

# Women's News • Social Events

## Psychologists Analyze Making, Eating of Bread

By JEANNE LESEM  
United Press International  
New York—An isolation booth-dining room may become man's last refuge from motivation researchers. Breaking bread with other hungry souls makes you a sitting duck these days for psychologists and sociologists.

Bread itself is not immune from analysis. It has become a "slightly immoral" food, a symbol of "selfish indulgence," according to a speaker at a meal honoring the grand champion sandwich maker of 1959, Laura B. Hale of Tulsa, Okla.

Miss Hale, who at 80 years still works a 5-day week as a YWCA cafeteria cashier-checker, won the sandwich queen title with a triple-decker filled with avocado, sour cream, ham, eggs, cream cheese and chives. The contest is sponsored annually by the National Restaurant Association and the Wheat Flour Institute of Chicago.

In this sandwich context, bread presumably is free from the taint of immorality, provided sandwiches are eaten on informal occasions, such

as picnics or parties. Market researcher Paul A. Fine explained that when "we eat sandwiches with our fingers there is a symbol of a relaxation of formality which society permits on special occasions."

It was not always so. Fine, an executive of The Center for Research in Marketing, Inc., claimed that food—and particularly breadstuffs, cakes and other wheat products—is viewed today in a framework of chemistry, emphasizing nutritional and calorie content rather than human values.

This led, he explained, to a reversal of the old-fashioned attitude linking bread-eating with obedience and self-discipline.

"Eat some bread with your meat. It's good for you," was a line parents once used to point out to their small fry the "down-to-earth, ordinary, solid, virtuous" side of eating.

Bread-making, he added, symbolizes love, care and social purpose. And packaging that emphasizes old-fashioned personal care sells more bread than a wrapper that points primarily to chemical and nutritional content.



Paris—French Princess Françoise De Bourbon Parma, 28, a descendant of King Louis XIV of France, is shown in her bridal veil and tiara prior to her marriage here. In a ceremony at Notre Dame cathedral Thursday, attended by aristocrats from all over Europe, the princess was married to Edward De Lobkowitz, 34, a naturalized American citizen who is descended from Austrian nobility. (UPI Telephoto)

## Householders' Problems Solved By National Home Owners Clubs

By MARGUERITE DAVIS  
United Press International  
Chicago—The caller's voice quavered as she telephoned her problem to the Detroit Home Owners club: "There are bats in my basement. Please help me."

There was nothing in the club's 400 household services about the disposal of bats, but the management was determined not to disappoint a member.

Al Schonweter, the club's founder, armed himself with a baseball bat. Ernest Curtis, club president, grabbed a tennis racket. The two sped to the rescue.

In Newark, N.J., a housewife stepped outside to pick up the morning paper, and her front door slammed shut. Inside was the key and her 14-month-old baby. The frantic mother telephoned the New York Home Owners club, and within seven minutes a locksmith arrived to open the door.

Similar clubs are operating in a dozen other cities, serving an estimated 10,000 members of the National Home Owners club. Officials predict the membership will number in the millions within five years.

Home owners spend more than seven billion dollars a year on repairs and maintenance, Schonweter said, and more than 16 billion for remodeling and modernizing. In most cases they are at the mercy of the men who do the

work. Schonweter said he realized that after three contractors submitted bids, varying by as much as \$2,000, to convert a section of his basement into a family room. He huddled with his friend Curtis, and together they evolved the idea of the club.

Costs \$12 a Year  
Home owners and apartment dwellers were offered memberships at \$12 a year.

If the washing machine breaks in the middle of the Monday wash, or the television set goes on the fritz, or a new garage is planned, members just telephone the club. The nearest expert in the indicated field will be sent to do the job.

Members are billed monthly for work done, and the tradesmen pay a percentage of their collections to the club.

The mass membership and the profitable business it promises serve as a lever to keep the tradesmen eager to do good work, Curtis said. The householder is assured of prompt service, good workmanship and reasonable charges.

A national advertising agency (Bozell and Jacobs, Inc.) heard about the club, investigated, and liked what it saw.

Club Goes National  
How about setting it up as a national organization, did man Nate Jacobs inquire, and franchising reputable per-

sons to establish similar clubs in other cities? Schonweter and Curtis approved.

