

# Social Events ♦ Women's News

## 'Punk Housewife's Woes' Stirred Reader Interest

(Mary Bass, for 18 years executive editor of the Ladies' Home Journal, recently stopped hitting the typewriter keys to hit the lecture trail, discoursing on topics of interest to women. In the following dispatch, Mrs. Bass reviews some of her more memorable experiences as an editor.)

By PATRICIA MCCORMACK

New York — UPI — UPI All the world loves the punk housewife — a combination of dumb Dora, butter fingers and ne'er-do-well. But the ultra-efficient housewife who clicks through her chores each day with computer speed draws the ire of all the world.



Patricia McCormack, author of the article 'Punk Housewife's Woes'.

Between the two types, there's the scrambled housewife — not as punk as the punk housewife and not as efficient as the perfect type.

All the world, apparently, reacts to the scrambled housewife with mixed feelings — pity, disdain and disbelief.

The three types, each based on a true story published in the Ladies' Home Journal during the last quarter century, come to mind when the woman who was executive editor of that magazine for 18 years looks back.

**Lecture Career**  
Mary Bass, the former editor now embarked on a lecture career, recalled the three types during an interview about her past — and future — in the world of women.

"The punk housewife's story," she said, "was the greatest success. It brought more sympathy and words of encouragement than any other story."

"By contrast, the greatest resentment, judging from reader mail, was stirred by a report of a housewife who did everything perfectly, noting that 'I do my work in an hour.' Readers complained and were disgusted. They didn't believe it."

The punk housewife, on the other hand, complained that she never could seem to do anything right, on time or to the satisfaction of anyone. **Was Swamped**

"She was swamped," Mrs. Bass said. "Food burned, her house was a mess, the children seemed out of hand."

"She asked what to do to help and women everywhere sensed the discouragement and wrote words of encouragement."

When she left the Journal recently, Mrs. Bass terminated an association begun in 1936. She did so well that by 1941 she was given a \$5,000 raise.

By 1944 she was executive editor, developing and supervising such features as "What the Women of America Think," "How America Lives," and "How America Spends Its Money."

During the time she moved ahead in the editorial suite, the status of American women was undergoing big changes.

Push-button appliances, instant and frozen foods, and wash 'n' wear fabrics freed them from much of the pre-World War II drudgery. Suddenly, the professional people-watchers discovered that the hand that rocks the cradle is attached to shoulders that hold a head with a brain in it. Women, it was agreed, could think!

While all of this was happening, the cost of living started its spiral. Women in greater numbers went to work. Today, the image of the docile woman of 25 years ago has all but disappeared. The typical female is a wife, a mother, a homemaker and career woman. She speaks up, goes out more, turns her hand at almost everything.

**Does Everything**  
"She's breaking her neck to be everything and to do everything," Mrs. Bass said. "Too much is being expected of her."

"The most precious thing-time — is being squeezed out of her life by the many distractions and demands in work, recreation and home-front chores."

"This produces a shallowness, eliminates depth in human relations — especially in the family. Because of the great time squeeze, there's not so much talking with one another. Instead of talking things over, you now run off to a counselor or send the children to the psychologist."

Contrasting family life of 20 years ago with their status now, Mrs. Bass said:

"Women don't value their own worth as women anymore. They apologize for their role in life and retreat from it. Their role should be to develop human beings as values. Men don't have the time and if women don't do it, who will do it?"

**Look for Book**  
Mrs. Bass maintains that women don't realize their own potential. She claims many are too quick to look for a book or outside advice when a problem in child



Mary Bass, for 18 years executive editor of the Ladies' Home Journal, recently stopped hitting the typewriter keys to hit the lecture trail, discoursing on how America lives. She is shown at home here in New York, with her son, Richardson. Mrs. Bass is a widow. (UPI photo)

raising, money management or marriage occurs.

"Trust yourself," she said, "and don't depend too much on outside help. Doing it yourself, applying your own power to a problem is the creative part of life."

Mrs. Bass, a widow, has one son, Richardson, a prep school sophomore. Like his mother, he leans to writing.

Writing runs in the family. Her father, the late James S. Carson, was a newspaperman in Mexico City for many years.

