



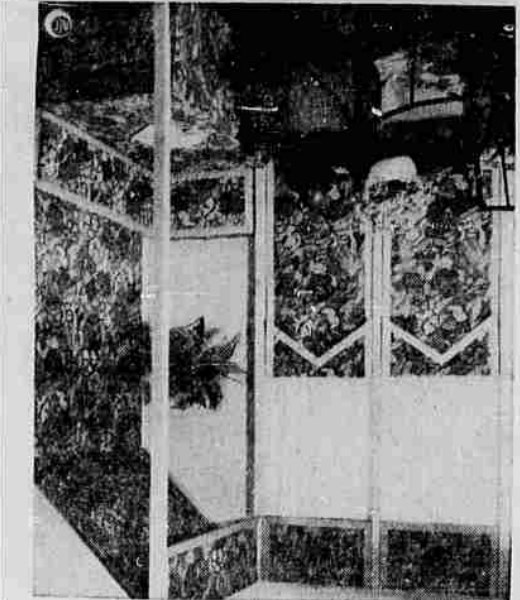
With skiing anticipated at the Mt. Ashland Ski development this winter, many Rogue Valley devotees of this sport will be checking their ski togs. This warm, husky all-wool sweater with bold design is by White Stag. The crewneck cardigan with design of Inca origin is worn over an all-wool turtleneck pullover. The pearl gray worsted flannel slacks by Ratner have a permanent crease, never lose their sharp edge no matter how much snow has to be brushed off them. They are cuffed and have a continuous waistband.

CALENDAR..

Monday:
 9:30 a.m.—Morning circle of Ascension Lutheran Church, home of Mrs. Eleanor Briggs, 1417 South Ivy St.
 10 a.m.—Baptist Women's Day of Prayer, First Southern Baptist Church, 794 Lozier Lane.
 6 p.m.—Olive Rebekah Lodge, IOOF hall.
 7 p.m.—Reames Past Matrons' Club, home of Mrs. John W. Bradshaw, 1390 Tolman Creek Road.
 7:15 p.m.—Warren Assembly, International Order of Rainbow for Girls, Jacksonville Masonic hall.
 7:30 p.m.—Evening circle of Ascension Lutheran Church, home of Mrs. Kenneth Dickson, 824 King St.
 7:30 p.m.—Women's Missionary circle, Berean Baptist Church, White City, at church.
 8 p.m.—Rogue Valley Art Association, Rogue Gallery, West Main St.
 8 p.m.—Rogue Valley Coin Club, Girls Community Club.
Tuesday:
 10 a.m.—Second Ward Relief Society, Church of Jesus Christ of Latter-day Saints, 648 South Ivy St.
 11:30 a.m.—Medford Ladies of Elks, Elks lounge.
 1 p.m.—Central Point Royal Neighbors of America, home of Mrs. Doris Nealon, Table Rock Rd., Central Point.
 8 p.m.—Crater Lake Auxiliary, Veterans of Foreign Wars, VFW hall, 42 North Front St.
 7:30 p.m.—Chapter BE of PEO Sisterhood, with Mrs. Victor Sether, 1007 Queen Anne Ave.
 7:30 p.m.—Westminster Guild of First Presbyterian Church, Fireplace Room of Church.
 8 p.m.—Past Presidents of Degree of Honor, home of Mrs. Esten Krause, 16 South Columbus Ave.
Wednesday:
 12:30 p.m.—Chapter CP of PEO Sisterhood, home of Mrs. John Graff, 31 Geneva Ave.
 1:30 p.m.—Central Point Garden Club, home of Mrs. Donald E. Faber, 415 Hazel St., Central Point.
 1:30 p.m.—Contemporary Book Club, with Mrs. Ralph Barnes, Old Stage Road.
 2 p.m.—Wednesday Study Club, Girls Community Club.
 7 p.m.—Chapter CG of PEO Sisterhood, home of Mrs. G. T. Haupt, 222 Valley View Drive.
 8 p.m.—National Association of Letter Carriers Auxiliary, home of Mrs. Walter Wilson, 232 Janney Lane.
 8 p.m.—Xi Mu Chapter, Beta Sigma Phi, home of Mrs. Willard Rollins, 3869 Jacksonville Highway.
Thursday:
 10 a.m.—Providence Guild of Sacred Heart Hospital, conference room at hospital.
 1:30 p.m.—Rogue Valley Hospital Auxiliary, hospital auditorium.
 1:30 p.m.—Sams Valley Ladies Club, home of Mrs. Earl Bigham, Webber Road.
 6:15 p.m.—Christian Business and Professional Women's Council, North's Chuck Wagon.
 7:30 p.m.—Royal Neighbor Lodge, Knights of Pythias hall.
 8 p.m.—Welcome Wagon Newcomers Club, Girls Community Club.
Friday:
 12 noon—Fifty Plus Club, St. Mark's Guild Hall.
 12 noon—St. Elizabeth's Guild of St. Mark's Episcopal Church, at church.
 1:30 p.m.—Past President's Club of Fraternal Order of Eagles Auxiliary, home of Mrs.

