

Design Must Have Purpose

By Gay Pauley



NEW YORK (UPI) — Modern industrial designers have set off a great guessing game with "over-design," and the American consumer is getting tired of playing it.

So charges a leading industrial designer who chides his confreres for creating car door handles so carefully disguised that they can't be found; lamps that have no apparent means of being turned on and off; and washing machine control panels that might belong to a lunar probe spaceship.

Walter P. Margulies, president of Lippincott and Margulies, an industrial design and marketing consultant firm, said that designers sometimes smoke too much of their own opium.

"Design is great," he said, "but it's got to be design with a purpose. If it's just showing off — and let's face it, there's an inordinate amount of that around today — then sooner or later, it's going to backfire."

Consumer Rules: "The average consumer will take just so much of what we call 'designy-design.' Then he's going to say, 'Stop trying to kid me.'"

"Quite a few people already are saying it," said Margulies. Margulies commented in an interview that "cute" design can be a safety hazard too.

He cited the various models of automobiles as an example. "Quite a few people are renting cars these days," he said, "and too frequently, the car you rent today presents quite a different set of controls than the one you drove yesterday. The hunt for 'exotic' push-buttons, handles, knobs and other gadgets that operate the windshield wiper, radio, windows, heater, defroster, and what-have-you can take a lot of attention from the important business of driving."

"It could mean ending your trip up against a tree," Margulies, a constant traveler, cited some modern hotel rooms as good examples of over-design.

"The surroundings are usually inviting and put the traveler in a nice frame of mind," he said, "until he starts trying to figure out the idiosyncrasies of the glossy telephone directory that slips under the phone, the bath with its camouflaged shower controls, the bedside lamp with the switch that defies detection."

Knotty Knobs
"Then," he said, "there are the television sets... some turn on by pulling a knob, some by turning, some by pushing. I've ruined many a hotel television set by having the knob coming off in my hand."

Margulies said kitchen ranges and washing machines whose control panels look as if they belonged to a radar unit may defile the housewives' egos for a while.

"But when the novelty wears off, she is going to ask some basic questions about their usefulness," he said. "She's catching on fast to the household appliances with an excess of dials and attachments whose contribution to her work is about zero."

Margulies' firm has had a hand in design of everything from fountain pens to food packages to world's fair pavilions to the "Nautilus," the first atomic powered submarine.

He said manufacturers, like some television producers, often underestimate the general level of intelligence and discrimination.

"I'm not saying that the consumer should be the designer," he continued. "But the consumer's legitimate needs must be reckoned with to guide the professional."

"We've got to learn more respect for the consumer's needs, or the consumer is going to figure out he doesn't need us."

Dinner
SHADY COVE — Members of the Shady Cove Grange plan a potluck dinner for Saturday, December 21 at 6 p.m., in the Shady Cove School.

8 and 40 Salon Aid Children With Projects

Jackson County Salon of 8 and 40, subsidiary organization of the American Legion Auxiliary, held their December meeting at the home of Mrs. Leo Williams.

The main project of this group has been the prevention and control of tuberculosis in children and to this has been added cystic fibrosis. This disease rivals cancer as the cause of death in children up to the age of 15. Children are born with it, and while there are effective treatment methods, there is no known cure, officers stated. The salons in Oregon are contributing time and money to work along with the Portland cystic fibrosis chapter in education and research. The University of Oregon Medical School has a clinic and is conducting research for the estimated 150 Oregon children who are afflicted.

A report was made on the volunteer work that the members have been doing at the Jackson county tuberculosis office in conjunction with the seal campaign.

Each member brought a gift for a child to be sent to the National Jewish Hospital for Christmas. Secret pal gifts were exchanged and refreshments served by the hostess and Mrs. Lena Stueben.

Travel Series At Domiciliary Given by ARC

The fourth in the 1963-64 series of travel-talks sponsored by the American Red Cross as part of the library program at the Veterans Administration Domiciliary, White City, was given Monday afternoon in the Domiciliary Theater by Mrs. Russell Herbert of Medford.

Mrs. Herbert's subject, illustrated by color slides, was a trip which she and her husband made last year to the Seattle's World's Fair and British Columbia.

Included in the pictures were views of downtown Seattle, Puget Sound, and the Monorail, the unique railroad built to transport visitors to the fair grounds. Among those taken at the fair itself were many of the Sky Ride, the Space Needle, the Square of the Nations, and the pavilions housing exhibits from countries all over the world. Some were of the fountains, trees and flowers surrounding the pavilions.

Mrs. Herbert concluded by showing slides of many points of interest in British Columbia, including its capital city, Victoria. Among the latter were some views of the Butchart Gardens.

