



## Auxiliaries' Earnings Tops \$27,000.00 In Year

As near as we can puzzle it out - and it would take Einstein and his brother to come up with THE exact figure - Riddle Memorial Hospital's auxiliaries earned \$27,186.43 during the fiscal year that ended Sept. 30.

A whopping \$13,015.02 (as of the latest tabulation) came from the Country Fair and affiliated activities. And another whopping \$14,171.41 (see following story) came from the activities of the individual auxiliaries and last spring's Charity Ball.

Country Fair Chairman Donnie (Mrs. William A.) Watson, who has already been named 1961 chairman, doesn't know where to stop thanking people who contributed to the Fair's all-time high income (last year's earnings: \$5458.50), and has come in for no small amount of well-earned appreciation herself.

Among the top money-making features of the Fair were the Prize Booth, which brought in a net profit of \$6322.69 under the guidance of Chairman Skip Baird and Mrs. William Gross, and the Programs, which earned \$3670.70, with Bob Granam as chairman.

Three other booths topped \$500. They were: Rose Tree's Country Store, run by Evelyn Lindenmuth and Mary Kirk, \$603.51; Beatty Hills' Paris Flea Market, run by Fanny Feaster and Jeanette New, \$510; and Middletown's Sugar 'n' Spice Booth, run by May Snabaker and Ginny Lansdale, \$505.

Two activities earned over \$400. One was Bowling Green's Treasure Chest Booth, run by Veronie Welch and Esther Reed, \$481; the other was the sports car Show, run by Bill Baird, Evan Bennett, and Corky Darlington, \$420.28.

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## And Besides The Fair: A Husky \$14,171.41

Associated Auxiliaries Treasurer Anne Cooper proudly handed Board Chairman Charles A. McCafferty a check for that

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EDWARD E. JAMES

## Hospital Appoints General Manager

A major step forward in the organization of Riddle Memorial Hospital was taken this week with the appointment of Edward E. James, a health management expert, as general manager.

Mr. James, who will operate initially out of the Hospital's Headquarters at 5 W. Front St., Media, comes to Riddle from Michigan, where he was executive director and board member of Butterworth Hospital in Grand Rapids until 1957. Both he and his wife are former Philadelphians.

Mr. James brings to Riddle a long and distinguished record in the health management field. He has worked for years with health institutions from coast to coast as a member of the staff of Booz, Allen and Hamilton, management consultants. He has been building consultant and later the first chief executive of the North Shore Hospital, Manhasset, N.Y., and assistant administrator of the Bradford Hospital, Bradford, Pa., and of Pennsylvania Hospital in Philadelphia.

A graduate of Harvard Business School, he was an air force officer during World War II and saw duty in four Pacific campaigns. Mrs. James and their three children are expected to join him here in the near future.

## FOR YOUR PLEASURE

### . . . Coming Events

DEC. 1 - Newtown Square's CHRISTMAS FAIR at the home of President Anne Fuselli, 3817 Lewis Rd. Starts 8 p.m. Orders can be taken from sample items.

\* \* \*

DEC. 2 - Mixed CARD PARTY at the Lendar Hill home of Middletown President Betty Wilkinson. 8:30 p.m. Your dollar includes snacks and table prizes. Drinks 50¢. Phone Betty (LO 6-7029) for reservations.

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DEC. 3 - Beatty Hills' LAS VAGAS NIGHT (draw your own conclusions) at the home of Mrs. W. J. Burkavage, 468 Conard Drive. 9 p.m.

\* \* \*

DEC. 6 - Lima's CHRISTMAS DINNER at the home of "Lucky" Pat Taatford (her husband won the Falcon at the Fair!) in Rockdale. \$2 per couple. Instead of exchanging gifts among members, holiday-wrapped gifts will be collected and given to the children of the Elwyn Training School.

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DEC. 11 - A CHRISTMAS COCKTAIL PARTY by Media Auxiliary at The Old Mill. 4 to 7. \$3 per couple. Get tickets from Anne Harris, LO 6-1978.

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DEC. 15 - Rose Tree's ANNUAL CHRISTMAS HOUSE TOUR. Begins at noon. Blizzard date: December 20th. Tickets available through Gertrude Winde (LO 6-1204), who will also tell you where to assemble. Gift items for sale at houses along the way. Refreshments at the end of the trail.

### NAACP Dance Benefit

In a gracious gesture of cooperative civic activity, the Media Branch of the National Association for the Advancement of Colored People is sponsoring a dance December 2 for the benefit of Riddle Memorial Hospital.

