



POTPOURRI

Are American women becoming annoyed with supermarkets? A clipping from the Bulletin of North Platte, Neb., indicates that at least one person—probably a woman—is critical of supermarkets and wishes for the "good old days" when the clerks waited on the customers.

The clipping was mailed to Potpourri by a woman who asked that her name be withheld, and who said she was a newcomer to Medford. The article, unsigned, was prompted by a news story which said that the president of a large chain of supermarkets went out and rang doorbells and asked the women what they liked, and didn't like, about the stores where they trade.

The writer said "Don't misunderstand me, I love supermarkets. But I would like to get in my two-cents' worth."

"First of all, I think some of the supermarkets are getting entirely too super. In some of them, trying to pick up a loaf of bread, a can of coffee and a quart of ice cream involves as much walking as taking the kids to the zoo."

"A housewife whose feet are tired is likely to avoid the supersupermarket and patronize it only when she is fresh as a daisy and feeling in the mood for a hike."

"My next wish is that supermarkets would remember when they are filling those giant size paper bags with heavy groceries that while they kindly supply me with a boy-pushed cart to get the groceries to the car, neither the boy nor the cart will be at home when I unload. Couldn't they use smaller sacks for heavy groceries like canned goods?"

"My last suggestion is that service, instead of self-service, be offered the shopper who has a baby in her arms, is walking on crutches, or is just too tired to walk the aisles looking for what she wants to buy. Why couldn't one of those boys who always seems to be rearranging shelves be available to the shopper who needs a little help? She could just turn a shopping list over to the young man and sit down in a comfortable chair while he picks up her order for her."

"I don't think this service would be abused, for as long as a woman is able, she likes to pick out her own groceries to be sure of getting the plumpest bunch of grapes and potatoes all of a size. And she loves to pinch peaches and pears to be sure they are ripe enough but not too ripe—as every groceryman knows to his sorrow."

We agree with the anonymous writer that most supermarkets are indeed super size, but at that, this shopper and housewife wouldn't care to live in a city where one shopped at several different stores, buying canned goods in one, fresh vegetables and fruit in another, meat in another and bread and pastries in another, as is done in many European cities.

Many women are disorganized shoppers, and Potpourri is one of those. In spite of the fact that we do most of our food buying in one or two stores, we have trouble in remembering where some of the articles purchased less frequently, are stored. We can always find the milk, meat, bread and eggs without much trouble, but when it comes to something like detergent, salad dressing or dried fruit, we have to hunt around, adding to our walking time.

After several incidents of buying articles we didn't mean to buy through carelessness and shopping too hastily, this housewife has tried to remember to read labels, read price tags and other buying guides. It's a good idea to wear the bifocals, too, if one has reached this stage. We know one shopper who picked up what he thought was a hunk of bleu cheese only to find when he arrived home that the cheese had caraway seeds in it. And he hates food with seeds in it.

Stores are constantly seeking means of pleasing shoppers and of increasing their sales. One Medford supermarket, for instance, employs a home economist who is on hand in the store during part of the rush periods to aid shoppers and give advice on purchases. Many shoppers seek her help.

For the most part, it is our impression that the clerks in supermarkets can answer questions with adequate knowledge and background of the stock. But this is often not the case with salesmen and women in other types of stores. Not long ago a Medford woman decided to buy her husband a set of binoculars as a gift. In preparation for making the purchase, which she knew would involve a fairly large sum of money, she made some inquiries and did a little reading.

After visiting a number of stores she reported that some clerks knew less about binoculars than she did after her brief study, that most had a languid and indifferent air about the transaction. In one store two different clerks gave conflicting information about the same pair of glasses.

Other women are upset because clerks are ill-informed about clothing. We have a lot of sympathy for clerks trying to sell clothing in this day of a hundred different fabrics, including dozens of synthetics and combinations of synthetics and natural fibres with strange names. But it does seem that an efficient clerk would find time to obtain at least basic information about the new fabrics.—O.S.



Chicago—Mrs. Bertha Adkins, undersecretary of health, education and welfare, waves a cheerful hello on arrival here last week for the GOP national convention. (UPI telephoto)

A Woman's 'Extra Pounds' May be in Her Large Purse

By GAY PAULEY
UPI Women's Editor

New York—Most of us women are toting around several pounds of extra weight—and not always around our waistslines. It lies in those outsize purses, often plus briefcases, which are putting even light weights into the heavy-weight division.

