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Maine Federation of Women's Clubs Staff

Maine Federation of Women's Clubs

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Mrs. Marion Stubb's
State Library
Augusta, Maine

The ... Maine Federation News



We Have a Date in Augusta!

JANUARY, 1954



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The Maine Federation News

Volume XXX

JANUARY, 1954

Number 2

The PRESIDENT'S

Dear Maine Clubwomen:

As I write this letter, we are about to enter a New Year, intriguing, filled with uncertainty, but one shining with anticipation. We enter this unknown year of 1954, half way through our club year, and time for each of us to stop and check our course to see if we are living up to the objectives of a woman's club, and if the goals we seek are being realized. What are the objectives of a woman's club? I like to think a woman's club is an institution with free and independent terms of membership, where every member is allowed to find and make her own place, regardless of race, creed or social position, where a member is helped to further improvement, or where members work and plan together to help others outside the club. Are we living up to these objectives?

Our organization is active in large areas, and small remote rural villages, and there are many calls on us at the grass roots, where we are trying to improve conditions at the community level. At the District Meetings this fall, I was delighted to hear of some of your fine community projects, and to hear of the pride our clubwomen are taking in their communities. The club that sponsors a community project is making a magnificent contribution to good living in its community, and making that community a better place in which to live. Keep up the good work.

Our organization is active on a State level. We seek an understanding of our State's needs and the problems that confront it. One of our goals for this year is the raising of \$200.00 to be donated to the Togus Carnival. Has your club sent in its donation? Let us remember it was the boys at Togus, who



MRS. NORMAN FAY PLOUFF

helped keep our frontlines of security far away from our shores. They deserve all we can do for their comfort.

It seems so good to receive cards and letters from Mrs. Sarah Whitehurst, written in her own characteristic way. Once more she is back at work, doing her bit toward the realization of the goal of raising \$250,000 for the redecoration of Independence Hall. I would like to congratulate the Twin Village Junior Woman's Club for the action it took at a recent meeting. The members voted to raise \$100. for Independence Hall. I am confident there will be other clubs donating \$100.00, but all contributions are gratefully received. How you raise the money is up to the individual club. I have been asked if the name of a town rather than the name of a club can be listed on the honor roll, if \$100.00 is contributed. The answer seems to be "no".

At the Inter-American Affairs Conference held in Washington in

MESSAGE

October, your President heard about the lack of food, clothing, and education which stalks some of those who live "South of the Border." Mrs. Elmer Glover, Division Chairman of projects, lists in this issue our objectives for this club year. We urge your club to participate in these worthy projects. This year, General Federation of Women's Clubs is placing special emphasis upon Latin American Countries. Our State Civil Defense Chairman, Mrs. Ernest Tupper, says "For Safety, clean up your attics, and your cellars". Why not bring credit to your club, by picking up all the acceptable and desirable magazines and sending them to the Phillippines?

In this issue of the Federation News you will find the Official Call to the Mid-Winter Conference. I hope you have made plans to attend. Mrs. Theodore Chapman, First Vice President of the General Federation of Women's Clubs, will be present. She will be happy to answer any questions regarding policy and administration of General Federation. Please don't hesitate to ask your question, for your question may be the one that other clubwomen would like to have answered.

Each President has received the Maine State Federation contests for the year 1953-1954. Will you choose at least one for your club?

So at the beginning of 1954, let us seek Divine Guidance in re-dedicating our lives to self improvement, that we may render greater service to those in our communities, our State, the Nation, thereby realizing the objectives of our great organization.

Sincerely,

Iola Hulbert Plouff

CIVIL DEFENSE: What Can Clubwomen Do?

Mrs. Ernest G. Tupper

1. Be Informed:

Use speakers, moving pictures, exhibits, etc. Look to your Civil Defense chairman to bring C. D. and Pub. Safety facts and information to your club, at each meeting.

(Films can be borrowed, without charge, from the State Civil Defense office.)

2. Be Enrolled:

(a) Be registered 100% for Volunteer Service. (If your members have not used C. D. and Pub. Safety registration cards, these will be provided, when requested.)

(b) Be sure—either as a group or as individuals—to take the **Loyalty Oath** in the local Civil Defense and Public Safety office.

3. Be Cooperative:

Contact local Civil Defense and Public Safety authorities and offer your club's support. Cooperate with existing Civil Defense and Public Safety groups in your locality.

4. Be Trained:

Be trained in that branch of Civil Defense and Public Safety ser-

vice in which you can make the greatest contribution. (See "**Women in Civil Defense**" from Federal Civil Defense Administration, and see "**Services for Women**".)

Emphasize, particularly, the **Home Protection Program**. I recommend the **Home Protection Exercises** manual for study.

The new Operational Plan of the Emergency Welfare Services, teaching women how to set up **Reception Centers** in churches, vestries, school buildings, etc. will soon be ready for distribution. Any club group by studying this material can learn how to set up a Reception Center.

Our State Director of Civil Defense and Public Safety is eager to have classes in **Emergency Mass Feeding** started in our clubs. Members of the Maine Extension Association are well trained and willing to instruct.

