

Cold, Antiseptic Markets On Way Out, Say Designers

By GAY PAULEY
United Press Correspondent
New York — (U.P.)—This week in Manhattan:

Beauty among the bees . . . soft lights to go with the soft soaps and detergents. This is the rosy future for the supermarket shopper, one industrial design team reported this week.

Lippincott and Margulies, who have planned several supermarkets across the nation, said the trend is away from the cold, antiseptic type of shopping area. Operators are building new stores and redoing the old to provide an atmosphere of warmth and just about every comfort of home.

Walls, for instance, are being done in home decoration shades, such as canary, chocolate, pumpkin and wedgewood blue, and in textures of fireplace brick and wood paneling. Even lights come with homely lampshades.

The design team said the trend is a result of feminine demand. Women want the efficiency and speed provided by electronic gadgetry, but still want a market to provide a setting for talks with friends, and a pleasant escape from household chores.

One shopping center in Cincinnati boasts a half dozen terraced areas, complete with red-bud and cherry trees, tulips, vines and ducks in a pond. Pink marble stairwells lead to malls where sculptures sit in majesty. Several markets provide baby-sitting services, or tropical fish tanks and bird houses to keep the children amused.

"No reason," said the designers, "why the shopper shouldn't be surrounded with this, even when she's buying onions or wax."

Parents beware. The latest in toys teaches junior the art of parental analysis. Ideal toy is making a kit called the script analyzer. This, the manufacturer said, enables the child to interpret handwriting and determine whether his parents are talented, influential, friendly, virtuous, and so on. The kit is put

Instructions Given For Removal of Ink

Ames, Iowa — (U.P.)—Ink spots need various types of removal treatments, says Opal Roberson, extension textiles and clothing specialist at Iowa State college.

But she said the old-fashioned idea of using milk to remove ink stains isn't recommended.

If a washable ink is spilled on a washable fabric, Miss Roberson said, the fabric should be soaked for 30 minutes or more, rubbed with soap or synthetic detergent and washed in warm suds.

Chlorine bleach can be used if the stain doesn't go away. An ink-stained garment should be taken to the cleaners immediately if the ink is from a ball point pen or the fabric has a special finish.

together with the cooperation of Muriel Stafford, a handwriting psychologist.

Designer Mainbocher believes there should be fewer "looks" in fashion. "A really good thing can't be thrown away in six months," said the renowned designer this week as he previewed his spring and summer collection for fashion reporters. He compared fads to a surface squall on the Hudson River. "All the waves seem to be going toward Albany, but the deep, strong undercurrent still flows downward toward the sea," said Mainbocher.

Designer Uses Bedspreads for Expensive Gowns

By GAY PAULEY
United Press Correspondent
New York — (U.P.)—This week in Manhattan:

Don't joke, men, when your dream girl dresses up in something resembling a bedspread.

It probably is—or was—a bedspread.

Use of the tufted fabric spreads for feminine wardrobes is the latest brain-storm of Helene Pons, a theatrical costume designer for 30 years. Miss Pons made the clothes which Cecil Beaton designed for the "My Fair Lady" cast.

She explained that bedspreads she saw in a local department store had proved the perfect material for the bedraggled costumes Julie Andrews wears as a cockney flower girl in the musical hit.

Miss Pons liked working with the fabrics, and turned out a few blouses and circular skirts which a New York specialty shop promptly snapped up.

The ensembles, suggested for informal dress-up wear, soon will be available in selected shops across the country. The cost of each, from \$150 to \$175.

"Don't get the idea they're easy to make . . . that any woman can run one up on her sewing machine," said the Russian-born designer. She explained that each blouse and skirt is lined with taffeta and shaped carefully with pellon, one of the non-woven fabrics used by the garment industry.

The beaches this summer promise to look as if the fruit and vegetable peddlers had just gone by.

One young and brave New York milliner, known simply as William J., previewed a collection of beach hats which are outside versions of watermelons, strawberries, carrots, cabbages, tomatoes, etc.

The hats basically are painted

Fashion Winner!



9138 SIZES 2-10
by Marianne Martin

"Grownup" styling, just like mother's—in a PRINTED Pattern that's easiest sewing! Make your daughter this darling princess dress, with fashion's new blouse jacket—an outfit she'll adore!

Printed Pattern 9138: Children's Sizes 2, 4, 6, 8, 10. Size 6 dress and jacket require 2 1/2 yards 3 1/2-inch fabric; 3/4 yard contrast.

Send Thirty-five cents in coins for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Marianne 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.

Mrs. Don Ross To Be Club Hostess

Mrs. Don Ross, Ross lane, will be hostess for a meeting of Jolly Stitcher club Friday, March 8, at 1:30 p.m. Dessert will be followed by a meeting.

St. Elizabeth Guild To Meet on Friday

St. Elizabeth guild of St. Mark's Episcopal church will meet Friday, March 8, for a 12 o'clock luncheon followed by a business meeting.

Designer Predicts Push-Button Age To Aid Shoppers

Aspen, Colo. — (U.P.)—One top industrial designer predicts that push-button shopping is just around the corner.

J. Gordon Lippincott of the Lippincott and Margulies firm of New York sees the day when women will shop without leaving their living room or kitchen—with the aid of a closed circuit television set.

Lippincott, whose firm has designed everything from the outside of soap boxes to the inside of atomic submarines, described shopping of the future during the annual International Design conference here.

