



Members of Southern Oregon Society of Artists cooperated with Medford Junior Women's club in the recent luncheon and style show held at Rogue Valley Country club. The artists supplied pictures for a small exhibit, and a group also attended the luncheon. Pictured here during the event are (left to right) Mrs. Roy R. Carter, Mrs. Jack

Mitchell, Mrs. George Johnson and Mr. Johnson, who is president of the artists' society. The Junior Women's club, affiliated with the Oregon Federation of Women's club, will use the funds from the benefit event for the various projects carried on locally and in Oregon by the federations and its affiliated groups.

### Pre-Holiday Fashion Show Given by Club

Fashion foreshadowing holiday festivities were shown to guests at the Medford Junior Women's "Holiday Portraits" fashion show held November 18 at the Rogue Valley Country club. Proceeds will help support the national and state projects and scholarships of the Oregon Federation of Women's clubs with which the local club is affiliated.

Sharing the spotlight with the fashions were several works by local artists, members of the Southern Oregon Society of Artists. Mrs. Robert W. Billingsley, chairman of the style show, welcomed the artists in attendance. They were Mrs. Ray R. Carter, Mrs. Jack Mitchell, Mrs. George R. Johnson and Mr. Johnson, president of the Society. Miss Susan Caperna, 13, exhibited a painting in easel entitled "Three Sisters." She has been painting since 9 years of age.

Other artists showing paintings were Mrs. T. L. McDaniel, Mrs. Tommy Grissom, Mrs. Alfred Castillo, Mrs. Fred H. Gardner, Mrs. Maude Coddling, Mrs. Ron Caperna, Clifford Platz and Mrs. Frank A. Ralston, sculptor.

Some of the works will be for sale December 3 and 4 at the Girls Community club at a "Gallery Sale" benefiting the permanent gallery fund. Hostesses seating the guests at the luncheon preceding the style show were Mrs. David DeArmond, Mrs. Robert C. Vincent and Mrs. Kenneth D. Lyons. Centerpieces of draped gold satin accented with sprigs of holly lent a holiday motif to the dining.

Following the luncheon Otis Swisher, tenor, entertained guests with songs from Broadway shows. He was accompanied by Mrs. Robert Sheldon, Donna Marin and Sue Gifford of the Thurston Dance studio portrayed "Artists and Models" in a modern jazz ballet.

Jack Stong was at the Hammond organ from Purucker Music to provide background music throughout the luncheon and the style show.

Two clowns armed with a picture frame and a camera, amused the guests by taking photos of several individuals.

At intermission Mrs. Billingsley introduced Mrs. Clay Lee, president of District One of the Oregon Federation of Women's clubs. Mrs. Lee presented prizes to Mrs. Wesley Pearson, Mrs. Samuel Rairier and Mrs. Stong.

A gold-green drapery, an upholstered gold chair of Regency design and a Florentine candelabrum with gold tapers provided a setting for the models. As the models paused briefly, the setting and an easel and palette suggested an artist working. The programs reflected the scene as an artist's sketch on canvas.

Mrs. James A. Wells was narrator for the show and also fashion chairman. Mrs. J. L. Holmes was program chairman, Mrs. Vincent, decorations, Mrs. Bob G. Norris, favors and door prizes, Mrs. E. W. Ingram, music and Mrs.

### Dinner, Cards Planned by Lodge

Pocahontas lodge will nominate officers at a meeting planned for tonight at Redman hall on Apple street.

A potluck dinner at 6:30 o'clock will be followed by the business session at 8 p.m., with pas chiefs officiating.

A card party will close the evening, and members may take guests for this. It was erroneously announced earlier that the card party would be open to the public.



Robert L. Haworth publicist, Mrs. William J. Thompson arranged for the art exhibit and Mrs. Gene Chamberlain the luncheon.

Models were Mrs. John J. Owens, Mrs. Billingsley, Mrs. Norris, Mrs. Harlan E. Weaver, Mrs. Chamberlain, Mrs. Robert L. Haworth, Mrs. L. E. McConnell, Mrs. Wayne M. Allen and the F. D. Nelson.

Clothing, jewelry and handbags were from Town and Country Shop of White City, shoes from Burelson's Ready to Wear Shoe salon; jewelry, from Pearson's; make-up was by Mrs. Vee Halgren, Charles of Riz consultant of Burelson's; hats from Hadley's and stage settings were arranged by Dempster's. Favors were from Western Thrift, Avon Mann's Department store, Vee Halgren and cigarettes were provided by the Grandview Market.

