

Half-Size Fashion

Radio Network Decides Women Need Daydreams

By ELIZABETH TOOMEY
United Press Correspondent
New York — (U.P.) — One of the town's busiest executives devotes his waking hours to a project designed to help women daydream while they dust.

The average housewife is tired of being educated from all sides, Billy Goodheart Jr., contends. They'd like a little mental escape while they're doing the housework.

"Less talk and more music," Goodheart said enthusiastically, leaning across the desk in his air conditioned office. "We're not going to educate them and lecture them. We're going to relax them."

Goodheart was describing the latest NBC daytime radio and television program. The network will replace its erudite "Week-day" show with two morning hours of live dance band music starting next week.

Goodheart came back from 13 years of retirement at his farm near Eaton, Ohio, to take charge of the show. He was one of the founders of the Music Corporation of America.

In Goodheart's opinion the housewife is the major reason that dance bands are getting back their old popularity. Women are getting in the mood to listen to music the way it was played when they were going to teenage dances, he says.

"We're going to have a lot of nostalgia in this," he said. "Let's face it. The audience in the morning is primarily married women doing their chores. They are doing a type of work that is pretty monotonous. They'd like to be lifted out of it. And it ought to be something that doesn't require their constant attention."

Songs To Remember

"Every time certain songs are played wheels start turning. They do for me too. They remind you of good times or bad times—but they take your mind some place else."

The music the guest bands will play will be the "basic stuff," Goodheart said. "None of this stuff with no melody."

Even jazz will be strictly limited. Most of the tunes will be frankly romantic or definitely danceable. The first four bands to appear on the program, which will be on radio from 10 a.m. to noon (EDT) daily and on television from 10:30 to 11:00 a.m. (EDT) daily, will be Guy Lombardo, Freddie Martin, the Dorsey Brothers and Wayne King.

"We don't claim we're starting a trend, we're just going along with a trend," Goodheart said. "You mark this down—the band is coming back in a big way. And women get a lot of the credit."

Women's Page

Band Concerts Set Tonight, Friday

Medford students enrolled in the band classes conducted this summer under the supervision of the city school system will present end-of-the-season concerts tonight and tomorrow night. I. A. Mirick is director.

Tonight members of the elementary band will give a half-hour concert in the old city park from 8 to 8:30 o'clock. Immediately following the junior high school age students will give a concert of band numbers, also at the park.

Friday night at 8 o'clock the senior high school band will give a concert in the park, with Mr. Mirick directing. These students presented a concert earlier in the season.

Parents and friends of the students and the general public are invited to attend.

Director Mirick has also arranged for the traditional ice cream parties for the band members this week to mark the end of the classes. Each year the youngsters are promised "all the ice cream they can eat." Snider's Dairy is providing the ice cream this year.

Announce Concert By Ashland Band

Ashland—Another in the series of summer concerts being presented by the Ashland city band will be given tonight at 7:30 o'clock in Lithia park. Huot Fisher, instructor of music in Ashland High school directs the band.

Opening numbers will be the "Star Spangled Banner" and Sousa's "The Thunderer" followed by "Andante" by Ingalls and "Ensemble of Unity" by Richards.

Clarence and Herbert Bell, cornet soloists will be featured in "The Pace" by Barnard.

Other numbers will include the popular "The Girl I Left Behind Me" by Anderson, Bruckner's "Apollo March," Massenet's "A Night in Spain" and "Italian March" by the great composer, Rachmaninoff.

The closing group will be "Bombasto March" by Farrer, the "Meditation" from "Thais" by Isaac, "Memories of Stephen Foster" by Holmes, "Anarrito Roca" by Texidor and "Hosts of Freedom," King.

The general public is invited to attend the concert.



by Marion Martin

Hot Sandwich And Chiliwich Good Outdoors

Chicago — U.P. — The arrival of the summer season brings almost as many ideas for outdoor cooking as there are persons to make the grills.

One certain hit is the hot sandwich, a variation of the "hero" or "poor boy."

