

Today's Women

By DOROTHY ROE
AP Women's Editor

A common characteristic of today's women is that they never have enough money.

No matter how much their husbands earn, it never seems to be quite enough. Mary needs her teeth fixed. Johnny wants a new bicycle. The kitchen needs remodeling. Henry's going to college, and goodness knows where the tuition is going to come from.

Some wives react to financial emergencies by nagging their husbands.

Some meet the problem with new economies—serving macaroni instead of steak and making over last year's hat.

But there are thousands who have found a more practical way out of their difficulties. They pitch in and earn the needed extra amount.

These women make up the majority of an army of about a million direct salespeople who sell from three to seven billion dollars worth of goods annually in this

country on a door-to-door basis. I'm not speaking now of the one out of every three married women in the country who have regular jobs. I mean the women who have to stay at home to take care of children, run their homes and do all their own housework, who nevertheless manage to add to the family income whenever necessary.

The men who run the firms which depend on direct selling say U.S. housewives are the world's best sellers—especially when they have a definite goal.

When Mrs. Jones is trying to get the money for a new washing machine, she's the equal of the most high-powered salesman employed by the biggest corporation in the country.

Leaders of the direct selling industry say this method of sales is increasing steadily.

Any woman who has a circle of friends in her own community is a potential success story in the direct selling field, say these men. Many firms advertise in local newspapers and in women's service magazines for sales representatives. A woman interested in a part-time or full-time selling job can contact any of these, and receive a kit of instructions. After she has been accepted as a sales representative, she will receive either samples or photographs of the merchandise, and then she's on her own.

Housewives doing direct selling in their spare time can earn from \$10 to \$60 a week, say executives of the industry. And there are instances of some who have earned from \$10,000 to \$25,000 a year—this, of course, on a full-time basis.

The women sell everything from cosmetics to dresses, from housewares to stockings. Almost always they work among their own friends.

And when they've earned that new refrigerator or that college education, they usually take a vacation until the next emergency comes along.

MACDOEL

By MARY MYERS

Clarence Cross and Howard Myers attended a special committee meeting of Farm Bureau members at Yreka March 8 to discuss the setting up of dealers for Cal-Farm supplies in Siskiyou County. Bill Adams accompanied them.

Mr. and Mrs. W. E. Goode spent the weekend at Prospect visiting their sister-in-law, Mrs. Nell Goode. Mr. and Mrs. Jim Kinyon and two daughters of Grass Lake were Sunday guests of Mr. and Mrs. Jack Swank. The group enjoyed a ride over the valley with Jack in his airplane.

Mr. and Mrs. Bernard Griffin, Cynthia and Johnny of Klamath Falls were weekend guests of Mr. and Mrs. Don Griffin and Jim.

Mrs. C. A. Abell of Mt. Hebron started work last week as an engineering aid in the Soil Conservation office at Macdoel. Work consists of computing the land leveling maps.

More and more of those pipe and wire gadgets known as TV antennas are appearing above house-tops in Butte Valley.

The first one appeared a few months ago but reception was a little too poor for most people to take the plunge. A few of the braver ones argued that Butte Valley should be able to get good reception and one by one they tried. Now some homes, like that of the Jack Swanks, has reception comparable to that in the Bay Area. Sets are scattered from Dorris through Macdoel and down Bray and Tennant way with some reported good and some not so good. The most often asked question is, "If it's good at that house why isn't it good at the one next door or half way down the block?"

Pioneer Community

By MRS. VERA CLEMMENS

Beverly Hurlbut underwent an appendectomy at Klamath Valley Hospital March 12. She is recovering nicely.

Mr. and Mrs. John P. Kerns, Joe and Karl drove to Portland recently. While there Joe received treatments for his eye.

Mr. and Mrs. Joe Bramhall visited Sunday at Medford with relatives.

Mr. and Mrs. T. G. Clemmens accompanied by Mr. and Mrs. W. L. Frain were dinner guests of Mr. and Mrs. Ivan Dennis Sr. at Dorris recently. The dinner honored Mrs. Clemmens' birthday anniversary.

Word has been received from Mr. and Mrs. J. W. Kerns Sr. that they will soon be home from Laguna Beach, California, where they spent the past few months.

Mrs. W. L. Poole of Klamath Falls visited here Friday.

Mrs. Robert Dow has recovered from an operation and is able to return to her work.

Mr. and Mrs. Howard Dow have returned from Williamson River where they lived the past year.

CHIPPED BEEF

When you are preparing creamed chipped beef, add a few chopped peanuts to the cream sauce before serving. Adds an interesting flavor and texture contrast.

Want high fluffy biscuits? Pat or roll your dough lightly until it is about half an inch thick, then cut with a floured cutter. For thinner crumbly biscuits, pat or roll your dough one-quarter inch thick. Bake either variety of biscuit on an ungreased baking sheet in a hot oven until lightly browned.

5 Minute Shrimp Supper



Tastes just right with BLUE PLATE Canned Shrimp

Here's easy, tempting variety for folks who love fine seafood.

- Add plump, rosy Blue Plate Canned Shrimp to cheese sauce. Heat in double boiler, serve on toast.
- Or try Blue Plate Shrimp in omelets for extra goodness.
- Or add chopped Blue Plate Shrimp to seasoned mashed potatoes. Shape in patties and deep fry.

Blue Plate Shrimp come from the sunny Gulf of Mexico — home waters for nature's best-tasting shrimp. Enjoy their sea-fresh flavor often. Ready to eat. No peeling. No waste.

A 5-oz. can of Blue Plate Shrimp is equal to 1 lb. whole, raw shrimp.

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Glass Casting Rod

Glass Blade, Aluminum Handle

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