

Executive Has New Ideas On "Wife Integration"

By GAY PAULEY
UPI Women's Editor
New York—So you wives think you are hubby's helpmate in business as well as at home?

Well, take a closer look at the way you play the role. As one executive has put it, "The hand that rocks the cradle also can rock the boat."

It takes some doing to be the ideal wife for the man who wants to succeed. But Lee H. Bristol Jr., an executive with the Bristol-Meyers drug and toiletries firm, questions whether business itself—and its advisors, the management consultants and sociologists—isn't putting too much stress on "the new togetherness," on "wife integration."

Bristol brought this whole matter up this week, in a talk before a "ladies' night" meeting of the New Brunswick, N.J. Chamber of Commerce. His ideas deserve to be heard by wives—and their husbands—elsewhere.

Bristol pointed out that many a woman already knows—that some companies today won't hire a man until his missus has passed muster with the screening committee. The wife, as Bristol sees her, "is a bigamist, married to her husband and her husband's company."

Rated on Chic
The screeners rate her on chic, take a look at the type of books she reads, study how she "fits in," even convince her that the names on her Christmas card list are important to her husband's job. "Some of the sociologists make one see business today

as a huge, open-jawed whale," said Bristol. "The husband and wife are walking hand in hand into that gaping mouth . . . they might describe this picture as the 'new togetherness.'"

"Rubbish," said Bristol. "No," he added, "I am not so Victorian as to suggest that a woman's place is only in the home. But it would take a lot to convince me that her place is putting sugar in her husband's coffee during the executive committee coffee break."

What type of woman does he see as the ideal wife of the businessman?

"She is not a meddler," said Bristol. "As Jack Benny warned, 'Stop benny—already!'" Here, he added the observation of a business associate, that "the hand that rocks the cradle also can rock the boat."

Not a Gossip
The ideal business wife is not a gossip. She does not bring business confidences.

She is a good listener. "She recognizes her role as the one dependable sounding board her husband has," said Bristol. "With her, there is no need to fear being quoted, misquoted or misinterpreted by others."

She is a good manager without talking about it. His laundry is back in time for him to catch the plane; his suit is pressed before he decides to wear it.

She keeps informed. "She will want to be the interested wife," said Bristol. "Remember the time Mrs. Eleanor Roosevelt told a reporter, 'I don't pretend to be a brilliant woman, but I want certainly to be an interested woman.'"

And she is a good companion. . . . Arranges quiet dinners ever so often, and sees to it that there is a quiet time at home for the titan of the commuter trains," said Bristol.



Miss Marjo Murray, Medford, is general chairman of the annual homecoming festivities at Southern Oregon college, Ashland, this week end. "Oregon: A Century of Progress" is the theme of the program which will begin tonight at 7:30 o'clock. First event will be a variety show, and this will be followed by bonfire and rally at 9:30 p.m. Saturday's events include a parade at 10:30 a.m., a rally, a football game with elaborate half-time ceremonies, open house at halls and buildings, an alumni banquet at 7 p.m. and the annual homecoming dance which will culminate the festivities. Miss Murray is a daughter of Mr. and Mrs. Kenneth Murray, 3734 Crater Lake highway, Medford.

Pioneer Club To Hold Dance
Pioneer Square Dance club will hold the monthly dance Saturday, November 8, at Kershaw square. Dancing will start at 8:30 p.m. and all square dancers are welcome to attend.

Kenneth Hood will call the squares, and guest callers are welcome. Refreshments will be potluck.

Dancing Class For Beginners Opening Tonight
A beginners square dance class will be held at the Bellview Grange hall in Ashland starting at 8 o'clock tonight. Anyone interested in learning to square dance is invited.

Floyd Workman of Medford will be instructor. The two-hour sessions each Friday will conclude prior to the second annual Southern Oregon Square Up at Southern Oregon college January 31 and February 1, he said.

Warden Speaks On Conservation For Camp Fire

"Conservation in the past, as applied to natural resources, meant to preserve, to withhold from use, to save for future generations, to safeguard against wasteful exploitation, to prevent devastation, or to set apart for restorative treatment. With the passing of time, conservation has developed a broader scope and more purposeful meaning and application. Now it has come to mean wise use, purposeful development, orderly handling, efficient management, prudent planning, and in many cases integrated administration of all natural resources."

