

# Coupon Saving Becomes Billion Dollar Business

By GAY PAULEY  
UPI Women's Editor

New York—If it'll save money in the grocery division, most of us are all for it. That is why in recent months I find myself frantically saving coupons, adding this habit to older ones of pasting trading stamps in little books or finishing such lines as "I like Mrs. Gulek's bean soup because."

It turns out that I'm just one of the millions of women who today at a record rate are saving coupons like crazy from soap, cereal, coffee, frozen food and other grocery products. Those little slips of paper announcing "five cents off on next purchase" add up to a billion dollar business.

Couponing has reached the stage that now shoppers can buy an entire magazine of nothing but coupons to return to the manufacturer for cash.

Coupon Use Increases

"Some 10 billion coupons worth 1 billion dollars are offered annually as extra food and grocery money," said Paul S. Willis, president of the Grocery Manufacturers of America. "Their use is steadily increasing; they are very popular."

Add this cash-in value to the worth of merchandise given through trading stamps and other premium methods and we consumers are receiving 3.4 billion dollars a year in "extras" at our markets, retailers say.

The Premium Advertising Association of America estimated the total wholesale value of premiums other than coupon "cash" at 2.4 billion dollars a year. This latter figure includes trading stamps, box-top offers, the in-package products ranging from dishes to toys, and awards in contests to complete a hamper or finish a line such as "I like so-and-so detergent because."

Started in 1853

Both trading stamps and coupons are old in the merchandising world. Most sources credit a soap manufacturer with starting coupons in 1853. Schuster's department store in Milwaukee offered trading stamps in 1892, and stamps as we know them today at food markets, gasoline stations, drug and other stores, were introduced in 1896 by Sperry and Hutchinson.

A spokesman for S and H said the trading stamp "boom" began in the 1940's when food stores began offering them. The firm now estimates that 35 million families save their and/or their competitors' stamps.

The retail value of merchandise exchanged runs between 450 and 500 million dollars a year. And premiums range from blankets to barbeque equipment to baseball bats. Some stamp firms offer theater tickets and trips.

## PTA Will Buy Library Books

Members of Wilson School Parent-Teacher association voted Friday to give \$50 to the school for purchase of books for the school library. This was part of the proceeds realized at the potluck supper sponsored by the group last month.

Mrs. Edward Dillon, vice-president, presided over the regular monthly meeting in the cafeteria Friday afternoon. Principal speaker was Herbert Partridge, youth director of the Medford YMCA, who briefly explained the program offered by the local Y club. He stressed the wide span of interests and age groups included in the program, with emphasis on the summer activities such as day camping, and residence camping. Year-round classes are held in swimming for people of all ages, sports, dances for teen-agers, and such activities as bridge lessons and exercise classes designed especially for women.

Room count was won by Mrs. Dorothy Morris' fourth grade room, and refreshments were served by mothers of children in the first and second grades.

## 4H Club Girls On Program For Lake Creek Unit

Lake Creek—Three members of the G and E 4-H Sewing club gave a demonstration for the last meeting of Lake Creek Extension unit, held at the home of Mrs. Henry Meyer. The girls explained the equipment necessary for pressing garments, the correct method of pressing and use of the pressing iron.

Giving the demonstration were Connie and Vonnice Goehring, and Joyce Moore. Mrs. James Edge and Mrs. Ben Gardner lead the group. Mrs. Gardner was a guest at the morning session, and returned to the students to the Eagle Point school for the afternoon classes.

Program planning for next year's lesson was presented by Mrs. Joseph Arens and Mrs. Murray Bartling.

Mrs. Frank Klinge was a visitor.

The project lesson "Care and Pruning of Shrubs," was given by Mrs. Arens and Mrs. Martha Smith. They explained the proper time to prune different types of shrubs. They also displayed "the correct types of pruning shears for many shrubs and trees. The demonstration included actual pruning on Mrs. Meyer's rosebush and other shrubs.

Lake Creek unit will join with Eagle Point unit in holding a spring festival. Plans will be made soon, with several units present.