### Holiday Show Monday Night Open to Public

Further plans are being made this week end for the show and demonstration of holiday arrangements and decorations to be held Monday, November 28, at Pings Gardens. The show will be presented by Bob F. Biggs, Portland decorator, and his assistant, George T. Dawson between 8 and 10 p.m. The show was at first announced for the morning.

Central Point Garden club is sponsoring the show, and the public is invited to attend. A charge will be made. Tickets are on sale at Mann's Department store.

Mr. Biggs was in Medford for a short time Wednesday en route to Redding, Calif., where he is presenting a show Saturday. From Medford he will go to Klamath Falls.

The decorator stated that new and fresh ideas for Christmas and New Year home decor will be presented. He stresses "the simple, the natural, the classic" and makes much use of native material.

Further information concerning the show may be obtained by calling Mrs. Violet LeRoy, SPring 3-6904, or members of the Central Point Garden club.

Two members of Medford Junior Women's club, dressed in clown suits, provided amusing diversion for guests at the recent luncheon and style show given by the club at Rogue Valley Country club. Carrying a picture frame and a camera, the two women posed various guests and took their pictures, presenting them copies. Names of the two "clowns" were not divulged. Proceeds from the benefit party, an annual event for the Junior Women, go for various civic and charitable projects on the program of the local group and the Oregon Federation of Women's club, with which it is affiliated.

### Why, When, How Survey Conducted on Clothing

By GAY PAULEY  
UPI Women's Editor

New York — The dress industry, turning a three-way mirror on us women shoppers, finds that some of us select clothes to please men and some of us to impress other women.

The percentages of each are so close that were it not for a race between two politicians, the loser could demand a recount.

In what was billed as the "first comprehensive research project to determine why, when and how women buy clothing," the researchers found that 44 per cent of us women choose clothes to please men, 42 per cent to please other women; 13 per cent considered neither, and one per cent said both men and women were considered.

Study Continues

The continuing study is underwritten by Andrew Arkin, head of a firm which calls itself the nation's largest manufacturer of better dresses. Arkin hired the Furst Survey Research center to do the study, which he said he first planned to use to further his own business. Then he decided the findings were "too universally important to the industry to keep them to myself."

The first set of findings reported there are 65 million women over 14 to do dress buying. Some 89 per cent of the total own 7.3 daytime dresses each.

The average working woman owns 8.1 daytime dresses, spending for each an average of \$13.43. The non-working woman owns 7.1 daytime dresses, each of which costs her \$11.36.

Advertising Influential

Newspaper advertising has proved to be a strong influence in feminine purchasing. Asked when they first saw

the style of a dress desired, 27 per cent said in a newspaper or magazine. Fifty-two per cent said on dress racks. A mere two per cent had seen it worn by a friend — a percentage small enough to indicate most of us women would rather not meet ourselves on the street.

In shopping, 68 per cent of the women preferred to "browse alone" on first entering a dress department; 63 per cent preferred to continue their browsing alone when they got to the actual stock.

But by the time they got around to trying on, more than half wanted sales help. Sixteen per cent didn't want help even then.

More than half the customers were concerned first with style, but the researchers found a high percentage considered workmanship and detail more important than fabric or color.

Most women spent just about what they had planned to spend. Forty-nine per cent depended on buying at regular prices, but 42 per cent watched for sales.

Those who preferred to shop at regular prices listed a variety of reasons — "Never find what I want at sales... Have more choice at regular prices... No time to shop for bargains... Don't enjoy fighting crowds... Hard to find my size."

The researchers asked women their emotional reaction to buying an expensive dress. Seventy-two per cent were "happy." Sixty-one per cent also thought the purchase "justified."

Thirteen per cent felt "guilty."

For the woman who has everything but the perfect figure, measure carefully the amount of conventional salad dressings and rich cream sauces used every day and replace them with bottled low-calorie French or Italian-style dressings on salads, in meat mixtures, and in hors d'oeuvre fixings.



Last night thousands of weary housewives were thankful that Thanksgiving was over. They were thoroughly tired as a result of having cleaned the house in preparation for the holiday, from preparing the big dinner and cleaning up the kitchen afterwards.

Perhaps then they will be in the right mood to listen to one Carl Sundberg, industrial designer living in Detroit. Housewives, he declares, can cut their working time in half if they follow his advice.

To achieve greater freedom from house chores, Mr. Sundberg suggests that the women should:

- Spray floors, rugs, walls, furniture, fixtures and draperies with an anti-static aerosol compound that makes them inhospitable to dust and grime.
- Decorate the living room with plastic-coated upholstery fabrics and synthetic-fiber floor coverings. Advantages: They resist stain and wipe clean with a damp cloth.
- Rid kitchen of cooking odors—before smells invade other rooms—by using a modern oxy-catalyst which purifies air.