These were the words of Curtis Nesheim, district warden of the Southwest Oregon district of the Department of Forestry to Camp Fire leaders, assistants, and other interested members of the Rogue Camp Fire Girls council. The occasion was the "kick-off" of the Camp Fire Girls golden jubilee project whose theme is "The World Around Her—She Cares—Do You?" Camp Fire Girls from coast to coast will participate in the service project of conservation.

Mr. Nesheim listed the principal fields of conservation as forest, scenery, wildlife, water, mineral, and soil, and explained how each affected the other. He spoke of the rapidly growing population and the need of earnest effort to meet future timber demands. "Meeting these needs will require not only early action, but an intensity of forest practices much higher than those of today," he explained. "What we do in the next 10 or 20 years may well determine whether we shall grow enough timber to enable our children and their children to enjoy the timber abundance that we know now."

Mr. Nesheim commented on the theme of the golden jubilee project and promised the support and cooperation of the Department of Forestry.

Food Baskets To Be Prepared By Pathfinders
Medford Pathfinders Monday night discussed plans for the preparation and distribution of Thanksgiving food baskets from the canned food which was contributed to them in their Halloween food gathering program.

According to Oral W. Tucker, Pathfinder director, the response from the public was gratifying. A total of 837 cans of food, in addition to pumpkins, squash and walnuts were contributed, and some cash was given the youngsters, although they were not asking for money donations.

Each of the club's nine units will be responsible for a given number of families, and will prepare and distribute the baskets to them.

Names of needy families will be obtained from the church's local Dorcas societies. The Dorcas society is a group of volunteer workers in the church who maintain welfare work throughout the year. The group works in cooperation with the local welfare department and the Red Cross.

Week End Food Guide

(The following guide to the nation's food buys for this week end was prepared in cooperation with the U. S. Departments of Agriculture and Interior.)
Washington—(UPI)—Increasing supplies of pork will make it a good buy at food markets throughout the country this week end.

Pork roasts and chops, hams, bacon, and sausage are all being featured by stores. Beef features are top-quality offerings—steaks and roasts. Broiler and fryer chickens are the high spot of poultry offerings. Some markets are also featuring turkeys, and food shoppers will start to see more of the holiday poultry specialties—capons, this week for example—as the Thanksgiving holiday draws nearer. Eggs will be good buys for consumers.

Apples head the list of items to look for at fruit counters, with a wide colorful array of varieties available from a big crop. Grapefruit and oranges are in good supply, as citrus marketings increase with the season. Pears and grapes are other fruit features.

The lineup of good vegetable buys is a long one, headed by potatoes, cabbage and cauliflower, and including squash, onions and celery. Best fish buys are shrimp, canned tuna and fish sticks.

Often-Fired Maria Callas Thrills Audience in Texas

Dallas, Tex.—(UPI)—Dramatic soprano Maria Callas, fired Thursday by New York's Metropolitan Opera company was too upset to talk but still able to sing a near perfect pitch a few hours later for a cheering Dallas audience.

"Down here we are doing art, thank heavens!" she was quoted as saying. The Met's general manager, Rudolf Bing, notified Miss Callas by telegram of her discharge for refusing to live up to the terms of her contract for appearances in New York in January and February. He said she was undoubtedly one of "the outstanding artists of the world," that he was glad to have been able to present her at the Met for two seasons, and "grateful" to be rid of her.

'Cadillac' Continues

The final two performances of "The Solid Gold Cadillac" will be tonight and tomorrow night at the Footlighters theater.

The Footlighters have produced the comedy, directed by Frank Buchter, all this week in the little pine paneled theater.

The Footlighters' version of the popular play is the first stage production of it in this area, although many Valley people saw the motion picture starring Judy Holiday.

Featured are Ruth Kilbourn and Charles Tucker, both Footlighter favorites, in the lead roles.

This is the first Footlighter play to use multiple-scene production in the little theater. "Solid Gold Cadillac" calls for fourteen different scene changes in the space of two hours.