The dance is a major fall project of the Media Branch and all neighboring NAACP branches have been invited to attend, according to ticket Sales Chairman John Johnson.

The dance will be at the Media Inn, between 10 p.m. and 2 a.m., with music by David Butler's orchestra. Tickets, at \$6 per couple, can be purchased at the Riddle Hospital office, 5 W. Front Street, Media, and from Mrs. Dorothy Moat of 425 N. Olive Street, Media, LO 6-3878.

## R. M. H. CALENDAR FOR DECEMBER

### NOTE NEW TIME

R.M.H. ASSOCIATED AUXILIARIES - Second Monday, at 1 p.m. in the Community Room of the Media Federal Savings and Loan Association. Mrs. Charles A. McCafferty, President.

BEATTY HILLS - Fourth Tuesday; at 10 a.m. Mrs. R. Y. Shetzline, President.

BOWLING GREEN - Third Tuesday, at 10 a.m. Mrs. Kenneth Welch, President.

GRADYVILLE - Second Monday, 10:30 a.m. at the home of Mrs. Richard E. Cotten, President.

LIMA - Third Tuesday, at 8:30 p.m., at Wild Goose, Wawa. Miss Marion Weathers, President.

MEDIA - Second Wednesday, 8:30 p.m. at the home of Mrs. Edward Johns, 420 S. Edgmont St., Media. Mrs. Stanley Warwick, President.

MIDDLETOWN - First Wednesday, at 10:30 a.m., at Clover Leaf Inn. Mrs. William P. Wilkinson, President.

MOYLAN-ROSE VALLEY - First Monday, at 10:30 a.m. at the home of DeDe (Mrs. Fielder, Jr.) Coffin, President.

NETHER PROVIDENCE - First Thursday, 10 a.m. Mrs. Charles Bakia, President.

NEWTOWN SQUARE - Second Monday at 8:30 p.m. Mrs. Nat Fuselli, President.

RIDDLEWOOD - No December meeting. Mrs. Donald Bertolett, President.

ROSE TREE - First Thursday at 10:30 a.m. at Rose Tree Hunt Club. Mrs. Frank H. Jelinek, President.

SPRINGFIELD - Fourth Monday at 10:30 a.m. at the Township Building, Springfield. Mrs. Charles F. Mallon, President.

SPRINGHAVEN - Second Tuesday, 10:30 a.m. Springhaven Club. Mrs. George F. Hornaday, President.

SWARTHMORE - Second Tuesday, 10 a.m. Mrs. Bartine Stoner, President.

UPPER PROVIDENCE - First Monday, at 8:30 p.m. at the home of Mrs. J. Buckley Shane, 401 Vassar Ave., Swarthmore. Mrs. William F. Spock, President.

## **Moylan, Lima Stage Unusual Fund-Raisers**

Moylan-Rose Valley and Lima Auxiliaries showed the way last month with two off-beat fund-raising events that were highly successful.

Moylan-Rose Valley conducted a two-week long sale of gift items in a vacant store in Media that netted an eye-popping \$490.33.

Lima's ladies went on a bus tour of New York, including a theater party, that was not only great fun, but also added up to a fat \$178.40 for Riddle.

Moylan-Rose Valley members spent two months prior to the sale sorting and pricing the items and were, according to Gift Shop Committee Chairman Dorothy Stockman, "agog at the variety and beauty of the merchandise," which they acquired from Friendliness, Incorporated, a Media advertising firm.

Proudest feat of the sale, Mrs. Stockman reports, was keeping the store staffed with three salespeople at all times, on two hour shifts, for six days a week, plus two evenings. That, says Mrs. Stockman, is a pretty good example of the kind of spirit behind Riddle's auxiliaries.

Lima President Marion Weathers reports that her auxiliary used Weit Tours for the New York trip, and that their bus was large and comfortable and had an excellent driver.

Lima Public Relations Chairman Mrs. Fred Fischer (GL 9-1451) will be happy to provide information about the trip to any auxiliary interested in the idea.

## **Face-Lifting On Way**

Riddle's present headquarters office at 5 W. Front St., Media, is going to get its face lifted.

According to General Manager Edward E. James, this will include a thorough renovation, painting and partitioning; and a lot of work, of course, will be done by Auxiliary Gals.

The partitioning will provide a conference room up front, a secretarial office in the middle and Mr. James' office in the rear. The work is being done, he said, "to meet the demands that will be made on the office during the organizational period."