5. Be Saleswomen for Civil Defense and Public Safety:

Publicize the Civil Defense and Public Safety work of your club, thus encouraging other women to

accept their responsibility as guardians and protectors of the home front.

It has been said that Civil Defense "is the weakest and most vulnerable link in the American security chain." Let it be strengthened through our efforts.

DID YOU KNOW THAT

The first woman to serve in the Maine Senate died November 27 in Los Angeles? She was Katherine C. Allen, 78, a Republican, elected to the Maine House of Representatives in 1924 as the only woman member of the 82nd legislature. She later served in the upper house. A native of Hampden, she operated a 175 acre dairy farm there.

* * * *

As we must account for every idle word, so we must for every idle silence . . . Benjamin Franklin

Maine Federation News
Official Organ
Maine Federation of
Women's Clubs

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March and May

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CONSERVATION

Annie P. Kenny

What does this title mean to you? Probably it is vaguely the preservation of our natural resources. And, if pressed further, you will enumerate: our broad acres stretching from the Atlantic to the Pacific, from Canada to the Gulf, with their rich soil capable of producing enormous crops; below ground, our rich store of minerals, of coal and of oil; and, above ground, our spreading forests and magnificent water-courses.

This is an imposing list but it makes no mention of our richest treasure: the nation's children. They are our grass-roots. And it is high time that we pay attention to their share in this problem in much more constructive fashion.

All that our youngsters need to open their eyes is to show them how their whole future has been jeopardized by their elders' shameful waste of the bountiful resources bequeathed to them by generous Nature. Then they will promptly demand an accounting from their parents, and a share in the correction of these abuses. These juniors will then outstrip their elders in their grasp of the problem and their determination to solve it. Their own self-interest will prompt it.

When, for instance, our so-called rising generation spots a battered tin can or a shattered beer-bottle in the highway, they will recognize it for what it really is: not merely an unsightly bit of rubbish, but also an acute traffic hazard, a potential cause of highway accident, with damage to property and even loss of life; but finally an example of criminal waste.

A battered tin can is a sheer waste of iron: an iron box, thinly coated with a layer of tin. Once we thought of our iron deposits as inexhaustible and treated them accordingly. Now we are suddenly beginning to realize that our vast iron ore is beginning to play out, while all the tin we use has to be brought from far South America or the West Indies. In peace time this is a tremendous drain; in war it could be a prohibitive task.

On the Island of Guam they salvage their old tin cans by burying them in the ground to enrich the soil. That is better than the peculiarly American way of pitching them out of the automobile window, no matter where they may land. Can't we Americans, who pride ourselves on our inventive genius, find a better way to solve this problem before our metals are gone beyond recall? For metals, once mined, are gone forever in that they can not be renewed, replaced or restored; while a shattered beer bottle or a battered tin can in the wheel-track may result not only in material damage to tires or entire car but worst of all in a fatal highway accident.

Why not do what we recently tried and failed: make compulsory the salvage of these bottles and their return to their original source?

We women are the house-keepers in the family sense. Is it time for us to turn house-keepers in the civic sense? We of the Maine Federation of Women's Clubs are 10,000 strong. If we once demand this — or anything else — there would be no stopping us, for we represent a potential public opinion irresistible if once aroused.

Let our children once see that un-counted old cartons and newspapers, scattered to the winds, are a wicked waste of paper products (many of them returnable or redeemable) representing the slaughter of innumerable trees, whose careless removal has caused hill-sides to erode leaving repeated wide gashes and gullies in the soil with no growing tree roots to hold it in place; and sluicing it off the land where it is vitally needed, dumping it along the way filling up reservoirs, streams and ponds, and finally dumping it into the far-off ocean where it is neither needed or useful. By plowing under the grasses of the prairies, or by over-grazing cattle, and not replacing it with any other ground cover, we have manufactured that bane of our existence: the western "DUST BOWL". Thus the mid-

west has lost its soil, and the rest of the world is powdered with dust.

Yet, for generation after generation, we have gone glibly on producing children to whom we give little or no real or regular training in these vital problems. As a result, we have today a generation of adults, all too many of whom **don't know and don't care** about our wasteful practices and the consequent short-change we are giving to our children.

Take TREES for example: Once our State-of-Maine pines were towering trunks that Great Britain wanted for her ships. The King's emissaries came over to mark these choice trees for England, and the defenseless settlers did not dare touch them. Those mammoths are long since gone and in their places are only second and third rate scrubs. Meanwhile the soil is disintegrating because the roots of growing trees are no longer there to bind it together. Moreover, when trees are cut today, not only is everything taken (even what would once have been considered un-fit, but now good enough for pulp) but the tree-tops are left to lie where they fall, drying out in the sun and wind, until they are like tinder and ready for a chance spark from some smoker or camp-fire. And away the flames race, acre after acre, not only destroying the last living trees and shrubs, but even burning the soil itself so that it is years—if ever—before the ground can again produce anything. If you want visual proof of this, just look at the blackened hill-tops of Bar Harbor where, in 1947, that disastrous conflagration raged. There the blackened tree trunks still stand, dark ghosts of what was once the green glory of our Maine hills.

