

Beauty Salon Week Announced

February 8 through 14 is National Beauty Salon week and the National Hairdressers and Cosmetologists association has announced an essay contest as one of the week's highlights.

A lifetime of free professional beauty care with an estimated value of \$18,500 is the first prize in the 25-word essay contest. Entry blanks are available at the association's salons in Medford.

Special emphasis will be placed this year, according to the association's hair fashion committee, on coordinating hair fashions and millinery designs so that hair will be well styled for spring hat wear.

Control will be a key word for coiffure just as it will be a key to spring clothing silhouettes.

The popular headache band of last year moves from above the bangs to make way for softly waved hair to frame the face.

Hair length will continue to be generally short, tapered professionally for the required silhouette. Color will be all important in the spring picture, whether a temporary toner or a permanent coloring to fit individual needs.

Bold streaking of previous seasons is decidedly out of the picture, it was explained.

Titian tones and warm reds will be among the most popular colors with honey shades and natural-looking blond hair vying with reds in popularity.

Spring make-up will be fresh and clearly creamy with a flush of peach and apricot, the association reported. It must blend perfectly with the coiffure colors and result in an overall natural appearance, they said.

Much eye make-up will be used, but subtly applied. This includes liner, shadow and false lashes, but all carefully controlled and blended. Lashes will be accentuated towards the inside corner of the eye

Gold Hill Woman Honored at Party

Gold Hill—Mrs. Bob Gray was honored at a layette shower Tuesday evening, February 3 at the home of Mrs. Leonard McMahan on Sardine Creek. Co-hostesses for the party were Mrs. Jerry Jerolman and Mrs. Harold Hocker.

Attending were Mrs. Clarence Wenkie, Ashland, Mrs. H. Robertson, Mrs. Lee Malone, Mrs. Charles McKibbin, Mrs. Amy Ross, Mrs. William Gossman, Mrs. William Wright, Mrs. Wade Hampton, Mrs. Theibert Wright, Mrs. Harold Hocker, Mrs. Jerry Jerolman and the hostess, Mrs. Leonard McMahan. Several sent gifts, who were unable to attend.

Medford Bethel Names Delegates

Miss Micki Noble and Miss Diane Everham were elected delegates to the grand session of International Order of Job's Daughters by Bethel 14 at their meeting recently. The grand session will be held in Eugene in April.

It was announced that the drill team will practice February 9 at the Masonic temple at 6:45 p.m. with initiation practice for all officers February 17 at 3:30 p.m. also at the temple.

Formal initiation, with the grand guardian and grand associate guardian of Oregon attending, will be held February 18. A formal dinner at 6 p.m. in the Jackson hotel will precede the initiation.

Apple Discovery

A recent discovery reported in a British scientific journal, finds that apple skin, not the pulp, contains an amino acid, one of the so-called "protein-building blocks," which may be another reason for eating bright yellow or red apple skin besides its crunchiness.

for a "moth-eye" effect, rather than at the outside corners for the "doe-eye" of previous seasons. Eyebrows will be shorter than longer, fuller but not dark. The plucked look is out, it was said.

Advisory Board Tells How to Cook Prunes

New York—(AP)—You don't have to cook prunes to get cooked prunes, says the California Prune Advisory board.

Three out of five preparations methods need no cooking. The boiling water system calls for covering 1 pound of prunes with 1 quart of boiling water. Cover container, let prunes soak 24 hours, then refrigerate.

Or steam dried prunes by putting them in colander over tea kettle or pan of boiling water for 30 minutes or more. The cold water method gives plumped prunes for use

Dental Health

Research studies on dental health, reported by apple growers, found that munching a raw apple eliminated over 96 per cent of mouth bacteria, as compared to 64 per cent removed by 3 minutes of tooth-brushing.

A Sharp Note

East Lansing, Mich. — (AP) — Cheddar cheese may be mild, medium or sharp flavored. The sharper flavored cheeses are aged for longer periods of time, say foods specialists at Michigan State university.

make tasty main dishes. Shredded cheddar is a pleasing addition to tossed salads. From earliest apple orchards planted in 1827 in the State of Washington, there are now 3 and one-half million bearing apple trees producing a yearly crop of 30 million bushels.



