Famous Dance Team Booked By Civic Music; Dinner Set

Booking of a second attraction for the 1958-59 season of Jackson County Civic Music association, was announced today by Seth Bullis, chairman. The dance team of Carola Goya and Matteo will appear here Monday, October 13, at Hedrick Junior High school auditorium. Previously it had been announced that the noted soprano, and opera star, Blanche Thebom, would give a concert here in February.

Mr. Bullis points out that since Medford High school auditorium is being renovated and is not open for public use, the dancers will appear in Hedrick school. Miss Goya and Matteo are widely known both in Europe and in the Americas for their dance artistry, and Goya began her career in Spain with the original Jose Crego ballet company.

John Udry, representing the national office of Civic Music associations, has arrived in Medford to conduct the annual membership campaign. Headquarters have been established at Purucker Music house, and workers are being recruited.

As in past years, the campaign will open with a dinner Monday, October 6, at the Jackson hotel at 6:30 p.m. This year workers must make reservations for the event, and may do so by calling Mrs. H. L. Roberts, SPring 2-2141, or Mrs. John Anicker, SPring 2-9916. It is stressed that the reservations must be made no later than Saturday, October 4.

Friendship Club Begins New Year

Gold Hill–The first meeting of the season of Amethyst Rebekah Friendship club was held in the home of Mrs. Paul Molloy Monday evening, September 29. Mrs. Harry Quinn, vice-president, conducted the business session.

Plans for the club's participation in the annual teacher's party which is scheduled in late October, were discussed. Mrs. Jerry Herrington, vice-grand of Amethyst lodge and treasurer of the club, will serve as general chairman for the event this year. She said that a meeting will be held soon with chairman from each civic group in the community to make arrangements for the party.

Mrs. Elmer Baxter, San Diego, Calif., was a visitor.

Mrs. Molloy was assisted by Mrs. Quinn during the refreshment hour.

The next meeting of the club will be held October 20 at the home of Mrs. Clyde Kell, with Mrs. Herrington as co-hostess.

Group to Attend Bridge Tourney; Events Planned

A group of Medford bridge players plan to go to Eugene this week end for a sectional tournament. Coming events of Medford Duplicate Bridge club include the October master point play Tuesday night at Girls Community club, and a Halloween party October 28 when a one-session "team of four" tournament is planned.

Ten tables of players were on hand for last Tuesday night's session. North-south winners were Miss Isobel Stuart and Dr. George Dean, first, 122 points; Mrs. William C. Knope and Mrs. Sam Richardson, second, 116½; Mrs. W. W. Stevenson and Ray Wise, third, 113½; Mrs. A. W. Lingass and Mrs. Frank Baker, fourth, 112 points.

Mrs. George Rode and Mrs. Paul Hatton scored 135½ points to top the north-south players as well as take first place for east-west.

The Thomas Randalls were second with 131 points and third went to Robert Dickey and Howard Boyd for 117½ points. Mrs. Leland Clark and Mrs. Al Gilhousen were fourth with 111½ points.

Plans Field Trip

Southern Oregon Mushroom club will hold a field trip Sunday, October 5th. Meeting place will be at the Fred Lawrence home, 1422 Euclid avenue, Medford. Visitors are welcome to join the group. For information call Mr. Lawrence, SPring 2-6767.

Consumer Exerts Pressure On Food Marketing Trends

How much do you as a consumer have to say about what's sold in the food markets? More than you think, advise home economists at the Jackson County Extension office. Although success of new food products depends a lot on advertising and promotion, the consumer has the final say on eventual acceptance, they pointed out. For every eight items introduced into the grocery store, five disappear from the shelves because they do not receiver consumer approval.

Food shoppers and advertisers can promote products that both favor. Food advertisers want to sell a product. And consumers want to buy products that will help feed their families better.

Advertisers use all sorts of ingenious devices, art techniques, and snappy prose to sell – even if it sometimes means "glossing" the truth, say the home economists. Over a billion dollars is spent each year on advertising food and food products.

Should Serve

Sound food advertising serves the interests of both the merchandiser and the public. Consumers should beware of exaggerated and ambiguous phrases – as factual loopholes may exist, it is stressed. For instance, misleading claims may often be used to sell such things as weight-reducing preparations, diet supplements and multiple or high fortified foods.

Another guide for consumers–learn what makes a source reliable, the extension experts say. For example, nutrition information in advertising is often misleading. "Nonfattening," "energy," "health food," and other commonly used terms, should be defined by nutritionists, not advertisers. Rely on nutrition information from a reliable source, such as the U. S. Department of Agriculture, Food and Drug Administration, American Dietetic association, American Medical association, and other authentic impartial sources.