So, too, we are day by day using up more and more of what we have thus far seemed to think inexhaustible. Our famous air-conditioning calls for uncounted gallons of water, used just for cooling, and not

(Continued on Page 13)

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WE'VE A LONG WAY TO GO TO REACH OUR QUOTA FOR THE TOGUS CARNIVAL!

Last year our clubs gave \$200.00 for an International Scholarship. This year our Project is the same amount to be used for the Carnival at Togus. This is in addition to the monthly donations. The old adage "Charity begins at home", may be applied to this year's project, for the least we can do for the boys and men at Togus is bring them happiness and cheer. These are some of the men whose gallantry has kept the field of battle from our country and who have already done their part in preserving for us our great American Heritage.

The idea of the Carnival is to have a group of booths on the recreation field, where those who are able may participate in the games. We would like to use a simple game, such as Ring Toss or Pitch to Win. Every player must win and the prizes are to be Canteen Coupon Books. These books cost \$1.00 each.

The following is a list of clubs which have contributed to the Carnival Fund.

Augusta Woman's Club	10	\$5.00
Newcastle and Damariscotta W. C.	9	3.00
Woman's League of York Inc.	13	2.00
Wiltona Club	5	5.00
Patriotic Club of Bremen	9	1.00
Monday Club Farmington	5	8.50
Jonesport Literary Club	7	3.00
Mrs. J. Parker, Portland (a friend)		5.00
Lubec Woman's Club	7	2.00
Rockland Jr. Woman's Club	9	1.00
Jefferson Woman's Club	9	1.00
Boothbay Harbor Monday Club	9	1.00
Wiscasset Woman's Club	9	1.00
Woman's Community Club of Union	9	1.00
Woman's Literary Club, Mars Hill	1	3.00
(by a friend)		
Round Pond Fortnightly Club	9	1.00
Kents Hill Chrystal Club	10	1.00
Riverside Study Club, Vassalboro	10	2.00
Maude E. Kingsley Club, East Machias	7	1.00
Dexter Woman's Literary Club	2	1.00

Total contributions to date \$48.50

Will you please see that your club gives its share of cheer to these boys. Please let me hear from YOU by APRIL 1st, 1954, with your contribution for the FUND.

SEND TO:

Mrs. Lovett G. Fraser,
10 Page St., Augusta, Maine

LET'S MAKE THE GOAL THIS YEAR

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St. Albans, Me.

GEORGE WASHINGTON'S BIRTHDAY AND THE INDEPENDENCE HALL RESTORATION CAMPAIGN OBJECTIVES

The purpose of this birthday celebration in connection with the Independence Hall Restoration project is threefold.

1. To utilize the entire week of Sunday, February 21st to honor our great patriot, George Washington.
2. To emphasize the activities of George Washington in Independence Hall during the formative year of our Democracy.
3. To utilize this celebration as a medium whereby a substantial sum could be raised for the restoration of Independence Hall where George Washington played such an important part in the early history of our country.

SUGGESTIONS FOR FUND RAISING

If worthwhile projects are sponsored, \$500 to \$1000 could be raised that week. Events such as dinners, luncheons, rummage and bake sales, high school band concerts, concerts by local outstanding artists, college glee club concerts, symphony concerts, Civic opera presentations, and banquets.

COMMITTEES

A special committee should be appointed for this purpose, consisting of both men and women. Also, an Advisory Committee made up of all outstanding leaders in the community should be named.

PROGRAM

The program should open with prayer, followed by patriotic music. Speakers should give details of George Washington's activities, emphasizing those that dealt with the formation of our great Democracy. A speaker should stress the value of restoring Independence Hall and the educational value of such a campaign in directing attention to the great struggles preceding the adoption of the Declaration of Independence and the Constitution of the United States which occurred in Independence Hall.

HONOR

Groups raising \$500 to \$1000 or more shall have their names listed on the first page of the Honor Roll which will be kept at Independence Hall. This also applies to individual donors, giving \$500 to \$1000.

Publicity for Clubwomen

Mrs. Wallace A. Ripley

The average person gives very little thought to publicity, where the news comes from or who gathers it. He often notes that a certain town must be a pretty good place in which to live because there is so much going on there but he over-looks the fact that the reason certain towns seem so attractive is that they have good newspaper coverage. Publicity is the only means by which the reading public is made aware of what is going on. If you want the world to know that your club exists and is doing worth-while things see to it that you have publicity.

(Continued on Page 14)

IN MAINE IT'S

LaVERDIERE'S

DRUG STORES Inc.

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AUGUSTA

Affiliated Stores

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Where Maine goes to Dinner

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MAINE FEDERATION OF WOMEN'S CLUBS

OFFICIAL CALL

for the

MID-WINTER CONFERENCE

AUGUSTA, JANUARY 26, 27, 1954

Conference Theme: Understanding and Participation—The Strength of Democracy

Pre-Conference Activity:

Club Presidents' Luncheon, 11:45 A. M., January 26, 1954, Banquet Hall of the Augusta House, Mrs. Norman Fay Plouff, President, and Mrs. Allen F. Garner, Second Vice President, presiding. Price of luncheon, including tax and gratuities \$1.50. Please make reservations directly with the Augusta House. Reservations must be made by January 23, 1954. District Directors, Department and Division Chairmen invited to attend.