The national organization began operations at Chicago in February with Jacobs as president. Within three months, it had issued franchises for clubs in New York, Hartford, Conn., Baltimore, Indiana, Shreveport, Houston, Kansas City, Omaha, Minneapolis, Seattle, Beverly Hills, Calif., and Washington.

Club presidents pay \$6,000 a year for franchises to operate, a fee which includes training at club headquarters and on-the-scene counseling by an executive of the national club.

## Californians Here To Visit Relatives

Mrs. Viola Milner and son, Donald Pettit, Comptonville, Calif., have arrived to visit Mrs. Milner's mother, Mrs. Lydia Betz, Camp Baker road, Mrs. Milner will also spend some time with her sister, Mrs. Joe Nikodym, and two brothers, Paul and Clarence Beta, Medford.

Donald Pettit, an airman first class in the United States Air Force, is to report soon for duty in Japan.

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New York—Miss Deborah Johansen is half hidden under the sweeping brim of Walter Florell's picture cloche of sunflower gold faille with all, side-pleated crown. High crowns and big brims set scene for first spring of new decade at Millinery Institute of America showing here Tuesday. (UPI Telephoto)

## 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 2 p.m. of the day of publication and for week day news is 5 p.m. the day before publication.

**Friday:**  
10:30 p.m.—Phoenix Garden club, Community clubhouse.  
**Saturday:**  
12 Noon—Zulema temple, Daughters of the Nile.  
2 p.m.—College Women's Club of the Rogue River Valley, Girls Community club.

## Council of Blind To Meet Sunday

The monthly business meeting of the Jackson Council of the Blind will be held Sunday, January 10 in the Guild hall of St. Mark's church, Fifth and Oakdale avenue. Friends of members and everyone interested in the welfare of the blind are cordially invited.

The potluck luncheon which had been planned for this meeting has been postponed until a later date, it is stated.

## Chapter Holds Recent Party; Members Speak

Central Point—Fourteen members of Gamma Xi Chapter of Beta Sigma Phi sorority, and their husbands held a New Year's eve party at the home of Mr. and Mrs. Donald Hanscom, John Day ranch. Party hats, whistles and confetti furnished appropriate decoration for the event.

A midnight buffet supper preceded a series of games. Mrs. Robert Knight, 715 Laurel street, was hostess, Wednesday, January 6, for the first regular meeting of the chapter in the New Year.

The meeting was conducted by Mrs. Gordon Mekvold, chapter president.

Speakers for the evening were Mrs. Wilbur Eicher, whose topic was "Voice and Vocabulary," and Mrs. Darrel Greb, who discussed the subject of "You and Your Audience."

Entertainment included a pantomime, entitled "Little Blue Riding Hood," a comedy portrayed by Mrs. Mekvold, and Mrs. Greb.

Refreshments were furnished by the co-hostess, Mrs. Roy Madden.

The next meeting will be held Wednesday, January 20, at 8 p.m. at the home of Mrs. Kay Kelley. Co-hostess will be Mrs. Ned Starnes.

## Superintendent To Be Speaker For CFG Council

Dr. Leonard Mayfield, superintendent of Medford public schools, will speak at the annual meeting of Rogue Camp Fire Girls council Sunday, January 10, at 7 p.m. The meeting will be held at Rogue Valley Country club; dessert and coffee will be served for a small charge.

Dr. Mayfield will speak about his recent trip to Russia.

Mrs. James Rowan, council president, invites all committee members to attend. Parents of Camp Fire Girls, Blue Birds, and Horizon club members are also invited. Anyone interested in the organization, or former Camp Fire girls would be most welcome, Mrs. Rowan states.

The Rogue Camp Fire Girls council serves over 1,000 girls and adults in Jackson county. There are currently groups in Ashland, Talent, Phoenix, Medford, Central Point, and Eagle Point. Camp Fire Girls, Inc., serves girls aged 7-18 in groups of 8-20 girls supervised by a trained adult leader.

Camp Fire Girls is a member of the United Medford Crusade.

## NOODLE PUDDING

New York—Noodle pudding is delicious plain or with leftover meat, fish or vegetables added. Boil 1/2 pound of noodles in 2 quarts of salted water for 15 minutes. Drain and place in oiled casserole. Mix 1 egg, slightly beaten, with 1 cup of milk and 1 teaspoon of salt and pour over noodles. Sprinkle with 4 teaspoons of grated Parmesan cheese mixed with 1/2 cup of crushed potato chips. Place casserole in shallow pan of hot water and bake 45 minutes in a 350-degree oven. Serves 4.