One lecture topic listed by Mrs. Bass is "the revolution in the magazine world."

"The publishing battles of the century are going on before the eyes of a bewildered public," she said.

Her lecture on this topic lifts the powder-puff curtain, showing behind-the-scenes situations in the magazine industry and notes "what might bring these mass educational and cultural media to disaster."

**Guests**  
Guests at the home of Mr. and Mrs. W. D. Woodcock, 2557 Sandy terrace, are Mr. and Mrs. Maurice Luciani, San Francisco, Calif. Mrs. Luciani is the former Miss Bobbette Woodcock of Medford.

**In Madras**  
Mrs. Laura Webber, 112 Laurel street, Apartment 2, is spending the Christmas holidays with her granddaughter, Mrs. J. R. Warren, Madras, Ore. She will be absent from the city about a month.

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

**Thursday**  
8 p.m. — Medford Toastmasters club, Girls Community club.

8 p.m. — Reames chapter, order of the Eastern Star, Medford Masonic temple.

## Students Home For Holidays

Among students home for the holidays are John Frohnmayer, who arrived from Stanford university, and his sister, Miss Mira Frohnmayer, a graduate student in music at the New England conservatory in Boston, Mass. They are with their parents, Mr. and Mrs. Otto Frohnmayer, 1656 Spring street, Medford.

A small open house was held in the afternoon on Christmas day at the Frohnmayer home. Former classmates, a number from out of town, attended. Miss Frohnmayer is a graduate of the University of Oregon.

The Frohnmayer's other son, David Frohnmayer, now a student at Oxford university in England, is spending the holidays in North Germany at Molln, with the family with whom he lived when he was an American field service student in Germany.

Have you tried vinegar on a stubborn crease that won't iron out? Rub on white vinegar, just as it comes from the bottle, then press with a warm iron.

## Banana Dip Popular With Teen-Age Group

A flavorful dip which will satisfy those ever-hungry teen-agers is easily made and goes well with favorite beverages. Provide crisp crackers or potato chips for happy munching.

**Banana Dip**  
Three-fourth cup cream cheese; one-half cup mashed bananas; one teaspoon chopped chives; one-half cup dried beef, shredded; one-half teaspoon pepper.

Combine all ingredients in bowl and mix until well blended. Store in refrigerator in covered container until serving time. Makes one and one-half cups dip.

## Fifty Plus Club To Hold Election

The semi-annual election of officers for Medford Fifty-Plus club will be conducted at a meeting of the group Friday, December 28 at 12:30 p.m. in St. Mark's Guild hall, West Fifth street at North Oakdale avenue. Those who attend should take sack lunches.

## Holiday Events Held by Chapter

Members of Alpha Beta chapter, Beta Sigma Phi sorority, were entertained at two events recently.

A "Get Acquainted" party was held at the home of Mrs. Gerald Nelson, 1335 Morrow road. The theme of the party was an old-fashioned box social, and husbands of the members bid on the decorated boxes.

Mrs. Gilbert Stuart and Mrs. K. D. Knackstedt are new members of the group. Mrs. John Watkins, Mrs. Ray Barnett, and Mrs. Nelson were in charge of the evening activities.

The Christmas party was held at the home of Mrs. Lou Cranston, 2233 Siskiyou boulevard. Names of secret sisters for 1962 were revealed, and names were drawn for the coming year. Gifts were exchanged.

Gifts were wrapped for the women at the Milledge home, which was a service project of the chapter. The party was given by the executive board.

## Weatonka Council Set Dinner Party

A dinner meeting and card party are planned by Weatonka council, Degree of Pocatontas lodge, Friday, December 28 in Redman hall on Apple street.

The dinner is scheduled for 6:30 p.m., and members whose birthdays are in December will be honored. The business meeting will open at 8 p.m., and the card party will follow.

## Cancel Dance

The square dance session scheduled for Friday, December 28 by the Buckles and Bows Square Dance group has been cancelled, officers have announced.

## Mrs. Charles Jantzer Hostess for Meeting

Central Point-Crater chapter, Grandmother Clubs of America, met recently at the home of Mrs. Charles Jantzer, 1734 Beall lane. Cohostesses were Mrs. Frank Smith, Mrs. Walter Gehbard, Mrs. Harry Ayers and Mrs. George Rainey.