Advertisers can help the consumer by use of common food names. Ingredients should be identified and listed according to amounts used.

They can also use simple terms to describe the food contents and value that can be derived from it. If the food is of high quality, its own merits will help sell it. Consumers should recognize that health depends on the diet as a whole, plus many factors other than food, the home economists emphasize.

Grade Teachers Slate Conference In Grants Pass

Mrs. Marjorie Blaar, new president of Medford Grade Teachers' association, will attend a conference in Grants Pass Saturday on Teacher Education and Professional Standards. Mrs. Bertha Haskins, TEPS chairman, will also attend.

The association held the first meeting of the school year Monday evening at Washington school, with Mrs. Blaar presiding. The group voted to meet successively at the three new elementary schools, Jefferson, Hoover and Wilson.

Mrs. Blaar reported on a workshop which she attended in Ashland September 20. Special public school legislation pertaining to educational problems and highlights in education today were discussed, she reported.

Roy Gilbertson introduced The Shadows of St. Mary's school who sang for the group.

Teachers of Jefferson and Hoover schools were hosts for the evening, and refreshments were served. Each school was well represented and Wilson school won the attendance award.

Crater Lions Initiate Three

Crater Lions club honored past presidents and initiated a group of members at a banquet meeting September 27 at the Medford hotel.

Past presidents honored were Robert Taylor, David Irving, John Lusk, Dan Dwyer and Manville Heisel. Two past presidents, Willard Buchanan and Wendall Vaughn, no longer live in Medford and were unable to attend. Mr. Buchanan now lives in Roseburg, and Mr. Vaughn in La Grande, Ore.

Frank Wilson, current president of the group, conducted the initiation, assisted by Mr. Heisel. Initiated were Elwood Anderson, Clyde Reese and Robert Hawkins.

The Shadows provided musical entertainment.

Sandens Return Home After Oregon Trip

Mr. and Mrs. G. O. Sanden, Old Stage road, returned Sunday night from a 5-day trip which took them to Cottage Grove, Ore., to visit their son-in-law and daughter, Mr. and Mrs. L. E. McMullin and family. They also went to Oakridge, Ore., to see their son, Roger Card, and to Klamath Falls where they visited another son and family, Mr. and Mrs. Preston Card and two sons.

The Sandens also visited the Peterson Rock Gardens near Bend.

Gold Hill Hostesses Give Shower Party

Gold Hill – Mrs. Donald Meister was honored at a layette shower given in the social room at the Gold Hill Community Methodist church September 22. Hostesses were Mrs. Paul Molloy, Mrs. Ferd Jones and Mrs. Wilmer Bailey.

Guests included Mrs. Loyd Governor, Mrs. Donald Morrow, Mrs. Elmer Dungey, Mrs. Harriett Elliott, Mrs. J. Les Graffis, Mrs. Ogden Kellogg, Mrs. Paul Thompson, Mrs. Earl Moore and Mrs. Delos Walker.

Bartlett Club Meets Mndays

Bartlett Duplicate Bridge club has resumed meetings, and a session was held Monday night at the home of the director, Mrs. W. W. Stevenson. The club will meet each Monday evening.

Winners for the last session were Mrs. R. A. Naumes and Mrs. Jay Elliott, first; Mrs. Joseph Mullins and Mrs. E. E. Bowman, second; Mrs. Fred G. Burich and Mrs. Russel G. Barnes, third.

Dance Planned By Hilltoppers

All square dancers are invited to attend a party which Hilltoppers Square Dance club will give at the Old Wagner Creek school, located on Wagner Creek road two miles west of Talent, Saturday, October 4, at 8:30 p.m.

Potluck refreshments are to be served during the evening.

Francis Cronin and guest callers will call the squares.

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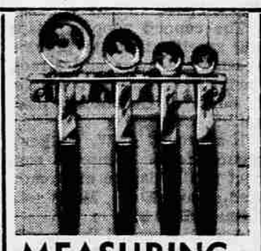

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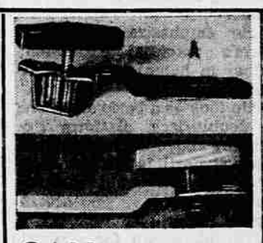

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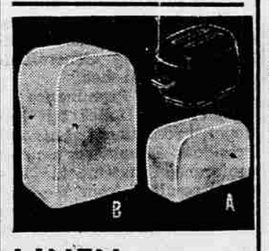

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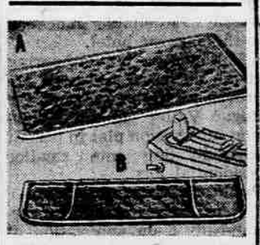

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