The April meeting will be held in the home of Mrs. Lester Bradshaw. Leaders for the lesson "Distinctive Foods" will be Mrs. Grace Haskins and Mrs. Bradshaw.

## Coffees Planned For Newcomers

Welcome Wagon club will hold two coffees Wednesday, March 11, from 10 a.m. to 12 noon. Groups will meet at the home of Mrs. Keith Morgan, 211 Vancouver avenue, and Mrs. Dee Wood, 1517 Jasper street.

The club plans to have coffees twice a month for all new residents in the Medford area. Those interested may contact Mrs. Dean De Lap at Spring 3-3936.

## Happiness In Retrospect Is Sometimes Best of All

by Martha Morgan

What a beautiful morning this has been — such as one rarely sees. The snow is just right, new enough to be still white, old enough to be crunchy. And the sky is clear and blue as a robin's egg. It's a morning made for walking!

So Mrs. Jamison from across the street and I walked to the little store — talking all the way. Mrs. J. said this kind of a day gives her pleasure for a long time to come — just thinking about it. We talked about the importance of treasuring things in one's heart, of sorting the events of the day and picking out the precious bits to save — a spoken word, a glad-some incident, a touching scene. One of the requisites of happy living, we decided is to be able to tuck away inside one's heart the worthwhile things of life — to be re-lived and enjoyed.

Aunt Bessie always maintained that happiness can't be fully appreciated while we have it. It reaches its greatest heights, she insisted, in retrospect — in looking back on it!

As Mr. Jenkins, who owns the store, was checking our groceries, he asked for a good recipe for fudge icing — "to go on my wife's scrumptious yellow cake," he added. I told him about my reliable 4-minute icing. I explained that it's best when made with Morning Milk, for then it is satiny smooth and spreadable, even on the tenderest of cakes.

He said he knew what I meant about Morning Milk. He won't use anything else in his coffee. He says he's found Morning

Milk gives more flavor with more convenience and less cost than anything he's tried. So we saw eye-to-eye on Morning Milk!

I must look up the frosting recipe right now so I'll remember to take it the next time I go to the store.

**MORNING MILK 4-MINUTE FUDGE ICING**

1/2 cup undiluted **MORNING MILK**

3 squares unsweetened chocolate or 1 cup semi-sweet chocolate pieces

3/4 to 4 cups sifted confectioner's sugar

1/2 cup soft butter or margarine

Heat Morning Milk with chocolate in medium saucepan until chocolate melts (about 3 minutes). Remove chocolate mixture from heat. Add sifted powdered sugar, 1 cup at a time. Beat in butter. Blend, spread icing between, on sides and top of two 8-inch cake layers.

I've often thought that we must develop special sensitivity to happiness lest it pass us by unheeded!

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## Travelers Make News

Early March has brought back to the valley travelers who spent the winter months in warmer spots, other residents are using the between-season month as a time to travel.

Mr. and Mrs. Alfred S. V. Carpenter are again at their home, Topside, Old Stage road, after several weeks of absence. The couple spent some time in Palm Springs, and later went to Hawaii where they were guests of Mr. and Mrs. W. W. Aldrich, former Medford residents. Mr. Aldrich is manager of a Dole pineapple plantation, the largest in the world.

Also home are Mr. and Mrs. H. H. Coleman, 112 Greenway circle. The Colemans left Medford the middle of January and were in Carmel, Laguna, Beach and Palm Desert during their winter vacations.

Saturday night the Colmans celebrated their wedding anniversary with a small dinner at Rogue Valley Country club. Fourteen guests were present.

Mrs. J. D. Brummond, 754 South Holly street, and Mrs. B. H. Ramsey, 27 Summit avenue, left yesterday for San Francisco from where they will sail on the Lurline tomorrow for Hawaii. They will be accompanied by Mrs. Brummond's sister, Mrs. Robert Hare, Los Angeles.

The three women will return home by air.



Frankly fancy is this elegant Caramel Pie—yet "easy as pie" to make. The reason? Those just-on-the-market Caramel Chips that have added a new dimension to home cooking. For now, at last, it is possible to have the delicate flavor of caramel without the ticklish split-second timing needed to prepare caramel in the old-fashioned way. This rich caramel-flavored filling served in a coconut crust is a "convenience piece" sure to redound to the credit of the most particular hostess.