## FOR EASIER PAINTING

Midland, Mich.—Follow a rule of thumb when painting a room. Do "cutting in" first. With a small brush, apply a narrow strip of paint along ceiling line, corners and woodwork. Then do the ceiling and walls, and finally, the trim.

## Moscow Becoming More Like West

By ALINE MOSBY  
United Press International

Moscow—Revolution! Women's shoes with heels just as stiletto-spiked and toes just as pointed as in the United States have appeared in a shop window in Moscow.

You even can buy an eyelash curler, of all things, for 15 rubles at sidewalk stands on Gorky Street. Beatniks with beards and tapered trousers were seen in the Arogy restaurant the other night . . . and

In short, Moscow is becoming Westernized. In fact, it's getting downright jazzy.

The proud Russians talk in circles to deny the trend. But nonetheless Moscow is slowly but perceptibly changing, and one's Oriental "forbidden" city may some day have much in common with capitals of

Western countries, for better or worse.

"Our women never will wear such shoes—they don't have feet shaped like that," one Russian husband explained, pointing at my pointed, toe shoes when I arrived in Moscow a few months ago.

But one window of GUM,

the big department store on Red Square, has women crowded around it six deep these days. In the window are elegant shoes—blue, pink, sleek, black, glittering brocades.

Only on Order  
When you inquire inside, the shoes are "made only to order, at 400 rubles (tourist exchange is 10 rubles to the dollar) up," the salesgirl says. But at least they're in the window, and Russian-made. And even those shoes Soviet women are buying eagerly on the ready-to-wear shelves at \$30 have reasonably narrow heels and slightly pointed toes, quite a change from the usual square, heavily solid footwear.

There are so many holes in the "curtain" these days that the long arm of "Americanization" can be found in the hotels, and the shops, even on the radio. You can buy soft drinks and cigarettes at sidewalk vending machines. Jazz, once frowned upon, is played in most of the hotel dining rooms. It sounds a little 1930-ish, but getting better all the time. Some of the orchestra vocalists even croon popular American songs such as "Autumn Leaves" in English.

Play U.S. Tunes  
Moscow Radio has played the album of "West Side Story," complete with a summary of the plot in Russian, twice recently.

The score of "My Fair Lady" is another starter you can hear sandwiched between the usual setting up exercises and newscasts relating successes of the seven-year plan.

Now that consumer goods are becoming more plentiful, stores are "dressing" their windows. Blown-up photographs of pretty girls, dummies with elaborate wigs, attractive displays of Russian perfumes and lingerie are changing the sidewalk scene.

But the ultimate of the "new look" in the Soviet capital was found in one store window on a side street. It is fashionable for Moscow women to be plump. But there on sale for 30 rubles was a pair of East German-made white lace "falsies."

## Bridge Club Announces Three Events

January's calendar is filled with events of special interest to duplicate bridge enthusiasts.

Saturday, January 9, Medford unit of the American Contract Bridge league will hold the monthly master point play. Sunday, January 17, a two-session team of four tournament will be held, with play during the afternoon and evening. Medford Duplicate Bridge club will sponsor the tournament, and on Tuesday, January 19, the club will hold the annual guest night.

All these games and tournaments will be played at Girls Community club.

Inquiries or reservations may be made by calling Mrs. Frank R. Baker or any member of the club.

January 5 the club held the monthly master point tournament, with 12 tables of players using the Mitchell movement rules.

North-south winners were Mrs. Frank R. Baker and Ray S. Wise, first, 159 1/2 points; Mrs. Richard Milestone and Mrs. Alto Pruitt, second, 151 1/2; Mr. and Mrs. Paul Hatton, third, 142 1/2; George Polski and George Rode, fourth, 140 1/2 points.

Winning east-west were Mrs. Patricia Gilhouse and Robert Middleton, first, 165; Roy Pruitt and H. J. Boyd, second, 160 1/2; John Russell and Al Gilhouse, third, 155 1/2; the Leland Clarks, fourth, 146 1/2 points.