Mrs. Gilbert Brood was presented with a subscription to the national magazine "Autumn Leaves." The club also voted to set aside a Christmas fund to be used to aid underprivileged grandmothers.

## West Family Members Here For Holidays

Houseguests for the holiday season at the home of Dr. and Mrs. D. Kirkland West, 2550 Old Military road, include their son, Bruce West, a University of Oregon student; their son and daughter-in-law, Mr. and Mrs. D. Kirkland West Jr., and daughter, Sarah, Berkeley, Calif., and their daughter, Miss Ellen West, from Ross, in Marin county, California, who is a teacher at the Jose Ortega Elementary school in San Francisco.

Their son-in-law and daughter, Dr. and Mrs. Christopher Williams and sons, Ben and Bruce, Seattle, Wash., are to arrive this evening to be guests at the home of his mother, Mrs. T. V. Williams, at Phoenix, Mrs. Christopher Williams is the former Miss Priscilla West.

Bruce West, who has been spending some time skiing at Mount Shasta during his stay, is majoring in art at the university where he is to graduate in March. Recently he won a scholarship award for metal sculpture work.

D. Kirkland West Jr. has been a Falk fellow scholarship student at the University of California in political science as a candidate for his doctor of philosophy degree, and his wife is to graduate from the university the end of January. In the meantime he is taking a recess from his studies at the university, and beginning January 1 will head a newly created bureau, the Bureau of Research for the Republican party, in Sacramento, Calif. The couple will move to Sacramento after Mrs. West's graduation.

Dr. Williams is a member of the faculty for the University of Washington school of medicine in pediatrics.

The Williams were delayed in making the trip south for the holidays as Mrs. Williams is organizer for the Trinity Episcopal church in Seattle and on Christmas eve and Christmas morning played liturgical music for the services which she had composed.

Cottage cheese is highly nutritious but should not be considered entirely a substitute for milk.

SALE BEGINS AT 9:30 A.M. FRIDAY!

# THE CARRIAGE HOUSE

15 SOUTH CENTRAL AVENUE

# Clearance

All co-ordinates drastically reduced to clear! Patti, Catalina, Patty Woodard, Majestic, Miss Pat, Smartee, and other famous names. Savings that you will find irresistible!

<b>Sweaters</b>	
Values to \$18.00	<b>12<sup>99</sup></b>
SALE	
Values to \$15.00	<b>10<sup>99</sup></b>
SALE	
Values to \$11.00	<b>7<sup>99</sup></b>
SALE	

<b>Skirts</b>	
Values to \$18.00	<b>13<sup>99</sup></b>
SALE	
Values to \$14.00	<b>9<sup>99</sup></b>
SALE	
Values to \$10.00	<b>7<sup>99</sup></b>
SALE	

**Door Buster!**

100 Only. 2 Piece

# Cotton Dresses

5<sup>95</sup>

All new Spring merchandise!  
Sizes 8 to 16

Hurry, these won't last long - They go on sale at 9:30 -  
Until supply is gone!

<b>Dresses</b>	
Values to \$30.00	<b>19<sup>99</sup></b>
SALE	
Values to \$20.00	<b>13<sup>99</sup></b>
SALE	

<b>Coats</b>	
Corduroy Coats, Wool Coats ¾ Length, Car Coats, Fur Trims	
Values to \$65.00	<b>33<sup>00</sup></b>
SALE	

Dress up supper tonight with **low-calorie shrimp cocktail**



Delicious made with **Blue Plate Shrimp** fresh from the Gulf Coast, home waters for nature's tastiest shrimp



Blue Plate captures all of the succulent and delicate flavor of shrimp from the sunny Gulf. No peeling, no waste. Already cooked for you. Good cooks keep several cans handy—ready for good eating any time. Ideal for weight watchers—only 170 calories in a whole can. Economical, too, one 4-1/2 oz. can is equal to a 10 oz. pack of frozen unshelled shrimp.

WASH 20c (12 Loads Per Load)

# Oakdale Laundromat

DRY 10c (10 lbs. Dried)

Coin Operated DRY CLEANING

DRY-CLEAN \$2.00 (12 Loads Per Load)

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