## **INVITED TO A.A. MEETING**

Edward E. James, Riddle Memorial Hospital's newly-appointed general manager (see story, page 1), and Board Member W. Scott Smith, Jr., new liaison officer for the auxiliaries, have been invited to the next meeting of the Associated Auxiliaries Board Dec. 12.

## **INTRODUCING THE BOARD**

### **Richard Borden**

Being a member of the Board of Directors of Riddle Memorial Hospital is a little like celebrating 'Old Home Week' for Richard Borden. A lifelong resident of the Ridley Creek Valley area, he is the son of one of Samuel Riddle's close friends and knew the founder-donor of the Hospital himself.

Mr. Borden's father was E. Shirley Borden, president and board chairman of what was then the First National Bank of Media (now the Delaware County Branch of Provident Tradesmens Bank & Trust Co.), and Richard Borden has lived most of his life on the family's 37-acre property at Ridley Creek and Sycamore Mills Rds., Upper Providence - just a fox chase or so from the Hospital's grounds.

In fact, the only reason Richard Borden hasn't lived all his life at that address is that he happened to be born in the family's town house in Philadelphia in mid-winter. He didn't waste any time getting situated in the Upper Providence manse, however, being taken there to live four months later.

He attended Hill School and was a member of Princeton's Class of 1938. Now he is advertising manager of the Atlantic Refining Company, a post he has held for 11 years for a firm he has been with for two decades.

Mr. Borden, incidentally, along with the many other functions of his job, originated Atlantic's justly-celebrated series of scenic billboards, who breathtaking views of where you can go on Atlantic Gasoline have won 21 national advertising awards.

A member of Rose Tree Hunt (as well as the Union League), he was also instrumental in launching the horse shows that became the nucleus of Riddle's pre-auxiliary fund-raising activities.

Mrs. Borden, the former Janet E. Pinckney of Long Island, is a Rose Tree Auxiliary member; and their daughter, Mrs. David E. Burt (mother of the Borden's one grandchild, Marinda Louise, all of 2) is a Newtown Square member.

A "retired" rider-to-the-hounds, Mr. Borden now confines his active leisure, when he can escape the constant pressures of business, by "riding" tractor around his ground, being good-neighborly by keeping his property attractive.

## **AND BESIDES THE FAIR: cont'd from page 1**

amount at the Fair, representing what the individual auxiliaries earned for Riddle during fiscal 1959-60, including \$1500 waltzed up at the Charity Ball.

"We're all proud of that total," Miriam McCafferty said at the October Associated Auxiliaries meeting. "It is a tremendous amount to raise in one year."

## Have You Heard ???

...that Terry Thatford, hubby of Linda's Pat Thatford, won the car at the Fair. Other winners (the only ones who've been able to pin down so far): Mrs. Morris Walker of Chester carried off the mink stole, and Mr. and Mrs. John Crowther won the TV set. Anybody know who won anything else? ... that the Fashion Show, under Jane Pomeroys' tutelage, was a scintillating social success. We'll pass on the financial finals when they're in... that Mrs. Benjamin Brighden of Drexel Hill graciously played the piano at the Fashion Show as a favor to Jane and Springfield's Mary Mallon. ... that Ethel Mitchell wrote a lovely thank-you note to the Associated Auxiliaries following the luncheon in her honor upon her retirement as Associated Auxiliaries President. "I was delighted," she said, "to see so many old friends" ... that brand-new Swarthmore Auxiliary has made \$500 profit on Christmas card sales so far, and has 'adopted' a Chester family for Christmas. ... that Rose Tree's Doris Butler, one-woman fund-raiser, cleared \$64.67 just from selling candy on her own... and Alice Case, another Rose Tree go-getter, almost matched that (\$64.50) by letting Rose Tree and Newtown Square members use her pool... Nancy

Roach says that a lot of the gals think Moyan-Rose Valley's two-week gift sale in a Media store was a real addition to the Borough's shopping district and they wish it was permanent. (any takers for that idea?) ... that Media President Jane Warwick recently came up with an answer to the question: How do we know when a merchant has already contributed? Chester Hospital, Jane reported, hands out window stickers to businessmen who have done their share...

### "STRINGERS"

"Stringers" are people who cover certain areas or communities for newspapers "on the spot", mailing or phoning their information to the papers. And stringers are what The Riddlegram needs. That's why the Associated Auxiliaries President Miriam McCafferty has asked each auxiliary President to be sure somebody is responsible for getting material to the Riddlegram. And I second the motion.

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