**French Silk Caramel Pie**

1/2 cup butter  
1 cup (6 ounces) caramel chips, melted and cooled  
Dash of salt  
1/4 teaspoon nutmeg

1 teaspoon vanilla  
2 eggs  
Quick Coconut Crust Pie Shell, cooled

Cream butter. Add melted caramel chips, salt, nutmeg, and vanilla; blend well. Add eggs, one at a time, beating 5 minutes after each. Pour into pie shell. Chill. Garnish with whipped cream and sprinkle with nutmeg.

To Make Quick Coconut Crust Pie Shell: Combine 2 table-spoons soft butter and 1/2 cups (about) tender-thin flaked coconut. Press evenly into lightly buttered 8- or 9-inch pie pan. Bake in slow oven (300°F.) 15 to 20 minutes, or until golden brown. Cool.

## Move Pictures About Home Advises Gallery Experts

Washington—Move the pictures about on your walls as you do your furniture.

That's the advice from experts at the National Gallery of Art. They contend it is refreshing to change the location of pictures because "you see them in a new light and often you see new things in them—it's much more interesting than having the same picture hang in the same place on the same wall for 20 years."

The ideal thing, according to the experts, is to have enough good pictures to alternate them with the seasons, hanging some and storing others. The next best thing, they say, is to move pictures from one room to another. But if that is not feasible, they advise changing the pictures from one wall to another in the same room.

A gallery authority, asked for pointers in hanging pictures, told an interviewer from the National Association of Home Builders:

"What some think good taste others would recoil from in horror—it's a personal matter, like furnishing a home or picking out the clothes you wear."

However, she said, there are some general rules. She explained:

"An important picture should be made the focal point of the room. It should be hung on the best wall where it gets the best light. But a glass-framed picture shouldn't be hung opposite a window for it will reflect the light and seem like a mirror."

"You should never have a painting over a fireplace—although so many do—because this dries out the paint. But it is even worse to hang a picture over a radiator. The constant heat during the winter part of the year, coming in waves, dries out the paint, the frame and the paper."

The height of pictures should be governed largely by the furniture, the experts said. "You have got to have a picture clear the furniture and the heads of people sitting on a sofa."

A sense of unity is achieved she continued, by having pictures at a similar level around a room although there may be exceptions to this because of pieces of furniture. But she cautioned:

"It is the centers of the pictures that should be at the same level. To have their lower edges at the same distance from the floor makes a stark straight line around the room that is not pleasant."

Mixing All Right

Don't be afraid to mix different periods of art. The gallery official explained enthusiastically:

"The best things of every period will always go together beautifully and that is where you get an interesting home and an interesting environment. If you have everything of one period, you have

## Director Pleased With Play

"Frank Sinatra fans might be disappointed, but I think everyone else will love it."

That's Footlighter Director Frank Buchter's prediction about the Footlighter production of "The Tender Trap," which opens next Tuesday.

"As far as I know the only version of 'Tender Trap' which has appeared in the Rogue valley was the movie, which was converted to a musical starring Frank Sinatra and Debbie Reynolds. Since we don't know anyone who can sing that well, we decided to stick to the unmusical script, which is one of the funniest around," said Director Buchter.

The Max Shulman-Robert Paul Smith comedy is all about a young lady who has her whole life planned in detail, right down to the color of her future children's eyes. Her plans are upset, and so are a lot of other people's, when she falls in love with a happy bachelor who has no intention of becoming any girl's dream-husband. Things get even more confused when a married friend comes to visit and decides the bachelor life is for him, too.

The Footlighters production of "The Tender Trap" features Charles Tucker, Robbie Robbins, Audrey Reiss, Shirley Budreau, Shirley Tucker, Shirley Butterfield, Curt Butterfield, and Dave Havlick. Performances start at 8:30 o'clock each evening next Tuesday through Saturday. Tickets are being sold by members of the Medford Lions club, and also at Swens and Purucker's stores.