- Cut down on dishwashing by using modern stove-top, flame resistant utensils of earthenware, enameled metal or stainless steel.
- Use as many disposable items as possible. Example: Throw-away ash trays, hot pads, hot-drink paper cups and one-use foil cooking pans.
- Use permanent plastic shelf and drawer liners which are easily and quickly cleaned.
- Relieve rough cleaning chores, like scouring the oven, by using modern chemicals which take the place of elbow grease.

- Keep foods from sticking to pans, without greasing, by coating pans with new silicone-based liquids. This coating lasts through many washings.
- Install a combination washer-dryer on the second floor of your home, rather than in the basement. With the laundry center close to bedrooms, where soiled linens originate, you'll cut needless stair climbing.

That's concerning the here and now. Within the next few years, the designer said, robots will take over much more of the housewife's chores.

"The kitchen," he said, "is likely to disappear. Food will be prepared at the table by means of self-energizing utensils. You will see further evolution of our present electric fry pans, griddles, rotisseries, but so designed that they constitute an elegant table service of carefully matched units—each housed in its own storage cabinet."

"Cooking with these units will have all the ceremony of a fashionable Parisian restaurant or a Japanese home with all the appetite-arousing ritual that this implies—right at the table."

Mr. Sundberg isn't just being kind to the American woman, either. He says it's in the best interests of the entire nation to relieve women of household drudgery.

"America can no longer afford to squander the creative talent of our womanhood on dull, repetitive tasks in homes," said this interesting man.

"To hold our own with Russia, where half the scientific students are women, the American woman must be freed to use her qualities of perseverance, manual dexterity and meticulous attention to detail for creative ends."

Just in case anyone is interested, Potpourri is thankful today that our broken bone is a little one in the foot, instead of a more important one—in the leg, for instance. Even so, we'll be even more thankful when it is completely mended and we are rid of the yards of tape and bandages which now encumber us. A couple of days ago, as we grumbled over the fact that the bandages don't exactly make us look smart and well-groomed, Pappy came up with a brilliant idea. "Why don't you decorate the whole thing with sequins and glitter?" he suggested. "Sequins are very fashionable right now."—O.S.

### Men's Night Observed By Amaranth

Roxy Ann court, Order of Amaranth, observed "men's night" November 17 when members substituted in various offices of the court. Members of Bethel 55, Daughters of Job, which is sponsored by the court, assisted in the flag presentation.

They were Honored Queen Theresa Six, Senior Princess Jane Ward and Junior Princess Barbara Mitchell.

Occupying office stations, in addition to Marshall Day, royal patron, and Merritt Swing, associate patron, were Lloyd Caton, treasurer; Olaf Skoog, trustee; Hal Bishop, prelate; Vernon Thompson, historian; Jack Kennedy, marshal in the east; Fred Purdin, marshal in the west; Stanley Jones, standard bearer; Ira Canfield, truth, Charles Hoppe, faith; Clarence Harwood, wisdom, and Richard Mayfield, charity.

The group authorized Mrs. Frank Salyers, royal matron, to proceed with plans for the annual Christmas dinner, when presents will be accumulated from members for distribution to underprivileged children. Mrs. L. G. Frink is in charge of the gift program and distribution will be made through cooperation with the public school system.

Mrs. Merritt Swing, associate matron, was named chairman for the annual smorgasbord for members, Masonic friends and guests. It will be held late in January.

Tom Ball, local Judo instructor, demonstrated "the gentle art of self defense by judo and jujitsu" following the meeting. Assisting were members of Ball's class, Larry Nolte, Jack Wheeler and Don Smith.

Oyster stew, prepared by Wallace Brill, was served following the entertainment.

### Camp White Club Has Match Play

Camp White — Winners of match points at regular play of Camp White Veterans Bridge club November 21 were Walter Humes and William J. Vale, first, 66½; Mrs. Clifford Howard and Mrs. A. W. Lingass, second, 66; Mrs. Frank Baker and D. H. Barber, third, 59, and Mr. and Mrs. Dale Forncrook, fourth, 55½.

### 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 Dead-line 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.

Saturday: 2 p.m. — Daughters of the American Revolution, Girls Community club.

### Miss Oregon To Visit Store

Miss Rosemary Doolen, who represented Oregon at the 1960 Miss America pageant, will be a guest of Mann's Department store during the Charm Hour at the store Saturday, November 26, beginning at 11 a.m. Miss Doolen, a student at Willamette university, will wear one of the formal gowns which were designed for her Miss Oregon wardrobe and for pageant in September. Miss Doolen will speak on charm during the hour.