"Week night audiences seem to have enjoyed the play very much, and we are hoping for really good crowds this weekend," said Director Buchter.

Performances start at 8:30 o'clock tonight and tomorrow night. Tickets are on sale at Purucker's and Swens, or may be obtained at the door before performances start.

Roguette Circle Installs Officers

Mrs. B. B. Ramsey was installed president of Roguette circle, Military Order of Lady Bugs in ceremonies held November 2. Mrs. Russell Zundel officiated.

Others installed were Mrs. Ben Allison, senior vice-president; Mrs. O. E. Hukill, junior vice-president; Mrs. Richard Schulz, treasurer; Mrs. Fred Lawrence, secretary; Mrs. Ralph Pittcock, conductor; Mrs. Amy Randle, chaplain; Mesdames Zundel, Page, Lusk, Neumann, Schulz, Sawyer, Rost and Pittcock, flag and banner bearers are Mrs. C. Rost and Mrs. Roy Rodgers.

Guests from Riddle and Grants Pass and members of the Military Order of the Cooties, were present. Among these was Mr. Lusk, who is national and department chairman for Camp White.

Refreshments closed the event.

Calendar

Calendar notices and news for the society section of The Mail Tribune must 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.

Friday:
8 p.m.—Pochahontas lodge, Redman hall.
5:30 p.m.—Eagle Point Elementary PTA spaghetti dinner, grade school cafeteria.

Saturday:
1 p.m.—Zuleima temple, Daughters of the Nile, Ashland Masonic temple.
2 p.m.—College Women's club of the Rogue River valley, Girls Community club.
8 p.m.—Junior Service league, champagne supper, Rogue Valley Country club.

Hostess Hints Topic of Session

"Improving Ourselves as Hostesses" was the project of Medford Parents Home Extension unit this month, held at the home of Mrs. Arthur Hertager, 824 Pennsylvania avenue. Tuesday evening. Thirty-eight members and guests attended.

Mrs. William J. Thompson and Mrs. Charles Rettmann, leaders, gave many helpful suggestions. Table decorations and service suitable for various types of entertaining were shown.

Mrs. Thompson set a table suggesting it is an easy way to entertain friends. The most important idea conveyed by Mrs. Thompson and Mrs. Rettmann was to consider first, the comfort of your guest. When being a hostess, one should plan, enjoy, and do that which is easiest according to individual circumstances.

Mrs. C. P. Smets and Mrs. Melvin H. Fields were hostesses for the evening.

The annual Christmas party and gift exchange is planned for the December meeting. Mrs. L. E. McConnell will discuss her recent trip to Hawaii.

Had Other Disputes
Bing said there had been considerable back and forth between him and Miss Callas over the scheduling and that he finally advised her that if he had not heard from her by 10 p.m. Thursday he would consider the contract canceled.

Miss Callas was quoted as saying she was too busy rehearsing for "Medea" to reply by that time and anyway she didn't like "ultimatums."

The fiery star, whose dramatic interpretations of her grand opera roles has won the acclaim of critics and audiences across the world, has been embroiled in previous disputes, and firings, on two continents.

She has engaged in a running feud with La Scala in Milan; she broke with a Chicago opera company in 1955; walked out on a Rome audience that included Italian President Giovanni Gronchi in mid-performance last January, (setting off a hot Italian brawl) and broke with the San Francisco Opera company last year when she failed to appear, an action which the American Guild of Variety Artists ruled was "not wholly justified."

Master Point Play Conducted

Twelve tables of players took part in the monthly master point play of Medford Duplicate Bridge club held Tuesday night at Girls Community club.

Mrs. Herbert Reddick and Mrs. Virginia Anderson, both Grants Pass, scored 166 points to lead north-south players and top all pairs. Second in that playing position went to Mrs. Richard Milestone and Ray Wise, who scored 153½ points, and the George Rodes were third with 147½ points.

Mrs. W. W. Stevenson and Mrs. Al Gilhouse were fourth with 147 points.

Miss Isobel Stuart and B. L. Sanderson topped east-west players with 162½ points, and second went to Leland Clerk and Mr. Gilhouse with 140½ points. Tied for third and fourth in this position were Mrs. Sam Richardson and Robert Dickey, Roy Pruitt and Howard Boyd. Both pairs scored 139 points.