Wait until the fire burns down to the coals. Then have ready a foil-wrapped loaf of rye or french bread complete with filling, for that whole meal between slices.

Slice the loaf in wider-than-usual slices, cutting slightly on the diagonal and not quite through the bottom crust.

Between slices, tuck in triangles of cheese, slices of fresh tomato and your choice of cold cuts of meat. Wrap the whole loaf loosely in freezer-foil and warm on the grill to the side of the coals until the cheese is melting. To serve, cut each bread section midway between the filling. Any number of "stuffings" such as meat or poultry salads can be used for the french or rye loaf.

Another hot sandwich is the cheese chiliwich. You will need:

3 tablespoons catsup; 1 tablespoon prepared horseradish; 3 tablespoons piccalilli; 1/2 teaspoon tabasco sauce; 1/3 cup chopped, cooked bacon (5 to 6 slices); 12 slices bread; 1/2 cup soft butter or margarine; and 6 slices cheese.

Combine catsup, horseradish, piccalilli, tabasco, and bacon. Spread the mixture over 6 slices of bread. Top each with a slice of cheese and a second slice of bread. Spread butter over outer sides of each sandwich. Place sandwiches between tongs or wire-type toaster and toast over coals until the cheese begins to melt. Turn the sandwiches on both sides to toast evenly. Yield: 6 sandwiches.

Combine catsup, horseradish, piccalilli, tabasco, and bacon. Spread the mixture over 6 slices of bread. Top each with a slice of cheese and a second slice of bread. Spread butter over outer sides of each sandwich. Place sandwiches between tongs or wire-type toaster and toast over coals until the cheese begins to melt. Turn the sandwiches on both sides to toast evenly. Yield: 6 sandwiches.

Teenagers take to this kind of a sandwich. Core an eating apple and cut into about 5 cross-wise slices. Spread each slice with crunchy peanut butter mixed with raisins. Put slices together to form whole apple. Serve with an Italian bread stick through the middle.

For a really scrumptious coffee cake, put half the batter in the bottom of a greased pan. Spread with orange marmalade and sprinkle with raisins, brown sugar and cinnamon. Cover with remaining batter and bake in a moderate oven.

Perfect dress for the shorter, fuller figure—its smart simple lines give you a taller, more slender look! As easy to sew as it is flattering to wear—proportioned to fit perfectly, no alteration worries! Especially lovely in a soft rayon crepe or faille.

Pattern 9141: Half Sizes 14 1/2, 16 1/2, 18 1/2, 20 1/2, 22 1/2, 24 1/2. Size 16 1/2 takes 3 3/4 yards 39-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 3 cents for each pattern for 1st-class mailing. Send to Marion 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.

Lodges to Hold Outdoor Ceremony

Redman and Pocomonts lodges of Medford will hold the annual outdoor initiation Saturday evening, July 28. It will be held at the Abbot home at Lake Creek and will be followed by a picnic Sunday.

Members of both lodges and their families are invited to attend.

In South

Mr. and Mrs. John Roy Simmons and sons, Mac and Johnnie, are now residing near Batesville, Miss., according to word received by friends here. They formerly resided at 749 Wabash ave. in this city and Mr. Simmons drove for the Yellow Cab company and their sons attended Roosevelt school.

Modern Chair-Set



by Alice Brooks

Crochet clusters of colorful grapes in easy popcorn stitch—sew them to a graceful leaf background. Make this smart, modern set to decorate chair or buffet!

Pattern 7255. Crochet grape chair-set, so effective in purple and white string. Quick and easy!

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.

Two FREE patterns—printed in the new Alice Brooks Needlecraft book for 1936! Stunning designs for yourself, for your home—just for you, our readers. In order—all easy, fascinating hand-work! Send 25 cents for your copy of this wonderful book right away!

Make a cling peach pie with a twisted lattice topping for a pretty dessert. To give it a colorful flavor touch, combine 1/4 cup chopped maraschino cherries with the filling and serve each piece with an individual wedge of Gruyere cheese.