Here is how he puts it: "The consumer, at home before the closed circuit TV set, picks up a telephone attached to the side of it, dials information and asks to look at some product—let's say, electric mixers.

"She turns on the set and there flashes before her the names of some 16 brands of mixers, plus a brief picture of each." Say she likes brand "X." She calls the manufacturer and asks to see its film showing how the mixer works, what it will accomplish.

She may ask for the same information from company "Y" and compare brands. All information would be sent pre-recorded on tape.

Next, said Lippincott, the housewife phones in her order, specifying color, size and shape. It is manufactured and delivered within 24 hours.

Final touch: her order is sent to her bank where the amount is deducted from her account. Or, if she wishes to pay for the mixer on the installment plan, one dollar is added automatically to her month bill.

Airline Hostesses Are Mostly Brunette

Kansas City, Mo. — (U.P.)—Gentlemen may prefer blondes, but chances are they won't find many of them in the ranks of airline hostesses.

Among the girls hired by one airline (TWA) last year, only 13 per cent were blonde. Since the airline frowns on "touched up" tresses, this percentage shouldn't increase significantly.

The survey showed that 79 per cent of the girls have dark brown hair, five per cent are red-head and four per cent have coal black locks.

Brown eyes were found among 36 per cent of the hostesses. But the rest shy away from the listing "blue," preferring instead colors as green, hazel, smoky and grey.

Other statistics revealed the average airline hostess is 21 years five months old when hired, stands five feet, five inches tall and weighs 117 pounds.

Most of the hostesses—around 72 per cent—have at least one year of college education and nearly all have had some previous experience.

Half-Size Gem



9111 SIZES 14 1/2-24 1/2
by Marianne Martin

Lucky Half-Sizers! This Printed Pattern is designed for your figure — to make you taller, smarter, slimmer! Notice the extra illusion of length in the tucked bodice; easy, graceful step-in lines; 3 sleeve versions for any season!

Printed Pattern 9111: 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 4 1/2 yards 35-inch.

Printed directions on each pattern part. Easier, faster, accurate.

Send FIFTY CENTS in coins for this pattern—add 5 cents for each pattern for 1st-class mailing. Send to Marianne 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.

Attractive Flowering Plant Has Several Different Names

By AL HOBART

One of the most attractive flowering plants in our area is also one of the commonest, a circumstance that is too rarely appreciated by local residents. The mind, like the appetite, becomes indifferent with too frequent exposure to a given stimulus. And so to those who live in southwestern Oregon and California the beautiful blueblossom is looked upon as just a part of the general attractiveness of the region.

But travelers passing through this area ask more often about this plant than any other seen along the highway. Its delicate loveliness never fails to attract the wondering and admiring attention of any but the most blasé or beauty-blind.

Blueblossom is one of several members of the genus Ceanothus that beautify and perfume our hills and valleys in late spring and early summer. Its botanical name is Ceanothus thyrsiflorus, and other common names are blue myrtle and wild or California lilac. It is a member of the Buxthorn family, to which the cascara tree belongs.

Blueblossom is a lover of sunny hillside and canyons and is often seen decorating the cutbanks alongside our mountain highways, where its attractive dark green foliage and large soft clusters of blue, pink or white flowers bring exclamations of delight from tourists.

Most often seen as a shrub up to eight feet tall, Blueblossom, under ideal conditions, becomes a small tree twenty-five feet high. It is a native Californian and is found all up and down that state along with many other

Child Specialist Says Picture Puzzles Good

Chicago, Ill. — (U.P.)—The puzzling problem of how to occupy a child's time can be solved easily — by using puzzles.

A University of Illinois child development specialist, Pat Robinson, said picture puzzles are the most effective since they usually take a child's mind off "other things."

Miss Robinson pointed out that puzzles, which vary in difficulty, can be found to suit almost any child.

St. Luke's Group To Meet on Monday

A meeting of Woman's Society of Christian Service of St. Luke's Methodist church will be held Monday, March 4, at 8 p.m. at the home of Mrs. Norman Capsey, 60 South Modoc avenue.

Announces Meeting
Olive Rebekah lodge will meet Monday, March 4, at 8 p.m. in the Odd Fellows hall. Hostesses for the evening will be Mrs. Margaret Davis and her committee.

Mrs. Don Ross To Be Club Hostess

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Corn Bread Rarebit

New York — (U.P.)—Call it Yankee or Dixie corn bread rarebit, whichever you prefer. And whether you use yellow or white corn meal, you are sure to call the results good. Make the bread either by your favorite recipe or by directions on the package. Heat 3/4 pound of sharp processed cheese (cut in pieces) and 1 cup of milk together in a double boiler, stirring until smooth. Add 2 tablespoons of minced onion, 3 tablespoons catsup and 1 small can of mushroom pieces. Serve the cheese sauce on hot bread wedges and garnish with pimiento or sliced stuffed olives. Yield, 6 servings.

Orlon Static Reduced With Detergent Rinse

Fargo, S. D. — (U.P.)—Reduce the static in washing orlon sweaters by adding a teaspoon of detergent to the final rinse, advises Julia E. Brekke, extension clothing agent.

This type of final rinse makes garments more comfortable, lessens the danger of fabric piling or balling, and cuts down on the cling, Miss Brekke said.

When the recipe calls for bread or cracker crumbs, roll them in a plastic bag. This keeps the crumbs from wandering all over the kitchen.

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