The Mid-Winter Conference of the Maine Federation of Women's Clubs will be held in Augusta, Tuesday and Wednesday, January 26, 27, 1954.

The Conference will convene in the House of Representatives at the State House at 1:30 P. M., on Tuesday. Sessions on Wednesday will be 9:30 A. M. and 1:45 P. M.

Mrs. Carroll Cosseboom, 57 South Chestnut Street, Augusta, is serving as General Conference chairman. General Headquarters will be at the Augusta House.

The Credentials and Registration Committees will be on duty at the Augusta House on Tuesday morning at 9 A. M., and at the State House, House of Representatives at 12:30 P. M. Registration on Wednesday morning, will be at 8:30 A. M., at the State House. The registration fee, for all attending, will be \$1.50 for the entire conference, \$1.00 for a single day.

Room reservations at the Augusta House should be made directly with the Hotel.

Rates for Rooms: Double room with bath, twin bedded—\$9.00; Double room with bath, double bed—\$8.00; Single room with bath—\$4.50, \$5.00, \$6.00; Room for three persons with bath—\$12.00 - \$13.00

To insure the best reservations, make reservations early. For rooms in private homes, write to Housing Chairman, Mrs. Laurence W. Wyman, 22 Cushman Street, Augusta.

Tickets for Banquet session on Tuesday evening are \$2.85. This price includes tax, and gratuities. Reservations should be made by sending check or money order to Mrs. LeRoy Hussey, 20 Bangor Street, Augusta, before January 20, 1954. If necessary to cancel reservation, it must be done by January 22, 1954.

The Resolutions Committee would appreciate it, if those contemplating presenting resolutions, would send them to the chairman, Mrs. Leroy Folsom, Norridgewock, by January 4, 1954.

JUNIORS: The Mid-Winter meeting of the Junior Membership of the Maine Federation of Women's Clubs will convene in the Silver Room at the Augusta House, Tuesday, January 26, 1954, at 10 A. M. Luncheon will be served at noon, and the meeting will adjourn for the General Session at the State House. A section of seats will be reserved for Juniors at the House of Representatives.

A highlight on our program for both Juniors and Seniors will be the address given on the afternoon of January 26th, by the First Vice President of the General Federation of Women's clubs, Mrs. Theodore S. Chapman. She will speak on the subject "The Challenge of Federation".

Plans, announcements, reports of meetings in and out of state will be given by Maine Clubwomen.

Weather permitting, a Tour of Hallowell School for Girls will be made, following Tuesday afternoon's session.

Governor and Mrs. Burton M. Cross will be our guests at the Banquet session, Tuesday evening. Our entertainment will be three one-act plays "in the round", presented for our pleasure by the Searchlight Players of Sanford. A reception in honor of Mrs. Chapman will follow the evening program.

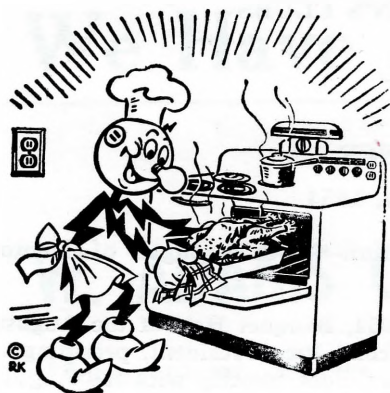
Wednesday's program includes the presentation of a parliamentary skit, "Let's Do It Right", and directed by Mrs. William Jones, President of the New England Conference of State Federations. Also a symposium, "An Interpretation of Democracy", Miss Betty Buzzell, Old Town, Reverend Hartwell Daley, and others participating. During the afternoon, we will have the pleasure of hearing two addresses. Dr. Roswell Bates of Orono, will speak on the subject, "European and American Relationships" and Mr. J. Roger Deas, Atlantic Division Representative of the American Can Co., will talk on the subject, "The American Way of Life".

4:15 P. M. January 27th. Tea at the Blaine House, as guests of Mrs. Burton M. Cross, is a special social event.

Music for the Conference is being provided by Mrs. Roy E. King, Division Chairman of Music.

This Official Call, with credential cards, is sent to every federated club in Maine. All clubwomen, whether delegates or not, are cordially invited to attend these sessions.

IOLA HULBERT PLOUFF,
President



Women Who Know Cook

ELECTRICALLY

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Portland, Maine

**A LIST OF BOOKS SUGGESTED FOR PURCHASE
IN CARRYING OUT THE LIBRARY DIVISION PRO-
JECT OF THE FEDERATED WOMEN'S CLUBS OF
MAINE**

For the Youngest:

The Taming of Tobey—Jerrold Beim	\$2.00
The Doll in the window—Pamela Bianco	2.00
Up and Down the Street—Lisa Fleming	1.75
Corinne Malvern's Mother Goose (boards)	1.00
Fishing Cat—Grayce Silverton Myers	1.25
In Clean Hay—Eric P. Kelly	1.25
Tommy and Dee-Dee—Yen Liang	1.50
Johnny Goes to the Hospital—Josephine Sever	2.00
A Day with Daddy—Alvin Tresselt	1.50
Michael McGillicuddy—Loretta Tyman	2.00
Follow the Road—Alvin Tresselt	2.00

