

Valentine Time Proves That Sentiment is Big Business

By GAY PAULEY
United Press Women's Editor
New York — Retailers send their love to St. Valentine for a good dollar and cents reason. Sentiment is big business.

Anyone who thinks cupid isn't busy this time of the year better take a look at sales figures on such standard mis-sives as greeting cards, candy and flowers.

Take flowers. John L. Bodette, secretary and general manager of the Florists' Telegraph Delivery association, said 60 per cent of its business in February is specifically valentine orders. And the participating florists expect to do 15 per cent more business this February 14 than last. Annual sales run around 57 million dollars.

"Roses, carnations and violets are the favorites for valentine gifts," said Bodette. "Anything red... even tulips," added a spokesman for Wadley and Smyth, one of New York's leading flower shops.

Candy is a traditional gift, but doesn't do as well in February as it does at Christmas, said the Retail Candy Store Institute. February sales account for 10 per cent of the annual business; Christmas, 20 to 25 per cent.

But one thing about the man who sends his true love candy. He wants the sentiment spelled out. Fanny Farmer, the nation's largest candy manufacturer-retailer, said most valentine boxes featured an unabashed "I Love You" decoration. Peak sales time—the afternoon of the 14th.

The day means big business for the greeting card industry. This year, the Greeting Card association said, about 400 million valentines will be sent. Sales are estimated at 45 million dollars, 10 per cent higher than last year.

Incidentally, the custom of sending valentines is an ancient one — stemming, the association said, from the story of a young Roman priest named Valentine who was executed February 14, 270 A.D. for refusing to renounce Christianity. Legend has it that his farewell message to his friend, the jailer's blind daughter, was signed—"From your Valentine."

Valentines reached a peak in size and elegance in the court of Louis XIV, the association said. Cupid appeared in designs for the first time, surrounded by cutout hearts, paper fountains, tiny birds and flowers circled by rich Venetian lace.

More Sophisticated
Today's valentine messages are more apt to be sophisticated than mushy, said Steve Shannon, associate director. The old "vinegar" valentine, or comic, which carried a vicious message, is dead. But in

Dinner, Dance Held by Group; Announce Ride

A valentine dinner and dance was held by Trail Riders February 8 at Willow Springs schoolhouse.

During a business meeting conducted by the president, Lloyd Hanscom, a ride was planned for February 16. Riders are to meet at the Double D Lumber company, old Highway 99, at 10 a.m. and are to take a sack lunch.

The past president, C. B. Harrison, was presented a silver buckle and his secretary, Mrs. James Wilson, a silver buckle set.

Mr. and Mrs. J. L. Parker and Lonny Boglnoff furnished music for dancing.

SOC President Speaks for Club

Talent — Dr. Elmo Stevenson, president of Southern Oregon college, spoke on birds at the Wednesday, February 5, meeting of the Talent Garden club.

Mrs. A. O. Floyd, state president of the Federation of Garden clubs, and Mrs. Ira Fitzgerald, district director, were also present. They spoke of billboard legislation and the club decided to write congressmen to try to prevent the placing of bill boards along the highways.

The meeting was held at the home of Mrs. Leon Lockwood with Mrs. H. L. Sommer serving as co-hostess. A desert luncheon was served to 21 members and four guests who attended the meeting.

its place is the "slam," which holds the sender or receiver up to gentle ridicule.
Women send more valentines than men, Shannon said. But in the last couple of years, a lot of designers have catered to the male customer. One of Shannon's favorites in this category shows a decrepit, hag-type female on the cover, with this message—"When they ask what I see in you..."
Inside, the rest of the message reads, "What shall I tell them?"

Orchestra, Bands To Give Concert

Portland — Three musical groups, two intermissions, buffet tables and an hour's dancing make up the program for the first Pops concert of the season planned by the Portland Symphony for February 17 at the public auditorium.
The musical groups will include the Portland Symphony orchestra under Theodore Bloomfield, playing light music selections; Monte Ballou and his Castle Jazz band offering the New Orleans flavor between intermissions, and the Herman Jobelmann dance band playing for an hour's dancing in the south wing to wind up the program.

During the show, both wings of the auditorium will be opened for tables, with table service available from the buffets throughout the auditorium. The rest of the auditorium won't be neglected in the food line, however, with buffets throughout and even vendors in the aisles during intermissions for those who don't want to brave the crowds.

Table reservations are being taken at the Portland Symphony office, 403 Park building, with J. K. Gill box office handling ticket sales.

To Show Film In Shady Cove

Shady Cove — The auxiliary to Steelhead post, Veterans of Foreign Wars, Shady Cove, has extended an invitation to the public to attend a program Friday, February 14 at 8 p.m. at the VFW hall in Shady Cove. The program will be presented by the Jackson county unit, American Cancer society, with Dr. Robert Buck, pathologist, showing slides and films, including the cancer film "The Other City."

The unit points out that every year 75,000 persons in this nation die needlessly from cancer every year, that they could be saved through earlier diagnosis and better treatment. This many individuals is the population of a medium-size city like Racine, Wis., which is depicted in this film as a ghost town, its population wiped out by a baffling disease that defied medical science.