Mrs. Leland Clark was hostess.

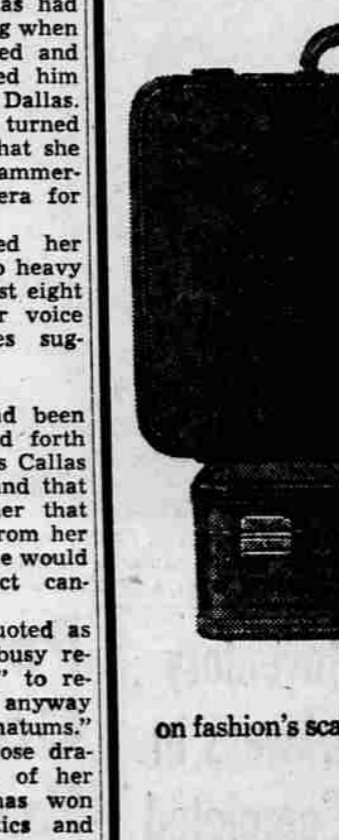
DONATIONS Appreciated for Jackson Council of the Blind Rummage Sale

Sat., Nov. 29
Call S 2-8555

FLOORCOVERING SERVICE

127 NORTH RIVERSIDE
We Install Your LINOLEUM, CARPET, FORMICA & TILE
Carpet and Furniture Cleaning
Repairing
SP 3-6587 Even. SP 3-3943

Burk's



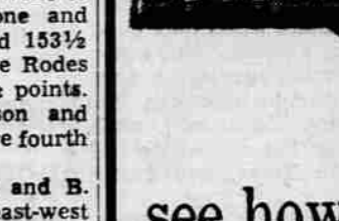
on fashion's scale in fashion's colors

there's no weigh like Skyway

Skyway . . . "light"ing up the gift scene with lustrous color, sleek tailoring . . . and a high fashion, luxury look! You'll lose your heart to the Koroseal® covering that washes clean . . . the exclusive Liftomatic hinges that stay open while you pack . . . the patented Travelgard® locks. Open stock fashion colors. A-22" Town and country, 37.95. B-15" Pandora, fitted cosmetic case, 25.00. C-24" Pullman, 25.00. The ensemble: 87.95.

We Give S & H GREEN STAMPS

see how slim it looks!



see how much it holds!



Thin-Fold® by LADY BUXTON

You can tote all the snaps from last summer's vacation in this slimmed-down billfold! The removable pass case displays as many as 21 photos (Snap-Bar® lets you add windows easily). Room, too, for keys, charge plates. And, the "Magic Purse" lets you drop in coins without opening the snap! In smart, supple leathers, \$3.95 plus tax.

● Luggage Covers ● Luggage Repairs

Burk's

for all your luggage needs
314 East Main SP 2-4472

REDUCE
EASIER . . . SAFER . . . FASTER
MAGIC BELT MASSAGE
Now Available for Home Use!
LILLIES HEALTH SALON
1176½ Court St. • Sp 2-5305

MORE TIME TO BE A MOTHER
A G-E Mobile-Maid is a machine created by engineers to clean dishes gleaming bright and germ-free . . . an assembly of steel and motor and casters and top; precision in mechanics by General Electric.
BUT what you want and what you buy are the benefits of the Mobile-Maid . . . the moments of freedom and rest, the new-found time at the end of the day when the family can relax and play and know each other . . . treasured moments!
G-E Mobile-Maid models priced \$188.00 (illustrated), \$219.95, \$229.95. Payments as low as \$9.50.
Nothing down on approved credit.
HOME APPLIANCE CO. 115 E. Main Medford
Your General Electric Dealer

2 for 1 RECORD SALE
RCA VICTOR
Long Play 33½ & Extended Play '45' ALBUMS
Two For the Price of One
All Brand New Stock
Not Shop Worn or Damaged
LIMITED SUPPLY - COME EARLY
Swem's BOOKS • GIFTS • RECORDS
217 EAST MAIN • MEDFORD, ORE