From Six to Ten:

Roy Rogers, King of the Cowboys —Elizabeth Beecher	1.50
Big Brother Danny—Jean Fiedler	1.75
Sal Fisher, Brownie Scout—Lillian S. Gardner	2.00
Judy Jo's Magic Island—Mabel Betsy Hill	2.50
Stick-in-the-Mud—Jean Ketchum	1.50
Pixie Dictionary—Elizabeth Clemens	1.50
Blazer the Bear—Robert V. Masters	2.00

From Eight to Twelve:

Gabee of the Delta—Steve Benedict	2.00
The Wishing Apple Tree—Jean Bothwell	2.95
Little League Champs—William Heuman	2.50
Giant In the Midget League—C. Paul Jackson	2.00
Enchanted Island—Elizabeth Ladd	2.50
Let's Go Home—Virginia Milliken	2.50
Bright Summer—Ernie Rydberg	2.50

Series:

Activity Books	1.50 each
Photography, Metalcraft, Sewing, Stamp Collecting, etc.	
Big Treasure Books	1.00 each
Book of Bible Stories, Book of Dogs, Book of Favorite Songs, Book of Real Boats and Ships, etc.	
Once Upon a Time in America	2.00 each
First Adventure 1600-1650; The Wishing Pear 1650-1700; Boston Bells 1700-1750; Aunt Flora 1700 - 1800; Old Whirlwind 1800-1850. Ages 8 - 11	
A Little Maid Series—Alice Turney Curtis	2.50 each
Maine, Massachusetts, Vermont and others Ages 8 - 12	
Everyday Adventure Stories	1.60
Childhood of Famous American Series	1.75
Great Variety of readable biographies Ages 6 - 12	
Makers of America Series—F. F. Wright	1.50
Famous Horse Stories	1.25
Famous Dog Stories	1.25
Ding-Dong School Books for Beginners	.25 - .35

This list has been carefully compiled to further the interest and enjoyment of reading of our children—wherever they may be, in elementary school, in children's wards in hospitals, or in their own homes. The books have been chosen to cover a wide field of interests in the desire that all needs might be filled. I hope every club in our state may purchase at least one book for the use of the children in their community.

Gladys M. Bigelow

Compliments of

Eastern Trust & Banking Co.

Old Town

GERONTOLOGY

If we can learn about this strange, new word
 And know its meaning in the world today,
 If we can grasp the fact that life has lengthened
 A score, or more, of years for work and play;
 If we can face the thought of growing older
 As bravely, as we've toiled in younger years,
 Resolve that none shall hear our lips complaining,
 Or see our faces bathed in foolish tears:
 If we would guard our health as life advances
 And see our doctor, sometime, every year,
 And also, save some money for the future
 Plan so the "golden" years will hold no fear;
 If we can give out knowledge gained by living
 Just give it out, so lonely ones may share,
 And aid by calling, shopping, reading, writing,
 No matter how—if they can know, we care.
 If we can salvage skills and idle talents
 Because no one has recognized their worth,
 And help retired folk to still be useful
 Instead of moping all their days on earth;
 If they can work part time, or have a hobby
 For fun, or may be from it reap some gain
 To make their lives and homes a little brighter,
 And kindle hope and joy in hearts again.
 If we can have objectives well worth doing,
 And look for chances as we would for gold;
 And pray for wisdom while our quest pursuing
 Enlist our members, all—both young and old;
 If we can see that age need not be ugly
 But fine, as rare old lace, or mellowed wine,
 Then we have learned the meaning of our title,
 And gained the goal—age busy and benign.
 (With apologies to Kipling.) Emma Marr Grace
 Gerontology Division Chairman

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Old Town

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Old Town

Is Your Club Community-Conscious?

Dear Club Members:

We of the Federated Clubs of Maine are fortunate indeed, that we have the power as leaders in our various communities, to make those communities better places in which to live! We may have the kind of hometown we desire—it depends upon leadership and co-operation!

As MFWC Community Service Chairman, it is my pleasure to urge the Clubwomen of our State ever to be alert to the needs of your town or city, that you may realize worthwhile services and accomplishments to make your town a better place in which to live. Women's Clubs all over the Country have always worked to better their own communities, it has always been one of our main interests and one which is strongly fostered by the State and General Federations.

Many questions are asked each year concerning community community projects. How do we get started on a project? How do we create interest? How do we succeed, etc?

As General Federation reminds us: Few people from the outside can tell a community what it ought to do, that responsibility rests with the inhabitants themselves, since they are in a better position to know its needs. When you are ready to "Take Action in your Community", we strongly recommend that each Club make a survey of existing services and needs in your Town. Select the project most needed, then call together the leaders of



WILMA INGALLS

the Civic Organizations, Town or City Officers, newspaper officials and other interested inhabitants. Do not forget the young people! Be sure to include a few capable teenagers, since the young people of today will be the leaders in our communities in but a few years. Working together with these leaders, you can develop a plan to better suit your particular town, since you know the pulse of your community, its resources, and its needs.