## Girl Scouts Emphasize Arts For 47th Birthday

Well-known with the public for adventuresome outdoor and camping projects, the Girl Scouts are currently featuring the arts and creative programs during their 47th birthday observance, it is announced from Girl Scout headquarters in Medford.

The 1959 Girl Scout theme is "You Can Count on Her To Be Creative."

Nationally and internationally, the Girl Scouts have recently sponsored two major art events. The first was an international arts festival in Brevard, N.C. Almost 100 teen-age American Girl Scouts and 35 teen-age Girl Guides from a half-dozen different countries attended the festival.

Although national Girl Scout authorities had selected the girls on the basis of talent and achievement, they were surprised to find so many participants of professional or semi-professional calibre. A large percentage of these girls had received their training in music, dramatics and the arts in Girl Scouting.

At the present time, the Girl Scouts are producing along with National Broadcasting company and the Educational Television and Radio Center at Ann Arbor, Mich., a nationwide television series called "Adventuring in the Hand Arts." The first of its kind to be initiated by a youth organization, the ten-week series is designed to stimulate more creative arts programs among Girl Scout troops.

In addition to special arts projects, the Girl Scout organizations uses many techniques to bring its arts program to thousands of Girl Scout troops, leaders point out. Basically, girls begin to learn about the arts through the personal example of troop leaders and troop consultants.

To carry out its growing arts program, the Girl Scouts also produce and distribute a training film called "Adventuring in the Arts," a special paper-back handbook called "Exploring the Hand Arts," song books, records, and audio-visual aids.

Although the Girl Scouts are alert to new ways of strengthening its arts program, arts and creativity have been traditionally an important part of Girl Scouting.

Juliette Low who began Girl Scouting in the United States 47 years ago, was herself an accomplished artist and sculptress. When Mrs. Low started the first Girl Scout troops, she felt that the arts should be a basic part of their training so that youngsters, too, would be able to discover enjoyment, wholesome recreation and achievement by creating beautiful things.

Girl Scouts who were to be America's future homemakers, she felt, should be able to approach cooking, decoration, fashion and entertainment with a creative flair. Mrs. Low maintained, even early in the century, that good healthiness and good citizenship need not exclude the fine arts.

While the "You Can Count on Her to Be Creative" theme is not new in Girl Scouting, it is another indication of a growing interest among the young people in both fine and personal arts, Girl Scout executives believe.

## Birthday Party Given at Talent

Talent — Mrs. T. D. Hershey was honored at birthday party last Thursday evening at the Hershey's home on Beeson lane. The event, planned by friends as a surprise to Mrs. Hershey, also honored Donna Best and Lynn McKinney Ashland, whose birthday anniversaries fell on the same date.

All three honored guests were presented birthday cakes, and these were served during the refreshment hour. Many of those attending the celebration are on the staff of the Jackson County Farm home.

Present were Mrs. Thomas Best, Charlotte, Roger and Donna, Ashland; Mrs. Robert Waterman, Talent; Mrs. Lea Larvick, Mrs. Charlotte Walker, Mrs. Isabelle Mitchell and Mrs. Isabelle Smith, staff members who live at the home; Mrs. Ethel Holbrook and Mrs. Mildred Davis, Medford; Mr. and Mrs. Calvin Briley, Talent; Mr. and Mrs. Sam Morrell, who live at the home; Mrs. Donna Goddard, Medford; Mr. and Mrs. Jesse Warner, Ashland; and Mr. and Mrs. Willard Hoffman, superintendents of the home.

## Woman Speaks On Perennials

Mrs. H. O. Smith, Cave Junction, was guest speaker for a meeting of Medford Garden club March 5 at the Girls Community club. "Beautifying Gardens with Perennials" was her topic.

Mrs. Smith gave in detail many of the kinds and uses of the popular perennials.

Guests introduced were Mrs. Clyde Chamberlain, Minneapolis, Mrs. James Hoskins, Medford and Mrs. E. A. Bay, Ashland. Mrs. E. M. Wallin, civic chairman, reported the club had donated and helped plant a redwood tree at the Wilson school and a Norway spruce tree at the Hoover school in March.

