



### Country Fair Plans Shaping Up With Month To Go Before Event

Despite the usual "vacation vacuum" at this time of the year, overall preparations for the Country Fair are moving toward completion.

Plenty of work remains to be done, of course, especially in the prize-coupon department (see story on Page one), and one and all have been urged by Fair Chairman Donnie Watson to dig in hard from now on. That September 16 date will soon roll around.

First attraction of (though not at) the Fair will be the Teenage Kickoff Dance Sept. 8 at the Boys Club in Media, where the Don Carter Camelot combo will stimulate the feet. Tickets, sponsored by the Betty Curtis Teenage Shop, are 75¢ per person.

Last attraction of --again not "at" -- the Fair will be the annual Riddle Horse Show, being held this year Sept. 30-Oct. 1 at the Bishop Hollow Stable, Bishop Hollow Rd., Newtown Square. Chairman Lee Clark is putting together a fine show, so put the date down.

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### Get Your Sense Of Urgency Here! Prize Coupon Sales Are Lagging

A letter from Women's Board Chairman Miriam McCafferty went out to all prize-coupon chairman late in July, citing the lagging sales of coupons and urging redoubled efforts between now and Fair time.

This applies to all of us. Prize-coupon chairmen cannot do this job alone. It takes a concerted effort by every member of every auxiliary.

The proceeds from the sale of these coupons are counted on as one of the biggest sources of profit at the Fair -- "profit," of course, that goes to Riddle Memorial Hospital.

A drop in final coupon sales, however, can knock the bottom out of Fair proceeds and nullify all the time and energy we have all put into preparations for the Fair.

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### Votes On Amendments -- If You Haven't, Do

Back in May a special rules committee of the Women's Board drew up three important amendments to the bylaws governing the Associated Auxiliaries. These proposed amendments were submitted to each auxiliary, with the request that the membership vote for or against the amendment and report its results to Mrs. Elizabeth Rhodes at the Hospital Office.

By mid-July a number of auxiliaries still hadn't reported their votes to Mrs. Rhodes. So the rules committee is asking every auxiliary that hasn't yet voted on these amendments to do so as soon as possible and report its results to Mrs. Rhodes. Auxiliaries that have voted and haven't yet reported are urged to get their reports in promptly, so that the total vote can be tallied and the fate of the amendments decided.

### 'Steel Against The Sky' Due For Riddle Building In August

That long-awaited prospect of "steel against the sky" is due to be actualized this month, according to word from Riddle Memorial Hospital's headquarters late in July.

With the foundation work by Nason and Cullen of Pailadelphia nearly complete, Keystone Structural Steel Co., which has been fabricating metal for Riddle since April, is expected to start delivery and erection sometime during August.

This good word was part of an announcement that on July 20 the Hospital awarded contracts totaling \$2,988,807 for basic construction projects. This brought to \$3,195,807 the total outlay for construction contracts in recent months. Overall cost of the Hospital is estimated at \$3,800,000.

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## FOR YOUR PLEASURE

### . . . Coming Events

Aug. 19 - Middletown's PICNIC-SWIM PARTY at the home of Ginny Lansdale. Starting gun: about 4 p.m. Bring box lunch. Beverages available. For tickets: Jean Mull, LO 6-6388. \$1 per picnicker. Rain date: August 20.

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Sept. 8 - The Country Fair's TEENAGE KICKOFF DANCE at the Media Boys Club. 9 to 12. Music by Don Carter's Camelots. Tickets, 75¢ per person. Phone Becky Brohard: GL 9-3298.

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Sept. 23 - Gradyville's BUFFET DANCE at the Towne House, Media. Harry Beneke's Orchestra will play. Festivities begin at 6:30 p.m. with a free cocktail. The tab--\$12 per couple.

### Fair from page 1

Speaking of horses, one of the attractions of--and AT--the Fair will be Smoky the Wonder Horse. Others lined up so far include Sally Starr, the kiddies' favorite TV personality, a Mother Goose Zoo that will have everything from a black sheep and a spotted pony to the puppies of Women's Board Vice-Chairman Skip Baird's lop-eared bassett hound, a U.S. Marine Corp drill team, a trampoline champion, Al Raymond's band and organ music, a fashion show, fire engine rides, and much, much more, still to be announced.

Another big, BIG attraction, of course, are the prizes: that lovable Parkwood Chevrolet, that everlovable mink stole, that trip to New York, etc. and so forth. If you're selling those coupons, buy one. If you've bought one, sell some.

This year, for the first time, prizes will be awarded at some of the individual booths, and they are nothing to sneeze at, either. Among them, according to early reports, will be a bag of silver dollars, a bike, a man's suit and a Polaroid camera.

Parking arrangements at the Rose Tree Hunt Club, site of this year's Fair, will allow you to park your car for 50¢, regardless of the number of occupants. Programs will also be 50¢.

### 'Steel Against The Sky' from page 1

Contracts awarded in July were to the general contractor, L. F. Driscoll Company of Philadelphia (\$1,687,000) and for heating, ventilating and air-conditioning (\$509,300), electrical facilities (\$443,000), plumbing (\$284,300) and sterilizers (\$55,541).

These "awards more than commit all funds received from the estate of Samuel Riddle," Riddle Board Chairman Charles A.

## August's Calendar

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

COUNTRY FAIR - Third Monday, 10:30 a.m. at the home of Country Fair Chairman Donnie Watson, Hunt Club Lane, Media.

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 Clover Leaf Inn, Baltimore Pike. Mrs. Richard E. Cotton, 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 Media Federal Community Room. Mrs. Stanley Warwick, President.