Butte Falls Club Hears Report of State Convention

Butte Falls—Mrs. Harry Dalton reported on the convention of the Oregon Federation of Garden Clubs at the last meeting of Butte Falls Garden club. The meeting followed a picnic dinner.

Guests were Mrs. Howard Simmons, Mrs. Edward Berg and Mrs. Albert Hoffmann. Mrs. Hoffmann plans to become a member of the club.

Mrs. Frank Carson, president, conducted the meeting and announced that the August meeting will be held at the home of Mrs. Clay Conley. A garden tour will be a highlight of the meeting.

Several members of the club attended a picnic dinner given by Eagle Point Garden club July 11 at TouVelle park.

Stretch a pound of hamburger to feed 6 hungry people in a well seasoned tamale casserole covered with a fluffy corn meal topping. Put cheese, cooked large dry lima, ripe olives and tomatoes in it to add richness of flavor and nutrition.

CALENDAR

Thursday
7:30 p.m.—Pythian Sunshine Girls, Pythian building.
8 p.m.—Amigos International, courthouse auditorium.
Friday:
11 a.m.—Unity Truth Center meets, Room 203, Holly Theatre building.

Use Tribune Want Ads

TODAY'S QUESTIONS:

1. What can you buy that gives you more daily, monthly and yearly service?
CARPET!
2. What can you buy that gives you so much comfort over a period of many years?
CARPET!
3. What can you buy that actually saves you money over a period of years?
CARPET!
4. What can you buy that has almost permanent beauty for many years?
CARPET!
5. What can you buy that costs you so little to own?
CARPET!
6. WHERE can you buy carpet to get complete assurance of the finest guaranteed installation that money can buy?

Laurine's 400 E. Main St.
CARPET HOUSE
Phone 3-5182 for Free Estimates
Nothing Down—3 Years To Pay!

It's **Pick's** APPAREL—FAMOUS

White Stag SALE!

Thousands of Dollars Worth **PLAYCLOTHES**

NOW 33 1/3% OFF

COME A RUNNIN' . . . BETTER COME EARLY! Thousands of Dollars Worth of those popular, Wonderful, Wearable Spring and Summer WHITE STAG FUN CLOTHES at these TERRIFIC SAVINGS for the many days of sun and fun still ahead. HURRY . . . THESE BUYS WON'T LAST!

(Not All White Stag Merchandise On This Sale)

✓ CHECK THIS PRICE LIST!

ORIGINAL PRICE		SALE PRICE
\$ 1.95	33 1/3% OFF	\$ 1.30
2.50	33 1/3% OFF	1.67
2.95	33 1/3% OFF	1.97
2.98	33 1/3% OFF	1.99
3.50	33 1/3% OFF	2.33
3.75	33 1/3% OFF	2.50
3.95	33 1/3% OFF	2.63
3.98	33 1/3% OFF	2.65
4.50	33 1/3% OFF	3.00
4.95	33 1/3% OFF	3.30
5.95	33 1/3% OFF	3.97
6.95	33 1/3% OFF	4.63
7.95	33 1/3% OFF	5.30
8.95	33 1/3% OFF	5.97
9.95	33 1/3% OFF	6.63
11.95	33 1/3% OFF	7.97
12.95	33 1/3% OFF	8.63

AT PICK'S YOUR **White Stag** STORE Plenty of Free Parking
112 EAST MAIN STREET—Next Door to Robinson Bros.

BOOKS for SUMMER READING

- | | |
|----------------------------|---------------------|
| Latest Fiction | Inspirational |
| Non-fiction | Garden |
| Cooking | Mining |
| Travel | Do-It-Yourself |
| Humor | Language Dictionary |
| | Auto & Truck Repair |
| Medical | Marriage |
| Children's Books | For All Ages |
| and Many, Many Other Types | |
- Available at . . .

Also Available at
BIG "Y" RECORD & BOOK SHOP
Open Sundays & Evenings

Swem's
BOOKS-GIFTS-RECORDS
211 EAST MAIN MEDFORD, OREGON
In Downtown Medford