## Keeners Return From Trip South

Mr. and Mrs. E. L. Keener returned to their home, 702 South Modoc avenue, Monday evening after spending five weeks in southern California. The Keeners visited their sons, Gary, in Garden Grove, Rogers, in Rosemead, and also spent some time with Mr. Keener's brother, Daryl, in Long Beach.

One evening the Keeners were guests of Larry Findly, who stages a television variety show, at the Moulin Rouge in Los Angeles.

While away the Keeners visited Mrs. Keener's three aunts in San Diego.

Seattle Couple Visitors in City  
Mr. and Mrs. L. Fudge, Seattle, Wash., were guests last week end at the home of Mrs. Fudge's brother-in-law and sister, Mr. and Mrs. H. F. Nordwick, 919 Reddy avenue.

The visitors showed pictures of their recent trip to Bermuda, Nassau, Havana and the southern United States to a number of guests at the Nordwick home.

## CARROT COOKIES

Holtville, Calif.—Carrot cookies were a prize-winner at the annual carrot festival here. Cream 1 cup of shortening until fluffy. Add 2 cups flour sifted with 4 tablespoons of sugar and 1/2 teaspoon of vanilla and 1 cup each of finely grated raw carrots and chopped nuts.

Form into 2 rolls 1-inch in diameter, wrap in waxed paper, and chill 2 hours. Slice 1/2-inch thick and bake 10 minutes on an ungreased cookie sheet in powdered sugar. Makes 6 dozen.

## Woman's Editor Relates Saga of Kentucky Ham

By GAY PAULEY  
UPI Women's Editor

New York—This is the story of one ham-of-the-eating variety, and of one woman's struggle with, and victory over, 20 pounds of meat and one bone.

It all began with a Christmas gift from my sister in Kentucky—a state famous for its beautiful horses, beautiful women, bourbon, bluegrass, and of course old-fashioned cured hams.

It all ended on my dinner table this week.

But it was in the in-between which nearly turned me into a beaten biscuit. I, who in all modesty, claim to have no trouble with Hollandaise sauce which baffles many a cook; I, creator of souffles which never fail; I, who can turn out a beef stroganoff to please the palate of a czar, if any were left.

The challenge of cooking a Kentucky-cured ham in a New York apartment though was a task I tackled with a new one. I checked every one of the general cookbooks I own; and, every ex-Kentuckian in New York I know. The consensus was: There is no short cut to cooking the long cures.

## Take Your Time

The generally recommended method: Soak the ham covered with water for 24 hours. Then boil, covered with water, for five or six hours. Then peel off the tough outer skin, glaze as you would a tenderized ham, and bake as usual.

Now, this would be no problem in kitchens our mothers and grandmothers used. They had space. My kitchen measures about six by eight feet, if you use an elastic yardstick. They had utensils large enough to cook the whole hog, if necessary. The biggest pan with cover I owned was the pressure cooker, a modern-method cook, roasting al-

ways has been with slow heat and open pan.

I tried to borrow from neighbors. No pots large enough. Finally, the ham spent that 24 hours soaking in the deep half of the kitchen sink. That problem was solved.

Now, where to boil? The ham was too large for the scrub pail, even if it was cleaned and given a foil cover.

Inspiration. There was that 14-gallon garbage pail parked outside the service entrance.

Most Unusual Pot  
Fairly new pail, too, and kept lined with a paper sack. Good, tight-fitting lid.

Well, inside came the pail and into the bathtub it went for cleaning and scalding. And before you could say Kentucky Derby, that ham was simmering away in the strangest looking pot ever to grace the top of a range. I didn't bother to check whether a galvanized surface is as safe for cooking as aluminum or enamel. By this time, I didn't care.

Once simmered, peeled and glazed, my utensil problems were over—the ham fitted just barely onto the largest roasting pan I owned. Later, when a clove-studded, mustard and vinegar-glazed ham emerged from the oven, I wondered whether all the effort was worth it.

Then, a paper-thin slice. And another. It was.

## Dance Planned By Hilltoppers

Hilltoppers square dance club will hold a square dance at the old Wager Creek school Saturday, January 9, beginning at 8:30 p.m. All square dancers are invited to attend.

Potluck refreshments are to be served during intermission.

Francis Cronin and guest callers will call the squares.

## Tight Fashions

Nylon tights under a long formal skirt make perfect matchmates for winter parties.



New on the Early American scene is this sofa with a curved center section that increases the seating area but does not increase the size. (#11)

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