Again I will remind you, as you are reminded each year, of various fields of work you may wish to choose for your Community Project.

1. Labor and Employment Problems.

2. Educational Opportunities
3. Community Beautification
4. Clean-up Campaigns
5. Safety Problems
6. Welfare and Health Problems
7. Youth Conservation
8. Other Civic Problems

Choose one field, and make "Action" your keynote! For instance, you may wish to choose Community Beautification. This Area offers a great challenge to all of us. I need not tell you that travelers or tourists always note the appearance of the various towns through which they travel. Clean streets, free from litter, neat and well kept yards, parks, etc., make a town very attractive, whereas junk yards, tumble-down buildings, etc. give a very bad impression. May we suggest a landscaped Park for your townspeople to enjoy during our beautiful Maine summers, if one is not already in existence? Projects in Town Beautification or Clean-up Campaigns are very worthwhile.

In the field of Educational Opportunities, there are many projects we may consider in serving our communities. We are very proud of the Clubwomen here in our own State, who report the following projects now being carried on in this field:

1. Furnishing a Conference Room at the High School.
2. Purchasing curtains for new high school.
3. Furnishing a Children's Corner in the Library.

(Continued on Page 13)

Need Club Funds?

In the new simplified Nylon Club Plan, we distribute your hosiery. You need only handle the payments. It's quick and profitable for your club; economical and necessary to your members. Write today—and ask us to show you how.

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HOW TO RAISE MONEY FOR YOUR CLUB

Ask for an assortment of attractive though inexpensive costume jewelry and smart gadgets to display at one of your meetings, without any obligation. Send back unsold items, keeping 15% of the amount sold.

COMMUNITY SERVICE

(Continued from Page 12)

4. Buying uniforms for the High School Band.
5. Sponsoring a Musical Bank, whereby Club is buying Musical instruments to loan to children.
6. Redecorating teachers' room.
7. Project to deliver books to schools once a week, as requested by teacher.
8. Sponsoring Prize Speaking Contests in Local Schools.
9. Sponsoring Hot Lunch, Milk, or Cod-Liver Oil Program for the school children.

The field of Youth Conservation holds a great challenge for us. Do you assist in scouting? 4H? Or a recreational project of any type for the youth in your community?

Accomplishment in any field is a tremendous source of satisfaction. If we perform worthwhile services in our communities, we will accomplish something of which we can be very proud and looked up to for many years.

As our General Federation President, Mrs. Oscar A. Ahlgren, tells us: "We are the Homemakers of America and it is up to us to sow seeds of Idealism and enduring Human Values". Let's sow those seeds in our own home towns!

The Maine Federation of Women's Clubs has always been most fortunate indeed, to have the leadership of such truly capable and intelligent presidents. May we continue to make outstanding accomplishments in the Field of Community Service, and contribute our efforts toward the unprecedented success of Mrs. Plouff's administration!

Sincerely,
Wilma Ingalls
Chairman, Community Service Division, MFWC

CONSERVATION

(Continued from Page 5)

replaced in any way. Thus gradually lowered to a degree that alarms our scientists, drying up wells and springs that have previously been flowing for years uncounted.

Isn't it time to reach our children in the schools and give them some vivid concept of what needs to be done to counteract the damage long since done by their fore-

This year we are trying to get our projects before the clubs as early as possible and I am sending you information about all of them for the year (that we know about) in this one letter. There may be special projects later—also reminders of dates and places.

The General Federation's NATIONAL PROJECT which our department will be stressing soon is a drive for MAGAZINES FOR THE PHILIPPINES. These may be sent any time. The list of suggested ones is enclosed and address to which they are to be sent. You have already received the information relative to the restoration of Independence Hall, and the tin can banks for collections. I am enclosing also the information on the OAS-UNESCO Latin American Fundamental Education Gifts Plan.

The Maine State Federation has chosen as its SPECIAL INTERNATIONAL PROJECT the country of EQUADOR, to which we hope all your Educational Gift Packets and CARE packages of garden tools, seeds, etc. For further information on CARE packages, write to CARE 660 — 1st Ave. New York 16, N. Y. The Federation does not have it. We want all clubs to send both a Packet and a CARE package if possible. We do hope that something will go to Equador from every Maine club. Hemispheric friendship and solidarity would be quite a forward step to world peace.

Will you please keep a record of all the work your club does on any project during the year so that you can send me a full report before the annual meeting.

bears? Something of regular Nature Study in the schools of all grades will open their eyes and start them off on a different tack.

Little Switzerland has solved the riddle by making this study a regular part of school instruction. As a result, no Swiss is so ill bred as to leave a litter of old papers and orange peel after a picnic in a beautiful spot. The children are taught in school to "KEEP THE ALPS CLEAN". And they do.

"God Bless America." Let us save some of it.

International Club Projects

The Federation is not stressing Korea this year, but the need is just as great—if not greater—and any club that can go the second mile with knitting or CARE packages is urged to do so. You probably have the necessary addresses and information. If not write to your district director, or directly to me.

Thanking you for your cooperation and with all good wishes for your club year.

Mrs. Elmer A. Glover
Chairman Projects MFWC

ADDRESSES

CARE, 660 First Avenue, New York 16, N. Y.