Burdson's
MEDFORD
Beauty Salon
Main & Bartlett • Ph. SP 2-2096
Your Contest Entry Blanks Available Here

Charm Cottage

227 South Central
PHONE SP 2-2186
Your Contest Entry Blanks Available Here

EASTSIDE Beauty Salon

PERMANENTS THAT SATISFY
Specialists in Hair Cutting, Shaping, Styling and Waving
10 Almond St.
Phone SP 3-2910

Home Thrift Beauty Shop

Complete Beauty Service
250 Beatty St.
Phone SP 2-6351

HOUSE OF Beauty

Our operators are trained in Advanced Hair Styling
309 East 8th
Phone SP 2-8226
Your Contest Entry Blanks Available Here

Lady Medford BEAUTY SALON

Takes Particular Care with Permanent Waves for that Fresh Look of Naturally Healthy Hair.
32 North Oakdale Ave.
Phone SP 3-3211

Medford Beauty School

For that Soft Luxurious Curl
235 East Main St.
Phone SP 2-6155
30 Students to Serve You
Your Contest Entry Blanks Available Here

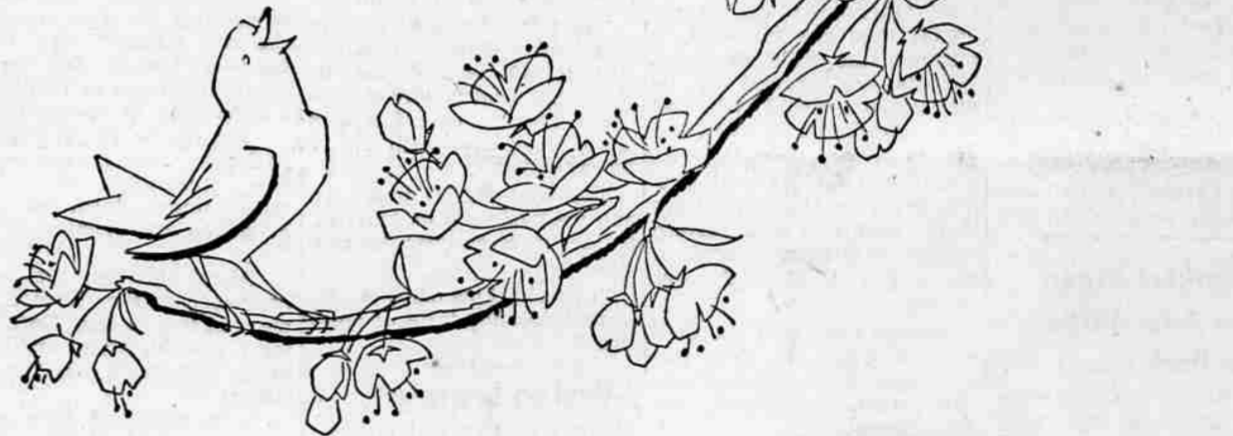
Rolland's STUDIO OF BEAUTY

The high Note for Spring and Summer Hair Fashions
24 South Grape
Phone SP 2-5020
Your Contest Entry Blanks Available Here

NATIONAL BEAUTY SALON WEEK

February 8th - 14th

DEDICATED TO MORE BEAUTIFUL WOMEN!



Look better - feel better - with Professional Beauty Care! National Beauty Salon Week is dedicated to more beautiful women... A combined effort to bring you a constant, high standard of beauty service, high in quality and high in craftsmanship. Well groomed women everywhere depend on professional beauty care! Visit your favorite beauty salon this week!

Make your Date with BEAUTY This Week!



WIN

A Lifetime of Professional Beauty Care

And Other Big Beauty Prizes

Enter the "Lifetime of Professional Beauty Care" Contest!

It's Easy—Just Complete this Sentence in 25 words or less:

"I LIKE PROFESSIONAL BEAUTY CARE BECAUSE..." There is nothing to buy to win—merely ask for your official entry blank at your favorite Beauty Shop.

*Sponsored by NATIONAL HAIRDRESSERS AND COSMETOLOGISTS ASSOCIATION

Look your loveliest for Spring!

STOCKTON'S BEAUTY SALON

2241 Crestbrook Rd. Ph. SP 3-4885
Your Contest Entry Blanks Available Here

WINNIE'S STYLE SALON

Call now to look your loveliest for your Valentine!
528 E. Main • Ph. SP 3-4559
Your Contest Entry Blanks Available Here

TOWNE Beauty Shoppe

Beauty Is Our Business
36 South Central
Phone SP 3-5313

VIRGINIA'S BIG Y BEAUTY SALON

Distinctive Hair Styling! At the Big Y Shopping Center
Phone SP 2-9380
Your Contest Entry Blanks Available Here

VOGUE BEAUTY SALON

Look your loveliest always... with professional beauty care
17 N. Fir • Ph. SP 3-5501
Your Contest Entry Blanks Available Here