While cancer does not strike down entire populations, it does kill a quarter of a million Americans annually, the unit notes.

Mrs. G. A. Hubbell has made arrangements for the program, assisted by Mrs. J. R. Bartuss. The committee will serve free coffee and doughnuts, and everyone is invited to attend.

Mothers' Group Defers Meeting

The monthly meeting of West Side Mothers' club, scheduled for February 12, has been postponed. Plans are being made for a joint meeting February 24 at 7:30 p. m. with Oak Grove School Mothers' club.

Members of both organizations are asked to keep the date open and it is stated that an especially interesting program is being planned.

Party Suggestions For Valentine Day

If you are giving a valentine day party, here are two suggestions which may be useful.

To make novel candle holders, scoop out bright red apples and insert candles.

To draw a pattern, such as a heart, on a soft cake frosting, dip the paper pattern in water and trace the outline with a toothpick dipped in food coloring. The paper will not stick.



Members of Ashland branch, American Association of University Women, are pictured here sewing costumes for the forthcoming children's theater play, "Cinderella," to be presented by the Southern Oregon College Players in both Ashland and Medford. Shown (left to right) are Mrs. A. C. Fries Jr., Mrs. Bill Sampson and Mrs. C. D. Winston. Miss Arieta Knowles, wardrobe mistress for the Players, and a large number of AAUW members are also working on the project. Production of the play will be Thursday and Friday evenings, February 13 and 14, at 8 p.m. at the college. In addition the Ashland branch will sponsor two performances February 15 and 22 at 10:30 a.m. for Ashland school children and the Medford branch will sponsor two productions in Medford at the Craterian theater the afternoon of February 18.

Many Girl Scouts Attend Last Charm School Session

The final session of the Girl Scout Charm school, featuring a fashion show by Scouts themselves of the right and wrong way to dress for various occasions, was attended by troops from Yreka, Calif., Cave Junction, Grants Pass, Rogue River, Central Point, Medford, Ashland, and Phoenix. The school was held February 8 in the Roosevelt school gymnasium.

Also a feature of the last session were table settings for different occasions, arranged by each scout troop attending.

Part of the fashion show was presented by models for Leon's Tots to Teens, with Mrs. Parker Wood and Mrs. Helen Arthur as commentators. Models were Sandra Wallace, Krista Baker, Anita Ritchey, Susan House, Eileen Elzea Lynn Peterson, Georgia Smith, Janis Mariz, and Sandra Gannon. Scout troops modeled clothes for sports, hiking or day camp, at home wear, play clothes for summer or winter, school clothes, scout uniforms, dress clothes and party clothes. Two girls from each troop came dressed in the attire assigned them, on dressed correctly and the other incorrectly.

A film strip, "Make the Most of Your Figure" was shown and Mrs. Arthur spoke briefly on the selection of proper undergarments as a requirement to good grooming.

The table settings were judged and the winning troop was presented with a Girl Scout traveling trophy. First place was won by Troop 1, led by Mrs. C. G. Fox and Mrs. Joseph Clark. The setting was a valentine buffet table; the tablecloth and napkins were made by the troop members, and the centerpiece of woodfiber flowers was made and arranged by Ann Jensen, also a troop member. The troop is from the Jefferson neighborhood.

Two troops tied for second place, Troop 166, from McLoughlin Junior High school, led by Mrs. Lorene Babcock; and Troop 173 of Washington school, led by Mrs. R. C. Myers. Third place was awarded to St. Mary's Troop 181, led

Twins Provide Makeup Problem For Senior Play

The identical Corum twins, Jim and Dic, provide an interesting makeup problem to be solved before opening night of the annual Medford high school senior play. The play, "Father of the Bride," will be given Thursday and Friday, February 13 and 14, at the high school auditorium.

Jim Corum plays the part of the father and must be made to look older. Dic is cast as the son-in-law, and he must remain young looking, although not similar in appearance to his twin.

Other make-up problems are also to be solved by the director, Mrs. Lenore Zappell. Bob Gee, a natural red head, is cast as an Italian and will have to undergo a dye job.

The costume department must round up enough formal gowns for an entire wedding party, and this is the work of Lea and Joyce Gilinsky. But their task is nothing compared to the one which confronts the property manager, Marilyn Brown, and her assistant. They must provide the "wedding" gifts numbering at least 200. In this considerable undertaking, Miss Brown is being helped by Barbara Stamer, Sharon Picard and Carlene Schuppenies.

Drama classes at the school are building and painting the set and Future Homemakers of America are making draperies.

Half-Size Gem

A Mardi Gras party will be held March 17 in two gymnasiums at McLoughlin Junior High school for those girls who attended every session of the charm school. Fifth and sixth grade Scouts will meet in one group, and the seventh and eighth graders in the other. It will be a costume ball or the girls may wear party clothes. If the girls desire, they may invite boys to attend the party with them.

The charm school was planned and directed by Mrs. Raymond Reter and Mrs. Al Carrara, and plans are to make it an annual event for Intermediate Scouts. Mrs. Carrara introduced the Rogue Valley Area council president, Mrs. Thomas Lytle, who spoke briefly.