Aid to Korea — A. R. K. Warehouse, 52-15 Flushing Ave., Maspeth, N. Y.

G. Y. A. (Gen. Clay Fund), Fort Myer, Va.

Magazines for Philippines — U S Book Exchange, 1816 Hall St., NW, Washington, D. C.

Educational Pamphlets — Pan-American Union, Washington, D. C. (Ecuador)

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PUBLICITY

(Continued from Page 7)

There are two types of papers, the city and the town or county. The city papers have so-called correspondents in the larger towns of the state. These correspondents are often housewives or club women who take on the work as a part time job. They are paid by the inch. They cannot be expected to attend all the events that take place in a town but they are ready and glad to send in news of all the organizations and will take care of publicity in anticipation of events if they are contacted. They will attend affairs if invited but if a club has a good publicity chairman she can write in or telephone the necessary information to the correspondent. Clubs in small communities can contact the correspondent in the nearest town and receive the same service. Newspapers do not as a rule accept material from unauthorized persons. Your news might be run as a Special Dispatch but it is very unlikely. In sending news to small town papers be sure to sign your name.

If you are giving your news to a correspondent keep these points in mind. Put the important thing first, the name of the speaker if you had one or the subject of the talk. Tell when and where the meeting was held, if at a home say simply, the meeting was held with Mrs. George W. Jones. Always use full names with Mrs. or Miss or other titles with ladies' names. Omit the Mr. with a man's name but use other titles. If important action was taken or plans for the future were discussed at the meeting include that. It is not necessary to say that refreshments were served. Give the list of hostesses and it will be assumed that they served refreshments.

Reporting to your home town paper is somewhat different. More detail can be given but never send a write-up that sounds like a secretary's report. Lead off with the important thing and make the story interesting enough to hold the interest of the reader. Make simple statements. Never use such adjectives as beautiful, charming, and delicious.

Pictures are a very important part of publicity. The papers like them because they add interest to their pages and they will attract attention to your

story. The correspondents of the city papers have photographers at their call who will gladly take pictures of your new officers each year, committees for special events and artists who will take part in entertainments. There is no charge to you from the city papers, the home town papers often have to make a charge. The publicity that goes ahead of your event is of most importance to you for advertising and it is what the papers like. After an event is over it is no longer news. This is a plan for publicity if you are to run a concert, for example. As soon as the date is set have it mentioned either in your club news or as a special item. This may be a month before the event. If you are planning a paid ad in your local paper tell the editor so that he may list it among Coming Events. That will run for a month and is excellent advertising. Two weeks before have a picture of the committee in charge, run in the society section of your city paper and on the Sunday before have a picture of some of the artists or other important person taking part with a complete story about the whole event. The pictures should include only six persons or eight at the most. The city dailies will run a different version of the story on a day close to the event but never send the same picture to more than one paper. The story after the event is not important if you have had a good build-up. Some papers will not run it. Your local papers will. If you have sent them complimentary tickets they will cover it and give you a good write-up. Do not forget to send your city paper correspondent a ticket also because he or she has probably done a good advertising job for you and the courtesy will be appreciated.

The radio is another form of free publicity which should be used freely. All of our city stations have women broadcasters who welcome notices of club and society events for their informal chats.

In sending in news know your dead-lines. News for the society section of Sunday papers must go in early in the week. Friday is too late. Small town papers have dead-lines too, they need pictures by Monday and news dead-lines are Tuesday or Wednesday.

Look for news stories in all phases of your club work. Put your club and your town on the map.

Contests!

Contests are planned to stimulate interest among clubwomen in the work of both the General and State Federations. Let's enter our clubs in as many contests as possible. Each president has received a list of all the contests being sponsored by the MFWC. Because of slight changes, the following contests are given here.

Contests!

ADVERTISING

Prize to the District Director sending in the largest amount for advertisements from her district during the year.

Contests!

FEDERATION EXTENSION

1. Prize to the **District Director** who organizes the largest number of new clubs, either Junior or Senior, between Oct. 1953 and May 1954.
2. Prize to the **Club** which has the largest **percentage** increase in individual membership during the year Oct. 1, 1953 - May 1, 1954.

What Clubs are Doing

Mr. Felix Ranlett, Bangor librarian, spoke to the newly-organized **Island Woman's Club** of Stonington in November on "How to Start a Library".

Mrs. Norman Dyer will speak on her hobby, "New Light on Old Lamps" at a luncheon meeting given by the **Castine Woman's Club** February 6.

The **Woman's Literary Club of Northeast Harbor** is to be commended on the arrangement of their club calendar. It is based on the theme "The Preservation of Our American Heritage", with such subjects as "Love for the Out-of-Doors", "Appreciation of Others in Our World", "The American Indian", "Healthy Attitudes", "Good Literature", "Appreciation of the Fine Arts", "The Christian Home, Our Greatest Asset." An interesting roll call is "What quality in people pleases you most?"

When the Federated Women's Clubs of District 8 met in Hancock in November, the guest speaker was Mrs. Margaret Henriksen, author of the book, "My Seven Steeples". Mrs. Adah Savage read an original poem as a tribute to her and presented her with a copy. Maine is very proud of the fame which has come to one of its fine women.