Customer Calisthenics Create Sales Resistance

By JEANNE LESEM
 NEW YORK (UPI) — Customer calisthenics in supermarkets create sales resistance, even though they help physical fitness.
 This conflicting state of affairs was revealed in a consumer study by Progressive Grocer, a trade publication. The study showed that sales dropped in proportion to the amount of stretching, stooping and squatting a customer has to do to reach products above or below her eye level.
 The study involved 12,000 customers of a large food chain (Colonial Stores) that operates in 10 states. The results were revealed at the 30th annual meeting here of the National Association of Food Chains.
 Here's how the typical shopper was pictured:
 She is 35 years old, has two children, a car and an annual income of \$5,850. About 3 p.m. on Friday, she drives to the market—at least half the time taking the children—to do her major shopping of the week.
Fast Worker
 Once there, she's a fast worker. In 12 minutes, she passes 3,800 grocery items at a speed that allows her about one-fifth of a second to see and decide on any single item. She always chooses at least one item from a special display and is more likely to buy from eye-level, basket and special displays than from those above or below her normal vision.
 She spends half of her total of 29 minutes in the store buying perishables—meat, produce, baked goods, dairy and frozen foods.
 The study showed that she considers cents-off coupons a



Using fewer than 12 yards of a gay, contemporary cotton by Bloomcraft, designer James Childs Morse, N.S.I.D., transformed an attic corner into a cozy hideaway.

WORK SMARTER — NOT HARDER!

By BERNICE STRAWN
 Oregon State University
 Is homemaking just a matter of pushing buttons? Or is it a science for which women should prepare themselves with technical study?
 One mother said her 13-year-old daughter who is taking high school home economics learned things she herself didn't know after 15 years of homemaking.
 Home economics has moved forward both technically and intellectually. Unfortunately many people don't know this.
 If you took home economics 20 years ago, you would find times have changed. It isn't just cooking and sewing. The study includes the whole range of home-making, consumer education, money management, how to make a house or apartment attractive. Girls study new textile fibers, wardrobe organization, selection and care of appliances, nutrition, child care, and family health.
 Parents and children become less frustrated and children build greater feelings of self-confidence if they are given a choice, only however, in situations where the parents are willing to accept the choice.
 Mrs. Roberta Fraser, Family Life Specialist, OSU Extension Service, gives this example.
 "Do you want to go to bed?" The question is likely to bring a "no." But, "It's time for a story and then time for bed," will usually end in a happier situation.
 What causes my steam iron to spit? This usually comes from setting the control above the point marked "steam." Don't use more than the recommended amount of water or the iron will drip. Too low a temperature will also cause dripping.
 Always empty the steam iron after each use and store it on its heel rest, never in the carton.
 We're asked too, about using tap water. One or two manufacturers do say this can be used in their particular iron. How-

Ideas for Early Christmas Shopper

By DOROTHEA M. BROOKS
 United Press International
 NEW YORK (UPI)—To nod you into at least thinking about early Christmas shopping, here are some gift ideas gleaned from the new product announcements.
 For the stocking of the tape enthusiast, 3M Company's unique self-threading reel with a plastic snap ring or collar to permit dust-free, standup storage without a box. The reel, available in seven-inch size, performs automatically, threading the tape and winding it around the hub.
 For the hi-fi fan—especially the music-loving traveler—a new tape player for automobiles that operates through car radio without interruption from commercials, static or fading stations. The AutoMate Tapette, product of J. Herbert Orr Enterprises, Opelika, Ala., is installed under dashboard or anchored to transmission hump. It utilizes Tapette cartridges that play up to an hour and repeat continuously until replaced or until unit is turned off or switched back to radio.
 The serious suburban gardener or small farmer will appreciate the new Sears Compost Mill, a compact shredder which provides low-cost mulch or compost from bulky organic waste.