A large group from the Medford club headed by Mrs. L. P. Rentschler, president, participated in the all-school labour day program at Wilson.

Prizes were awarded to Mrs. W.C. Ganaway and Mrs. C. Emile Duwe.

Tea chairman, Mrs. E.M. Wallin and her committee served a delightful desert luncheon at the close of the interesting meeting with Mrs. Lottie Crowell and Mrs. Wilma Krebs pouring.

## Lone Pine PTA To Hold Election

Election of officers will be held at a meeting of Lone Pine Parent-Teacher association set for tonight at 7:30 o'clock in the school gymnasium. Dad's night will be observed, and the program will include numbers by a "barbershop quartet."

The newly formed Explorer unit of the Boy Scouts will lead the flag salute.

Mrs. H. A. Huntley will take charge of a nursery.

Mothers of children in the third grade will serve refreshments.

## Meeting Announced For Townsend Club

Medford Townsend club will meet Wednesday, March 11, at Carpenters hall. A program will follow the regular business session.

Wednesday, March 18, a potluck Irish mulligan meal will be served in celebration of Saint Patrick's day.

Townsend clubs are described as a non-political organization striving with science for the betterment of increased purchasing power of all the people of America.

Visitors are welcome.

## Chapter to Hold Annual Election

Annual election of officers will be the main order of business when Chapter AA, PEO, meets Wednesday, March 11th at 12:30 p.m. Mrs. John Dellenback, Windsor Avenue, will be hostess to the group. Assisting are Mrs. Myers Jones and Mrs. Gordon Hudson.

Need an idea for a TV tray snack? Spread red-skinned apple crescents with Roquefort or cream cheese; alternate on a tray with peanut-butter spread crescents, serve with milk or hot chocolate.

## Session Canceled By Thursday Club

Phoenix-Phoenix Thursday club announces that no afternoon meeting will be held by the club this month.

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## Crater Students Given Degrees

Corvallis—Fifty-eight Oregon high schools won the coveted "state homemaker degree" at the 14th annual meeting of Oregon's Future Homemakers of America at Oregon State college. FFA is composed of high school girls taking home economics courses.

The homemaker degree is the highest state honor in home economics work that a girl can win. To qualify for the degree, members must meet high standards of performance in school, home, and community programs.

Oregon now has 106 Future Homemaker chapters in senior and junior high schools of the state, with a total membership of 3,906 girls. More than 400 girls and their leaders attended the two-day conference. Theme this year was "Today's Teens—Preparing for Tomorrow."

Miss Vernola Hutchinson and Miss Arvela Prom of Crater High school, Central Point, were among the 58 students winning the degrees.

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 3 a.m. of the day for publication and for week day news is 5 p.m. the day before publication.

Tuesday:

6:30 p.m.—American Legion, Red Cross building.

7:30 p.m.—Women's Association circles, First Presbyterian church; Candlelight, Mrs. L. J. Ruhl, 2500 Capitol ave., Vesper, Mrs. Murray Dumas, 3069 Jacksonville highway.

8 p.m.—Medford Pi Beta Phi Alumni club, home of Mrs. Don McGeary, Calhoun road.

8 p.m.—Nevita chapter, Order Eastern Star, Masonic temple, Central Point.

Wednesday:

11 a.m.—Medford Townsend club, Carpenters hall, 123 1/2 West Main st.

10 a.m.—Kiwanian Dames kaffeeklatsch, home of Mrs. Paul Walker, 2132 Dellwood ave.

12:30 p.m.—Mistletoe club, Girls Community club.

12:30 p.m.—Women of Rotary, home of Mrs. Frances Naumes, 2677 Kings highway.

1 p.m.—AAUW Book Review group, home of Mrs. W. K. Johnson, 1809 East Jackson st.

1 p.m.—Roxy Gardner, home of Mrs. H. Chandler Drew, Dry Creek rd.

Recent findings report apples to be a "natural" tranquilizer, tending to lessen frequency of headaches and emotional upsets.

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