

Older Women Offered Grant By Altrusa Club

Medford Altrusa club, classified service group for business and professional women, has announced that it will again give a vocational grant to help an older woman in need of employment. The project was started two years ago by the local club.

The grant will be available at once to some Jackson county woman needing assistance to train or re-train herself for earning a living after absence from the business, professional or industrial field, or to a woman who finds she must support herself or family and who will be entering the labor market for the first time.

It is also stated that equipment, rather than training, will be given by the club if it will aid the applicant to become self-supporting.

Women interested in the grant are asked to write to the Vocational Committee, Medford Altrusa club, Box 623, Medford, or they may telephone 2-4428, or 3-2779. All applications will be confidential.

Valentine Party

Scottish Rite Women's club planned a Valentine party at a meeting in Masonic temple Monday. The party will be held February 11.

Guests were Mrs. Edith Hall of San Diego, Calif., and Mrs. Vernon Thompson, Medford. Canasta and bridge were played with the bridge prize going to Mrs. Clay Lee and the prize for canasta to Mrs. Thompson.

Mrs. Fred Graten, Mrs. Lloyd Caton, Mrs. Melvin Krows, Mrs. Veri Walker and Mrs. Willard Hunter served refreshments, with the men joining the women for this part of the evening.

All widows, wives, mothers, sister and daughter of Scottish Rite men are invited to attend the Valentine party.

MEDFORD MAIL TRIBUNE
Women's Page

School Legislation Topic for Talk by Medford Superintendent

Believing that benefits to the entire state educational system would result if the bills for increased basic school support and a change in the formula for equalizing its distribution were passed by the current session of the state legislature, Leonard Mayfield, Superintendent of Medford schools, urged members of the Crater High School Parent-Teacher association at a meeting held Monday night to voice their approval to the legislators.

Four other measures endorsed by leaders of the three organized groups most interested in the welfare of our schools, the Oregon Council of Parents and Teachers, the Oregon Education association and the State School Boards association, were discussed. They provide that the state assist school districts which are unable to cope with increased enrollment, that the reorganization of school districts into more efficient operating units be made mandatory, that the certificates of teachers convicted of felony or sex crimes be cancelled, and that the rural school laws be revised to allow for appointment of county school superintendents.

Each of these groups also recommend and sponsor a long list of changes in the state laws regarding salaries, tenure, insurance and other benefits, dates for contracts and filing for elections, bonding capacity, expenses and duties of school boards, and others.

Claude Thompson, PTA legislative chairman, introduced Mr.

Mayfield. The invocation was given by the Rev. Paul Kroon, pastor of Community Bible church in Central Point.

Officers of Crater chapter of National Torch Honor society conducted a candlelight installation for 21 new members. Miss Martha Boshars, faculty advisor, gave a short history of the club. Larry Smith, president, Miss Karen Johnson, vice-president, Miss Sara Richards, secretary, and Gary Smith for Miss Sally Eldon, treasurer, represented the cornerstones, scholarship, leadership, service and character. Arthur Straus, principal, then gave membership certificates to Seniors Kay Burd, Rose Drake, Sharon Mayfield, Steve Parrish, Ralph Simon and Marcena Lawson, and Juniors William Callender, Gail Collins, Judy Davis, Joan Dobrot, Richard Evans, John Foley, Jon Frederick, George Gilman, Gerald Kime, Allen Kimmy, David Mack, Warren Straus, Phyllis Taylor, Anita Vonderhellen and Linda Warren.

Mrs. Charles Taylor, program chairman, introduced Superintendent H. P. Jewett, who explained the need for additional class rooms and the completion of the athletic field at Crater High school. February 18, a bond election will be held, and polling places at Crater High band room, Gold Hill Elementary gymnasium and Sams Valley school will be open from 2 to 8 p.m. Mrs. C. B. Cordy, president, urged each one to help eliminate overcrowding in schools by voting February 18.

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Shady Cove VFW Plans Dance For March of Dimes

Shady Cove—Veterans of Foreign Wars will hold the annual March of Dimes dance, Saturday, February 2, in VFW hall in Shady Cove. Music will be donated by Jim Rea's orchestra. The auxiliary will serve refreshments under the chairmanship of Mrs. Phillip Holt.

The auxiliary held initiation for Mrs. Michael Fazio at the last meeting. Mrs. Fazio was recommended by Mrs. Harry Birch.

The group voted to sponsor Jo Ann Dickenson, baton twirler.

Refreshments after the meeting were served by Mrs. Francis Miller, Mrs. Barney Leabo and Mrs. Theron Mason.

The next meeting of the post and auxiliary will be February 1.

Past Chiefs' Night Observed by Lodge

Pocahontas lodge observed past chiefs' night at the last meeting. A dinner preceded the session; Mrs. Carl Ludwig presided.

Mrs. F. I. Ruch was re-instated during the meeting.

A card party brought the evening to a close.

The lodge will meet again Friday, February 1, at 8 p.m. at Redman hall.

Dance Club

Central Point—Happy Harvesters Square Dance club will hold a dance Saturday, February 2, at 8 p.m. in the American Legion hall. Paul Larsen and J. D. Lubbers will be callers.

Potluck refreshments will be served.

coins for 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, N.Y. Print plainly NAME, ADDRESS, SIZE and STYLE NUMBER.

Installation Plan For Premiums is Newest Gimmick

By GAY PAULEY
United Press Correspondent
New York — (U.P.)—A tobacco company in Virginia is offering premiums on the installment plan.

This is the newest gimmick in the fantastic business of inducing us consumers to buy more through offers of extra values— from the prize in the box of cracker jack to the Cadillac offered in a jungle completion contest.

The tobacco company, with headquarters in Richmond, operates its pay-as-you-use plan much the same way any other installment plan operates.

Make a down payment on a premium, such as an electric iron or flashlight, of perhaps 15 coupons from packages of the company's cigarettes or pipe tobacco. Mail in the coupons, name the premium you want, it is sent you immediately, and you go on mailing coupons each month until the premium is clear.

The tobacco company's plan is part of the post-war boom in the 106-year-old premium industry, said Gordon C. Bowen, president of the Premium Association of America.

Early Start

The bonus idea originated in 1851 when a savvy soap maker named Benjamin T. Babbitt offered housewives colored reproductions of art works in exchange for a set number of

wrappers from his "Sweet Home" laundry soap.

Today the rewards generally are more expensive, the companies involved, in the hundreds.

Last year, Bowen reported, the dollar volume of premiums climbed to the record total of \$1.6 billion compared with the pre-war peak of \$500 million in 1940.

Approximately one-third of the 1956 total was in trading stamps alone, said George Biderman, an association spokesman.

Biderman credited the book to the growing competition for the consumer's dollar. The premium industry slumped during World War II, he explained, because the manufacturer or retailer didn't need to "sell." Many products were so scarce the housewife grabbed what was available.

More Expensive

The trend in all premiums is to the more expensive, said Bowen, because of the "general upgrading of consumer tastes." It used to be that the housewife mailed in a box top plus a quarter for a premium. Now, it's more likely to be, "send in one box top plus \$1 for . . ."

Bowen said housewives probably outnumber all other types of premiums, although extras these days include hosiery, power tools, sports equipment, barbecue gadgetry, and shrubbery. One form offers a rose bush.

Salad With A Difference

New York —(U.P.)—Combine orange and cucumber for an off-beat salad with both eye and taste appeal. Line a shallow bowl with iceberg lettuce leaves and on them arrange thinly sliced oranges, sliced cucumbers, and thin rings of onions. Add French dressing just before serving.

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by Alice Brooks

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