Following the talk, refreshments were served from a table decorated with pieces of English china Mrs. Herbert had brought from British Columbia. One of these was a plate commemorating the coronation of Queen Elizabeth II. Mrs. Leatha Jones of the American Red Cross and Miss Enid A. Holmes, Chief Librarian of the Domiciliary assisted in the serving. The next travel talk in the 1963-64 series has been scheduled for January 29, 1964.

Yreka Women Meet for Party

YREKA — Members and guests of the Yreka Methodist Church Woman's Society of Christian Service held their annual Christmas party recently in the home of Mrs. T. M. Deter on Fort Jones Road.

Mrs. Harold Ewert, president welcomed the 64 members and guests and present and dispensed with a business meeting in favor of the party. Mrs. Warren Gauhat, vice president, was in charge of devotions and was assisted by several members.

Mrs. Clyde June sang, accompanied by Mrs. Cecil Elliott.

The Lydia Circle was in charge of refreshments. The Deter home was decorated in Christmas decor.

Calendar

Thursday:
6:30 p.m. — Adare Chapter, Order of Eastern Star, Jacksonville Masonic Temple.
6:30 p.m. — Medford Business and Professional Women's Club, Girls Community Club.
7 p.m. — Crater Lions Auxiliary, Rogue Valley Country Club.
7:30 p.m. — Medford High School Class of 1954, Room 35, at school, to plan reunion.
7:30 p.m. — Missionary Women, United Foursquare Church, Church Annex.

Friday:
11 a.m. — Women of Unity, Unity Church, Holly and Haven Sts.
12:30 p.m. — Fifty Plus Club, St. Mark's Episcopal Church Guild Hall.
1 p.m. — Get Together Club, Girls Community Club.

Use multiple skirt hangers to save closet space.
By taking advantage of specials at the food market, 10 per cent of your grocery bill can be trimmed, the U.S. Department of Agriculture reports. To make a saving, the specials must account for one-fourth of the food purchases.



Giant holly candles glow with holiday spirit on this front door as Santa's helper adds the final touch. A few rolls of weather-proof adhesive covering and a pair of scissors are all that's needed to create the design. The candle holder is made of strips of red adhesive covering, and a pair of scissors are all that's needed to create the design. The candle holder is made of strips of red adhesive covering. Windows and door panels, covered with green, become the candles and green holly leaf cutouts provide trimming for the knocker and the candle holder base.

Brides Can Create Menu For Work-Day Schedule

Dinner for three on a week-day. The thought of that extra guest is often traumatic enough to drive a young working bride back to mother, especially if the third guest is his boss or his Grand Aunt Tillie, and everything must be just so.

No reason to despair. With clever planning, the bride can create a menu that lends itself to a working day schedule. For example, dinner might start with an interesting soup appetizer, perhaps a soupmate combination of tomato soup and green pea, made from cans, naturally, and garnished with sliced olives. Canned soup needs no preparation and is as easy to serve as opening the can and heating. It looks so pretty, too, in china cups or mugs.

Stage Is Set
Equally good-looking and easy to make is cream of celery soup spiced with bright specks of pimento and garnished with sour cream. Now the stage is set — on with the dinner.

Backing up the soothing soup course can be golden broast of chicken (frozen) served on a bed of wild rice (made from a packaged mix, of course). Pre-thaw the frozen chicken breasts and dust with flour. Brown in butter in a skillet and sprinkle chicken with a pinch of marjoram. Pour in one-half cup of white wine and cover. Cook over low heat, about 45 minutes, or until tender.

Baked Chocolate Alaska will get an ovation and it takes less than 10 minutes.

BRIDE'S SOUPMATE
One can condensed green pea soup; one can condensed tomato soup; one soup can milk; one soup can water; pairs of butter, sliced stuffed olives.

In saucepan, blend soups;

gradually add milk and water. Heat, stirring now and then; but do not boil. Top each serving with a pat of butter or olives. Makes four to six servings.

BEEF-ONION SOUP
One can condensed beef soup; one can condensed onion soup; two soup cans water; one-third cup whipped cream; one-fourth teaspoon prepared horseradish, if desired.

In saucepan, blend soups and water. Heat, stirring now and then. Combine horseradish and whipped cream, spoon on soup for garnish. Makes four to six servings.

RED AND WHITE SOUP
One can condensed cream of celery soup; one-half soup can water; one-half soup can milk; two tablespoons chopped pimento; sour cream; chopped parsley.

In saucepan, combine soup, water, milk and pimento. Heat, stirring now and then. Garnish with sour cream or parsley. 2 to 3 servings.