Give the average woman a large handbag and somehow she fills it. Like a small boy stuffs his pockets. Especially, if she's a business or professional woman who travels a lot.

I located one lady who packs a 44 pistol in her handbag (she didn't want her name used); another, whose purse holds her portable typewriter which airlines won't check for her; and another whose briefcase often holds a choice chunk of cheese or caviar.

A dozen women in a variety of careers weighed their handbags, plus briefcases if they carried them, just to see what poundage we are toting on an arm. The range was from three pounds to a staggering 25. My own purse with notebook and hairspray scaled four pounds 15 ounces.

You would think that the record would go to models who carry makeups, changes of jewelry, changes of shoes, wigs, plus the usual paraphernalia. Not so. It went to Margaret Kennedy, partner in the brokerage firm of Lubetkin Regan and Kennedy.

Her purse weighed five pounds; the attache case filled with pamphlets and books on the stock market ran up another 20.

"Any man with a strong arm is always welcome," said Miss Kennedy.

Four fashion models at the plaza five agency—Daphne Bell, Jessica Ford, Ann Klen and Olga Nicholas—carried tote bags averaging nine to 10 and one-half pounds.

New Iron Is For Southpaws

New York—(UPI)—Southpaw ironers get a break with a new steam and dry iron exhibited at the National Electrical Manufacturers' association show.

The cord for this iron is attached to the top rear of the handle, to accommodate either left or right-handed homemakers. The temperature control also is conveniently located on the front of the handle top.

Other new appliances include a portable food mixer with power booster to give additional thrust in heavy mixing and an electric fry pan with a lid that can set at an angle in a slot on the back rim, to protect against splattering. The skillet also comes with a special leg that snaps into the handle, tilting the pan slightly to simplify basting and draining off fat as it collects.

New electric coffee makers are submersible, have finger-guard handles and non-drip spouts.

Toasters have extra-high rise racks for easier removal of small pieces of toast. A shredder slicer that also crushes ice is available as an individual appliance, not an attachment.

And a new version of the kitchen counter power center includes a meat grinder, can opener and saladmaker attachments.

Athlete From Sweden is Guest in Medford

By Jim FRAKE

Orjan Sviden, a six-foot-plus basketball player from Stockholm, Sweden, will soon leave for home after spending a year attending Lewis and Clark college in Portland.

He is currently staying with Mr. and Mrs. George Flanagan, North Pacific highway, Medford.

Orjan was sent to the United States to gain experience in basketball, a sport which is gaining greater interest and participation in Sweden. He had been a member of his high school team, as well as the more important "city teams." Basketball in that area began some five years ago, and now is rated in the top five indoor sports, according to Sviden.

The 18-year-old youth was asked to come to America by Jim McGregor, a Portland basketball coach who, after coaching throughout the Northwest, traveled abroad for seven years teaching and coaching the game. In Sweden he found so many tall athletes that he especially wanted to encourage and promote basketball.

According to Orjan, last spring he was playing basketball on one of the city teams when he was spotted by McGregor. The youth was offered an opportunity to gain greater experience, but wasn't too sure if it would work out. However, in early summer he was flown to New York, then to Portland.

Once in Portland, he was enrolled last fall in Grant High school and began practicing basketball.

After several days he found that the academic courses offered him he had already taken in Sweden. Orjan had completed ten years of schooling, with two more years remaining to take before graduation. He explains that their system of schools concentrates the work so upon graduation he has had one or two years of American college work. Then in college, students do not take general or liberal courses, but specialize.

When the athlete began practicing basketball at Grant, other schools were fearful of his ability and evidently pressured the Oregon State Athletic association into taking action against Orjan. The association then denied him the right to compete in inter-school games at Grant, according to Sviden.

Because the youth came to America to compete in basketball and further his education, and he couldn't do either at Grant, he was transferred to Lewis and Clark college, Portland. There he played basketball on the junior varsity squad.

Academic-wise, Orjan is looking towards architecture as a possible career in Sweden. He will probably major in it when he enters the Technical University of Sweden when he graduates from his secondary school. The school he attends in Sweden doesn't offer a choice of courses, only a planned curriculum.

