Back Stairs: White House Social Season

Washington — (U.P.) — Back stairs at the White House:

The revival of the custom of a White House social season stirs up a lot of memories, to say nothing of a lot of social strategy on the part of Washington hostesses. The ladies of the social set would happily give up their last Dior gowns to be invited to one of the White House dinners, but then they'd probably run right out and buy replacements.

Social seasons of the past have produced tragedies, banner headlines, thousands of sore feet and much joy for some.

Tragedy: A handsome young military attache of a foreign embassy was banished from his post and sent home in disgrace because of what happened at a White House reception some years back. His spurs caught in the flimsy folds of the evening gown of a cabinet wife in the reception line and as he walked away, he unwittingly tore away a considerable portion of her costume.

Embarrassment: The panties of a distinguished Washington lady came unanchored and dropped to the floor of the stately main hall of the White House as she was proceeding in full dignity toward the East Room for an after-dinner musicale. She realized she'd lost something, but didn't dare attempt a retrieve. An alert member of the house staff spotted the panties resting on the red carpet and quickly jammed them in his pocket.

Banner headlines: When the Franklin D. Roosevelts decided to serve beer at a reception shortly after repeal, temperance organizations howled in protest. But this did not deter the first family. Mrs. Roosevelt probably did more to warm up the archaic old mansion than any first lady in many years. She set the more dignified Washingtonians on their ears one night by leading a conga line—and well.

President and Mrs. Eisenhower held no social season in the 1955-56 winter because of his health. But he must feel in top condition now since the White House has announced an active schedule of receptions and dinners extending into early March.

Although the dinners and receptions ostensibly are only for official figures in the government or the diplomatic corps, the Eisenhowers always include a few personal friends in each affair. These are the most treasured invitations in Washington and the gall of some people in attempting to get on an invitation list never fails to amaze some of the case-hardened personnel of the White House social office.

The inauguration has helped the sale of formal clothing locally, but the social season will help even more. All of the White House affairs are strictly formal—white tie and tails for the men, long evening dresses for the women.

There'll be a scattering of high silk hats, but mostly black homburgs which the President helped popularize at his first inauguration. The homburg fits in much better with the current fashion of low-slung automobiles.

Limousine hire will pick up substantially on the nights of White House parties because it is not considered the height of fashion to drive one's own car to a social affair at the executive mansion. A doorman directs one's chauffeur where to park, or one may have his "man" return at a specified time—usually about 11 o'clock for the dinners, later for the receptions.

Taxis are quite acceptable, but many prefer to lay out $18 plus tip for the use of liveried chauffeur and freshly polished Cadillac for three hours.

H. G. Horn Named Heart Fund Chairman

Portland—H. G. (Bud) Horn, Portland, state manager of the Business Men's Assurance company, has been named chairman of the Oregon Heart association's 1957 Heart Fund campaign next month, Dr. Herbert Griswold, OHA president, has announced.

The month-long campaign provides funds to finance heart disease research, professional public education and community service.

Horn has been active in various civic and church activities, and was director of the Multnomah county United Fund. He was chairman of Oregon's first Heart Fund campaign in 1952, is chairman of the board of trustees of Westminister Presbyterian church in Portland and is a national trustee of the Allergy Foundation of America.

Clark Buys Interest In Tire Service Firm

Charles Furnas, former mayor of Medford, has sold his interest in the Medford Tire Service Inc., 123 South Riverside ave., to Bill Clark, formerly of the Goodyear Tire company, Portland, and Jim Shoemaker, a partner with Furnas until the sale last July it has been announced.

Furnas founded the business in 1918. It was originally named the Medford Service station at Main st. and Riverside ave. In 1953 the business changed names and moved to its present location.

Furnas was appointed mayor of Medford in September, 1937, after Mayor George Porter resigned. Furnas was mayor until December, 1940. He previously was a councilman.

The business was incorporated in 1949. Clark is president of the corporation and Shoemaker is secretary-treasurer. They are co-owners.

Fred Purdin, who joined Furnas in 1924 as office manager and bookkeeper, will continue in that capacity under the new owners.

A GOOD PASS

Lewiston, Me. — (U.P.) — Joseph A. Carrier, 72, who was groundskeeper for Bates College teams for 40 years before his recent retirement, received "just the advance Christmas gift" he wanted — a lifetime pass to all Bates' athletic events.

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POPLIN BLOUSES
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MEZZANINE

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TV STANDS
These have the caster wheels for easily moving from one room to another. Adjustable side brackets permit use with any size TV set. An 8.95 value!
$4.79
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GIRLS POPLIN
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GINGHAM SHIRTS
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MEZZANINE

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Another outstanding savings for you. In Red, Navy or White Twill. Good style and long-wearing material. Sizes from 7 to 14.
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