BAKED CHOCOLATE ALASKA
Use individual dessert shells and fill each one with a scoop of chocolate ice cream (wrap well in foil and store in freezer). Just before serving, while cake is still in freezer, prepare a package of fluffy white frosting mix according to package directions. Quickly cover ice cream and cake generously with the frosting, sealing edges. Place on cookie sheet and bake in hot oven (475 degrees) for 3 to 5 minutes. Serve immediately.

Detergents can remove every bit of oil from a skillet and cause food cooked later to stick. If you have this problem, try re-seasoning the skillet by heating it with a small amount of fat or oil, as with a new skillet.

Braille Printer Invented

BERKELEY, Calif. (UPI) — A June graduate of the University of California already has put his education to work in an electronic system to help the blind.

Wade White, an electrical engineering student from San Diego, has successfully tested a new automated technique for transcribing English text into Braille, the "touch reading" system of raised dots for sightless persons.

He uses a high-speed electronic computer and a code-operated Braille printer to speed up the process now done laboriously by hand.

With the present method, a volunteer worker might need as long as six months to transcribe a large book, and the result is only a single copy.

Because of the production problems, demand for Braille books at present far exceeds the supply.

But White's method may enable blind readers to obtain large books in a few days, and many copies of a book can be produced from a single transcription.

White's system works like this:

The English text is converted to punched cards, a standard operation on a machine that uses a two-digit numerical system. A large computer then converts the English text code to Braille code on a second set of punched cards or on magnetic or paper tape. After proof-reading, the Braille code goes into a small computer or transcribing device to actuate an electrically operated Braille printer.

White developed this process as a class project in electrical engineering. He said he had never before done work with the blind.

But, while starting a career as a research engineer with a Southern California firm, he intends to continue work on the Braille project.

Chemawa Gifts Are Furnished

When Medford Junior Women's Club of the Oregon Federation of Women's Clubs held the annual Christmas party recently in the home of Mrs. Jack Last, 300 Havana Avenue, members donated gifts for students at the Chemawa Indian School.

Books also were taken for donation to the Medford and Jackson County Public Library.

Members exchanged "white elephant" gifts.

Mrs. Jack Holmes, president, reported that a film showing work of the Western Oregon Speech Clinic, state club project, will be shown at the January 8 meeting, in the home of Mrs. F. D. Nelson, 1132 Mira Mar Avenue.

Refreshments were served by Mrs. William Clegg, Mrs. J. L. Alleman, Mrs. Harlan Weaver, Mrs. George Brenner and Mrs. James Walp.

Past Chiefs

The annual Christmas party and dinner for Past Chiefs Club of Pythian Sisters Lodge has been set for Friday, December 20 at 6:30 p.m., in Girls Community Club. Mrs. George Bryant, Mrs. Harry Bryant and Mrs. Margaret Albridge are general chairmen.



The newest David Crystal shirt dress adopts the ascot boy with elbow sleeve. The fabric, Caruar worsted wool is double knit. Colors are bamboo, aquamarine, shebet or navy.

Cranberry Pear Relish
This recipe for a ruby-red relish comes from the Gas Appliance Manufacturers Association: Using the medium blade of your grinder, grind a pound of fresh cranberries, four hard pears and one whole lemon.

Add 1 cup honey, one cup sugar and a pinch of salt and mix well. Chill at least a day before using. This relish will keep two weeks in the refrigerator.

There's also a manger scene on the lawn of the Baptist Church and a special church service that's always crowded.

It would be hard to lose the Christmas spirit in Bethlehem, founded in 1834 and named for the birthplace of Christ.

Bethlehem is only one mile square, has two general stores, before using. This relish will keep two weeks in the refrigerator.

Who like Christmas.

Christmas Spirit Easily Found in Bethlehem, Ga.

BETHLEHEM, Ga. (UPI) — It's easy to find the Christmas spirit in this north Georgia hamlet. You can hear it and see it.

First there's the thump, thump of the cancellation stamp in Lamar Ridgway's post office. It thumps 16,000 to 18,000 times during the Christmas season to take care of letters and cards sent in for the distinctive Bethlehem postmark.

"It's just a regular old hand stamp," Ridgway said. "Just the town's name. But we get people back here every year to have their letters postmarked."

Then there's the star of Bethlehem. It's 10 feet wide with nine points and more than 400 electric light bulbs. It hangs in front of the post office during Christmas week and the week before.

There's also a manger scene on the lawn of the Baptist Church and a special church service that's always crowded.

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For Christmas Altars
Although poinsettias, evergreens and holly wreaths are the basis for most Christmas church altar decorations, experiments with other tasteful arrangements of clay-potted plants can be both symbolic and pleasing. Miniature roses, cyclamen, azaleas, potted Jerusalem cherries and Christmas peppers, rosemary herb plants as well as coleus and chrysanthemums can be satisfying supplements to the traditional plants.

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