At Lewis and Clark his course of study included calculus, physics, mechanical drawing, and some art courses. The remaining portion of his time was of course, involved in basketball training.

In discussing his education, the athlete noted that in Sweden students are not compelled to attend school all 12

years. He added that if they don't, however, the type and number of jobs made available to them are limited.

Long Season
The youth pointed out that basketball in Sweden lasts from the first part of October until May. There are not so many "school teams" as there are "city teams," he emphasized.

Women's Fellowship Of Christian Church Announces Meetings

Circles of Christian Women's Fellowship, First Christian church, will meet this week.

Wednesday at 1 p.m. Johnson circle will meet with Mrs. Keith Templeman, 1533 South Ivy street. Wear circle will hold a picnic luncheon Thursday at noon. Mrs. A. W. Denney is hostess.

Other circles will meet at 1 p.m. on Thursday. Shoemaker circle will meet in Fellowship hall, Peterson circle with Mrs. Paul Andrews, 38 Willamette avenue. Drummond circle with Mrs. C. D. Hershiser, 1255 Sweet road; and Troxell circle with Mrs. Wilmer Warren, 1026 Maple Park drive.

Reports of the Oregon Christian convention, recently held at Turner, were made at meetings of the Ashland and Medford CWF. Fourteen women, two husbands and nine children joined the Ashland group for a picnic held in Lithia park preceding the meeting.

Society To Hold Picnic Meeting

A potluck picnic is planned for the general meeting of the Woman's Society of Christian Service of First Methodist church, July 26. The meeting will begin at 10 a.m. at the home of Mrs. Eugene Ray, 2444 Ross lane.

Mrs. Richard Kuschel and Mrs. Kenneth Knapp are in charge of the program, titled "Walking in the Light" and Mrs. Anne Gorby will present the worship service. Members are reminded to take their table service. Nursery care will be provided at the church and each child should bring a sack lunch.

Illinois Valley Club Holds Dinner Meeting

Cave Junction—A meeting of the Illinois Valley Mineral and Hobby club was held July 17 at the home of Mrs. M. H. Miller, Kerby Trailer court. Following a potluck dinner at 6 p.m. slides were shown of rocks and minerals.

Among the 43 persons attending were Mr. and Mrs. Chester McGinty, Bakersfield, Calif., guests of Mrs. Leota Tucker, Selma. Mr. McGinty displayed jewelry he had made of Horse Canyon agates.

Lodges To Hold Picnic at Park

Members of Warren lodge, Oregon chapter Royal Arch Masons and Adalee chapter, Order of Eastern Star, will hold their annual picnic this afternoon at 1 o'clock at Tou-Velle State park.

Those attending are to take their own table service and those whose last names begin with A to G are to take salads; H to P, desserts; and Q to Z, fried chicken. Ice cream and cold drinks are to be furnished.

Rather than having inter-school games, they engaged in inter-community contests; however, some of the city teams are coached by high school trainers, so they are similar.

In Sweden, advancement in basketball is a matter of improving then moving up the ladder of achievement. The teams compete with each other to obtain a higher ranking.

The student is one of five sons in his family. His parents are Mr. and Mrs. Sven Sviden; and his brothers are Bjorn, 26, who is with the merchant marine; Ove, 23, an aviation engineer at the Technical University of Sweden; Ulf, 20, now in the Sweden Military service; Orjan, 18; and Anders, 15, now attending the same school as Orjan.

His father is an electrical engineer for the Swedish State Power board.

Besides basketball, Orjan, who is six feet five inches, enjoys snow skiing, ice skating, soccer, track, and other sports. While staying with the Flanagan family here this summer he reports he has done some swimming every day in their pool.

This summer he is working at Elk Lumber company doing dry-chain pulling work. He plans to leave New York

for home about August 23, and will visit several U. S. cities before going home.

The visitor first became acquainted with John Flanagan, one of the Flanagan's sons, the first day of classes at Lewis and Clark.

The teen-ager was one of three youths brought to the U. S. under the athletic fellowship program, the others participating in high jumping and golf in other parts of the Northwest. The other youths are slated to remain here for another one or two years before returning home, while Orjan wishes to return to complete his education there in Sweden.

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