Husbands Want To Assist With Buying Furnishings

United Press International
 CHICAGO (UPI)—Husbands like to help their wives make furnishing decisions and most would like to be surprised at times with a furnishings purchase, according to one poll.
 Married couples answered questions to determine what roles husbands play. Among the findings:
 —70 per cent of husbands like to help their wives make furnishing decisions, even to the point of enjoying shopping for furniture.
 —Husbands are given more credit for having good taste in decorating than wives are.
 —Seventy-five per cent of husbands would like their wives to surprise them more often with a furnishings purchase.
Not Extravagant
 —All the husbands interviewed agreed their wives were not extravagant with furnishings purchases.
 Ninety-five per cent of the wives interviewed by Arabesque, a wall accessories manufacturer, said they would enjoy having their husbands along when they shopped for furnishings, and 75 per cent of the husbands said they enjoyed shopping expeditions.
 Most of the wives said they seldom surprised their husbands with unplanned purchases for the house. But 75 per cent of the men felt they would enjoy being surprised more often.
 An argument developed over the question of taste. Seventy-five per cent of the wives considered their husbands' taste good, but only 45 per cent of the men expressed real confidence in their wife's judgment.
Tastes Confined
 However, researchers said taste was being confused with likes and dislikes. If a man preferred modern styling and his wife liked traditional, he would label his own taste superior, they said.
 Most of the men, however, thought their wives were superior at selecting colors for the home.
 Regardless of differences, 90 per cent of the couples agreed on the do-it-yourself approach to furnishing and decorating their homes. Seventy per cent thought they might consult a professional make all decisions for them.

New 'We Wash, You Wear' Uniform Service Offered

What Dr. Casey hasn't done to renew interest in nursing careers, a new uniform service promises to do.
 The incentive, high fashion delivered to the doorstep every week.
 It's a unique new plan whereby career women can wear the most fashionable of working dresses without the expense of buying them and the bother of laundering them.
 Designed for on-the-job wear by the more than 5 million women working in medical and beauty care professions, the career dresses have all the styling and handsome details of couture shirtwaisters, shifts, and coats.
 Currently available are six styles with such fashion features as tiny standup collars, roll-collar necklines, long and three-quarter push-up sleeves with smart cuff-link cuffs, the seam detailing of raglan-sleeved sleeves, flare and A-line skirts. All have set-in belts to assure trim fit, but these range from very narrow to wide midriff insets.
Cotton Poplin
 All are made of luxurious combed cotton poplin, selected for its comfort and handsome appearance. Since the fabric is opaque, undergarments do not show through.
 According to the National Cotton Council, the dresses are available exclusively on a rental basis from local linen supply dealers through a service called "We Wash—You Wear."
 Unlike uniforms bought over

Career dresses now boast all the fashion details of couture shirtwaisters. This cotton poplin style with mandarin collar and dolman sleeves is one of six available through local linen suppliers' "We Wash—You Wear" program. Under the new service, dresses are custom-fitted, laundered, and delivered weekly.

Homemade Whipped Cream
 To make delicious whipped cream, start with heavy cream (at least 30 per cent butterfat) that comes in a bottle or carton, not an aerated can. The Gas Appliance Manufacturers Association recommends using a deep narrow bowl that has been chilled in the refrigerator along with the beater and the cream. When thoroughly chilled, the cream will stiffen quickly, so be careful not to over-whip. One cup of heavy cream yields 2 cups of whipped cream.

Layered Look



GOOD SPORTS—princess weskit, pleated skirt, Peter Pan blouse all add up to the new layered look. Choose a wool check for weskit and skirt—cotton for blouse.
 Printed Pattern 9345: Girls' Sizes 6, 8, 10, 12, 14. See pattern for yardages.
 THIRTY-FIVE CENTS in coins for this pattern—add 15 cents for each pattern for first-class mailing and special handling. Send to Marian Martin, Medford Mail Tribune, Pattern Dept., 232 West 18th St., New York 11, N. Y. Print plainly NAME, ADDRESS with SIZE and STYLE NUMBER.
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