The color ceremony was presented by three girls of Troop 168; they were Sheron Smets, Beatrice Rasmussen and Nancy Zimmerman. Community singing was led by Susan Gray.

Trip Described For College Club

Mrs. Amos Willits told of her recent trip to Mexico by Greyhound bus at a meeting of College Women's club held February 8 at the home of Mrs. C. G. Van Valzah, 15 Geneva street. Mrs. Willits went first to Mexico City, and then to Acapulco.

Miss Annette Gray discussed current events. Tea was served by Mrs. D. R. Sloan, social chairman, assisted by Mesdames R. C. Van Valzah, A. F. Arney, Bert Stancliffe and Ward Lampkin.

Sorority to Hold Valentine Party

XI Mu chapter of Beta Sigma Phi will hold a valentine party Wednesday, February 12, at 8 p.m. at the home of Mrs. Nick DeWitt, 320 North Keene way.

Members are asked to take earrings for exchange during the evening.

Social Club Show Set

Mrs. Lloyd Caton, president of Reames Social club, states that plans are being completed for the annual spring valentine luncheon and style show to be held on Wednesday, February 19 at Medford Masonic hall. Mrs. Fred Purdin is general chairman of the event.

The style show will be presented by Mann's store, with Mrs. John Esp as commentator.

Following the show, there will be cards for those who wish to play.

Mrs. George Ketchum will furnish organ music during the style show, and will also accompany Mrs. Charles Champlin and Fred Graten, who will be heard in solos.

Reservations are being taken by Mrs. Frank Little, Spring 2-4225, Mrs. Jack Clark Spring 3-1776, Mrs. Ross Gilkinson Spring 2-4358, and Mrs. Morris Boughner Spring 2-2466.

Medford Woman Home From Trip

Mrs. Clara Ziegler, 208 Crater Lake avenue, returned last Sunday from an 11-week vacation trip to the middle west. Six weeks, including the Christmas holidays, were spent in Des Moines, Iowa, at the home of Dr. and Mrs. G. A. Dierdorff, formerly of Medford.

Dr. Dierdorff is currently studying surgery at Des Moines General hospital. The remaining time was spent in visiting relatives and friends in Wisconsin and Minnesota. During December she attended the wedding of a cousin in Minneapolis.

Style Show Now Has Waiting List

Reservations for all three performances of Medford Junior Service league's spring style show are now on a waiting list basis, it was announced yesterday. Both luncheons and the dinner Thursday and Friday are completely sold out, it was stated at Rogue Valley Country club. Anyone forced to cancel a reservation is asked to do so promptly in order that persons on the waiting list may be accommodated.

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Family Here

Mr. and Mrs. David Doughton and three daughters, Sylvia, Gloria and Claudia, were week end guests of Mr. and Mrs. Richard Jewett, 903 Winchester avenue. Mr. Doughton is a brother of Mrs. Jewett.

Calendar

Calendar notices and news for the society section of The Mail Tribune will be submitted in writing and deadline for the Sunday edition is 1 p.m. Friday. Deadline for the weekly calendar is 9 a.m. of the day of publication and for week day news is 5 p.m. the day before publication.

Tuesday

6 p.m. — Bethel 55, Job's Daughters, Knights of Pythias hall.

7:30 p.m. — McLoughlin Junior High school parents, at school.

8 p.m.—American Legion auxiliary, home of Mrs. Clyde Fichtner, 227 North Oakdale ave.

8 p.m.—District 4, Oregon Nurses association, Rogue Valley hospital penthouse.

8 p.m.—Pythian club, home of Mrs. Joe Fritsch, 22 Geneva ave.

8 p.m. — Roguette circle, Military Order of Lady Bueg, Veterans hall, 42 North Front st.

Wedsnesday:
10 a.m.-12 noon—Kiwanian Dames coffee, home of Mrs. Edward Barnett, 425 Ardmore ave.
10 a.m. — Mothersingers, Hedrick cafeteria.

10:30 a.m.—Lake Creek Extension unit, home of Mrs. James Edge, Eagle Point.

12 noon — Medford Townsend club, Carpenters hall, 123 1/2 West Main st.

1 p.m.—Alpha Phi Alumnae club, home of Mrs. Lucien E. Harbert, 49 Valley View dr.

Stars, Flowers Topics for Class

A class in astronomy and in wild flowers of the west will be held Wednesday, February 12, for leaders of Girl Scout troops. It is set for Room B in the YMCA from 7:30 to 9:30 p.m.

Robert Hubbard will instruct in astronomy, and Mrs. Ivah D. Murray will show the Richfield Oil company's colored film on "Wild Flowers of the West."

The classes are designed for leaders of troops working toward badges in these two subjects.

Chapter AA

Chapter AA of the PEO sisterhood will meet at the home of Mrs. John C. Collins, 2248 Dellwood avenue, Wednesday, February 12. Luncheon will be served at 12:30 p.m.

Assisting Mrs. Collins will be Mrs. R. D. Dames and Mrs. C. C. Furnas.

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