Fifteen school children received eye examinations and nine were furnished with glasses as the major project of the **Ellsworth Woman's Club**. The club also sponsors two troops of Girl Scouts, buys at least one book a year for the High School Library, among other community projects.

The **Millay Study Club** of Tremont began in 1940 to work for the church, as their main project. During the years, this club has provided a lawnmower, altar cloth,

Communion service, Pulpit Bible, silverware for the dining room, shrubs for the grounds, Baptismal bowl, hymn board, Venetian blinds, and with two years' earnings donated \$200 for the first pews.

The **Prospect Harbor Woman's Club** has received a thank you letter from the American Women's Club, Delhi, India, for the scrap-books which were sent for children in hospitals, orphanages and refuge colonies.

DID YOU KNOW THAT

Mrs. Gilbert Loebs has her own sponsored radio program over W. T. V. L., having the rare privilege of developing news which affects her community and state.

Our Legislative Chairman, Hazel C. Lord, was warmly praised in the December 6 Maine Politics column of the Portland Telegram? The item said:

"We listed Rep. Hazel C. Lord (R-Portland) in the previous item and would be remiss if we didn't pass along praise for the lawmaker for her efforts during the last session to gain a traveling bookmobile for rural residents.

"The first bookmobile went 'on the road' last week.

Rep. Lord, to quote one solon, disregarded the Legislative Appropriations Committee's refusal to authorize funds for the bookmobile and pleaded, lobbied, got mad, suspicious, tearful week after week until during the closing hours of the session the committee managed to squeeze out the necessary funds.

"The same Legislator added: 'If one person ever put one bill through by sheer perseverance, she did.'"

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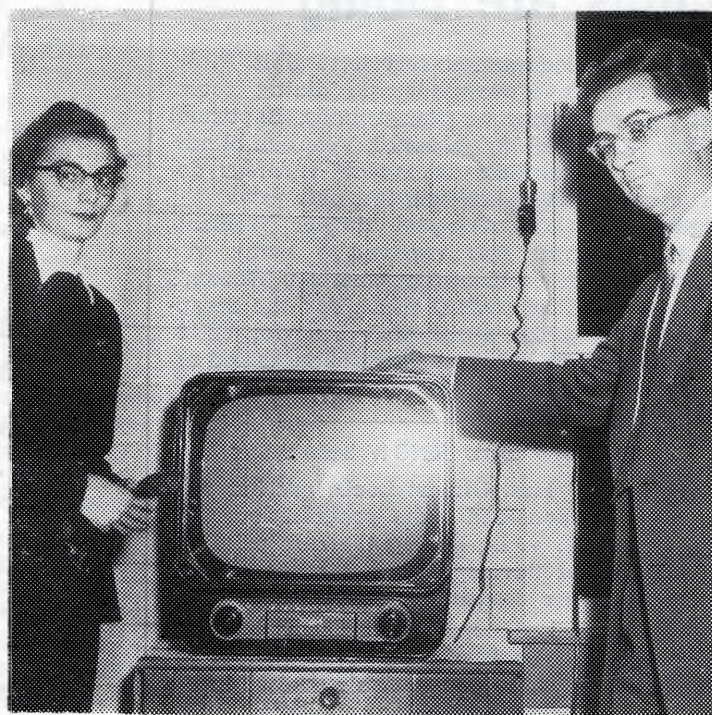
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TV FOR POWNAL

On November 22nd, it was my privilege and pleasure to complete the Junior state project for last year, by presenting a TV set to the Pownal State School.

The Juniors were represented by your Chairman and two other Junior Club members. Mrs. Norman Fay Plouff, Maine Federation President, and Mrs. Harriett Gray, Chairman of the Mental Health Division, were there to represent the Maine Federation.

The set was an Admiral 21" screen, installed in Kupelian Hall, a girls' dormitory, and was made possible by contributions from the following clubs:

Molasto Club, Semper Fidelis Club, Junior Cosmopolitan Club, Rockland Junior Women's Club, Mocutoc Club, Fairfield Junior Women's Club, Carpo Club, Wassookeag Literary Club, Twin Village Junior Woman's Club.

I wish every one of you could have been there to share this experience. The girls' faces were beaming with delight and enthusiasm. There was no end to the expressions of appreciation and thanks we received from these girls.

Dr. Bowman, Supt. of the School, personally conducted us through some of the buildings. This tour revealed that the most serious problem at Pownal at the present time, is the fact that it is greatly understaffed. Many patients, who could be released into our communities, must stay on at the School to take the place of attendants.

It is without question that this project was most worthwhile, and every Junior Clubwoman in Maine may take pride in this accomplishment.

Florence Matthew
Chr. Junior Membership

A MEMO FROM OUR ADVERTISING DIRECTOR

When Mark Twain edited a newspaper in Missouri, one of his subscribers wrote him that he had found a spider in his paper, and wished to know whether it meant good luck or bad. Twain replied:

"Finding a spider in your paper is neither good luck nor bad. The spider was merely looking over our paper to see which merchant was not advertising, so that he could go to that store, spin his web across the door, and lead a life of undisturbed peace ever afterward."