The Charm Hour is held on alternate Saturdays in the Teen Shop of Mann's. Cokes and music are planned.

Miss Oregon is a daughter of Mrs. Horace M. Doolen, 612 West Second street.

### Specialist Explains Children's Fighting

Austin, Tex. — When Jimmy reaches over and dips his sister's pony tail into the ink, he may be expressing deep affection and respect, a home economics professor at the University of Texas believes.

Phyllis L. Richards, who makes her observations of children at the university's nursery school says that fighting among children may be signs of growth as well as signs of emotional outlets.

"Arguing between brothers and sisters even may be a sign of respect and deep affection," she said. "A child may regard his brother's opinions so highly that he wants the brother to agree with him, even if he has to knock him down to make him agree."

She said that only when the fighting becomes extreme should parents be concerned.

"Youngsters when they bicker are experimenting with each other's reactions, seeing how much they can get away with," she said.

If the bickering is constant, parents should bring some arbitration into play, she added.

### Duplicate Club Holds Dinner; Winners Named

About 70 members of Medford Duplicate Bridge club gathered at Girls Community club Tuesday night for a Thanksgiving dinner and evening of bridge. Mrs. Patricia Gilhousen took charge of the dinner and decorations.

North-south winners at duplicate bridge were Mrs. Leonard Clark and Mrs. Sam Richardson, first, 198½; B. L. Sanderson and Mr. Clark, second, 180½; Mrs. Berg Marten and Mrs. Paul Hatton, third, 174; Jack Barr and John Shortridge, fourth, 170; Mrs. Frank Baker and George Rode, fifth, 166 points.

Winning east-west were W. J. Van Scoy and L. M. Peterson, first, 178½; Mrs. Barr and Ray Wise tied with the Jack Mitchells for second and third, each scoring 174 points; Mrs. Sanderson and Mrs. Maude Coddling, fourth, 170; Mrs. Lloyd Johnson and John Solheim, fifth, 166½.

## Social Events Women's News

### Luncheon Given For Bride-Elect

Gold Hill — Miss Dorothy Schoenemann was honored at a luncheon and bridal shower given November 18 at the home of Mrs. Arthur Boye, Gold Hill. Co-hostess was Mrs. Ruben C. Compton, Medford.

Miss Schoenemann's wedding to Dr. Paul Judson Dix of Medford was set for November 24. She is the daughter of Mr. and Mrs. Ted Schoeneman, Route 1, Gold Hill.

The refreshment table was centered with a miniature wedding cake and white tapers in crystal holders. The flower arrangements were the work of Mrs. George Smith, Mrs. Victor Sether, Medford, poured. Guests were Miss Schoenemann, her mother, and Mrs.

Roy Cameron, Mrs. Agnes Westlund, Mrs. Paul Mollo, Mrs. Norman Gail, Mrs. Sether, Mrs. Wallace Swaser and daughter, Lynn, Mrs. Deloa Walker, Mrs. Melvin Burnett, Mrs. Jane Lange, Mrs. Henry Pillarski, Mrs. E. Hoffman, Mrs. Smith, Mrs. Lester Parker, Mrs. Bruce Williams, Mrs. Helen Wegner, and Miss Paty Boye, daughter of the hostess.

### Lions Auxiliary Holds Meeting

Prospect — Prospect Lions auxiliary held the last dinner and business meeting at the Mill Creek cafe. The executive committee met last at the home of Mrs. Victor Chapman.



# Shop EARLY In MEDFORD!

GIFTS YOU DON'T HAVE TO TRAVEL EXTRA MILES TO GET! From near and far, from at home and abroad has come the wide and wonderful selection of all that's new and exciting in the way of gifts. Shop right here in your home community, where the best costs no more. There's a cheery welcome awaiting you in the colorful lights, glittering tinsel and beautiful displays you'll see right now!

SHOP FOR NAMES YOU KNOW AND BRANDS YOU TRUST! Gift-giving time is no time to take a chance on unknown or off-brand merchandise. Here, in your home community, our Christmas-minded merchants have gone all out to bring you the famous names that stand for quality, at prices that make giving and getting a positive pleasure. Shop with confidence. Our Medford merchants are your friends and neighbors.

SHOPPING IS MORE FUN WHEN YOU SHOP AT HOME! We could devote pages to explaining why, but here are just a few reasons. You save the cost and inconvenience of travel time, the harassment of looking for parking space. You pay no more, often less for the same merchandise. You help boost local prosperity and make our community a better place to live in. AND, you will find that after-sale service and exchanges are SO MUCH SIMPLER!

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Medford Mail Tribune