Federation Has Done for Me."

Mrs. Cecile Jines, a past president of Pendleton club, and now a resident of Medford, was a guest.

Local Members Of Amaranth To Be Honored

Several valley persons will be honored Saturday, November 26 at the 22nd annual Amaranth Harvest ball of the order of the Amaranth, state of Oregon, to be held in Portland. The Sunken ballroom of the Portland Masonic temple, will be scene of the event.

The honored guests from Roxy Ann court, Medford, will be Mrs. Glenn L. Linn, charity; Jack J. Kennedy, commissioner; Ira Canfield, representative to Wisconsin, all state officers; Mrs. George A. Rehart, royal matron, and Carl H. W. Oestreich, royal patron.

Committee members from the local court will be Mrs. Canfield, associate matron, and Clarence W. Harwood, associate patron.

Hosts and hostesses for the evening will be Mrs. William C. Pritchard of Portland, grand associate matron, and Orna B. Cole, Cannon Beach, grand associate patron, and all associate matrons and patrons of the subordinate courts in Oregon and southwestern Washington.

Ham Scramble

Try a menu of ham scramble, lima beans, cottage cheese, bread with celery butter and baked apples for an old-fashioned country supper. To make ham scramble, add chopped cooked ham to hot corn-meal mush and pour into a pan to mold; then chill, slice thin and pan-fry until the slices are a golden brown. Serve the cottage cheese as a relish; whip the cheese until smooth and add chopped chives, tomatoes and green peppers.

Nice 'N' Spicy

That's the way most people like their pumpkin pies. Sara Walls, home economics director, suggests these variations the next time you make a batch of pumpkin pies to store in your freezer: add 1/8 teaspoon ground cloves and 1/4 teaspoon nutmeg to each pie crust; in place of the usual water, substitute chilled orange juice for the crust recipe, and, try a graham cracker crust for a real munchy, crunchy flavor.

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