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

MOYLAN-ROSE VALLEY - First Wednesday at 10:30 a.m. Mrs. John H. Stockman, President.

NETHER PROVIDENCE - First Thursday, 10 a.m. at the Towne House, Media. Mrs. Charles Bakia, President.

ROSE TREE - First Thursday at 10:30 a.m. at the home of Mrs. Russell Case, President, Ridley Creek Rd.

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. at Springhaven Club. Mrs. George F. Hornaday, President.

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

UPPER PROVIDENCE - First Tuesday at 8:30 p.m. Mrs. William F. Spock, President.

McCafferty announced. "In addition to the Riddle Funds, commitments to date will require substantial public subscriptions to equip and operate the hospital.

"Central Delaware County will always be grateful to Mr. Riddle for his generosity, which has made possible our progress to date," Mr. McCafferty added.



ROBERT B. GREER

## Attorney Robert B. Greer Named To Hospital Board

Robert B. Greer, a partner in the Media law firm of Butler, Beatty, Greer and Johnson, is the newest member of the board of directors of Riddle Memorial Hospital.

Mr. Greer's election to the board was announced by Board President Charles A. McCafferty July 19.

Mr. Greer, who has practiced law in this area since 1927, has been attorney for Riddle Memorial Hospital for several years.

"In this time," said President McCafferty, "he has given thousands of hours to hospital business, for we have called on him for advice in dozens of problems ranging from incorporation of the hospital to preparation of construction contracts. Like all members of the governing group, he of course has received no remuneration..."

Mr. Greer is a graduate of Haverford College and Harvard Law School, and is president of the Haverford College Alumni Association. He has also served ten years as solicitor and member of the board of the Public Health Nursing Service of Delaware County.

The Greers, who have two children, live on Farnum Rd., Media.

## LIGHT FANTASTIC REAPS \$1327.05

June 9th's Trophy Ball was as profitable as it was delightful. The net receipts: \$1327.05 for Riddle's bricks, mortar, mustard plasters and iodine.

The figure is especially interesting to Liz (Mrs. Bartine) Stoner, president of the Swarthmore Auxiliary. As Charity Ball chairman for 1962--she was recently appointed by Women's Board President Miriam McCafferty--it comprises her challenge.

At a recent Women's Board meeting, Liz was given a green light to go ahead and reserve a hall for a date in May, next year. Timely dates aren't easy to come by, so the new chairman was given a head start to pick one.

## Have You Heard ???

...that Atlantic City will be host to the 63 rd American Hospital Association convention from Sept. 25th to 28th. Riddle urges all auxiliary members who can to attend. Details can be obtained at the Hospital Office... Alice Case (Rose Tree's new president) opens her pool to all auxiliary members every Wednesday during the summer. The 50¢ fee goes to Riddle. A cool gesture, man...

...that Miriam McCafferty and her daughter, Loretta Huntsman, also an auxilian, enjoyed a trip to Europe in July, where they met Mr. McCafferty in Rome and sailed from Southampton July 14. Nice break: on the way to Europe they joined the cham-

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## Coupons from page 1

If you don't do your share of coupon-selling you will be letting yourself down.

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Here are some selling tips from Mrs. McCafferty's letter:

1. Don't wait for the public to come to you; go to it. Approach people with your coupon books.

2. Experience shows that the best locations for street sales are in front of banks, posh restaurants and liquor stores. The best locations are not necessarily where the most people are, but where people are in a spending mood, have money and don't want to seem selfish.

3. Be positive and enthusiastic. Don't ask your prospect if he or she wants to buy a coupon. Ask them "how many" they want.

4. Use the prize car. It will stimulate interest and sales.

5. Be informed about the Hospital's progress. Your ability to cite the facts about construction and financing (most of which are in recent Riddlegrams) will make many a sale by persuading people that it's worthwhile to support Riddle.

## NOT WHAT YOU THINK

Yes, Riddle Memorial Hospital will have a "penthouse," but not the kind we usually think of. Riddle's "penthouse" will simply be the housing for its elevator shaft mechanism, which will protrude above the roof line.

## 'CHAIN PHONE CALLS' BIG HELP IN ROUNDING UP MEMBERS FAST

For some time the Middletown Auxiliary has been using a system of rallying its members and getting messages to them that other auxiliaries might find useful.

As explained by Middletown Member Skip Baird, Women's Board vice-president, the system operates like a pyramid. Somebody--usually the President--in the auxiliary initiates the procedure by phoning two members. These members then each phone two (or three) other members, each of whom phones two or three others, on down the list.

Each member, of course, is assigned her contacts in advance. And when everybody functions properly, every member of even the largest auxiliaries can be reached easily within the day, and nobody has more than two or three calls to make.

### Have You Heard??? from page 3

pagne party that marked the first anniversary of their ship, the Leonardo da Vinci...

...that Springfield cleared \$211 on its recent fashion show and \$178 on a cocktail party... Upper Providence continues to reap a neat \$25 a month simply by being guinea pigs for the advertising business. Middletown's Jean Mull has returned for a visit to California... one of the ladies who made the trip to Delaware Park with the Moylan-Rose Valley Auxiliary carried her liquid refreshments in a mayonnaise jar. Splendid disguise

...that Rose Tree's June cocktail party brewed \$265 for Riddle... it was suggested at the July Women's Board meeting, when difficulty in obtaining ponies was reported, that maybe they'd have to make do with "compact horses"... Vice-Chairman Skip Baird of the Women's Board spent some time in Florida in July...

...that Dorothy Stockman has succeeded DeDe Coffin as president of the Moylan-Rose Valley Auxiliary (more on election results later).

## MOYLAN-ROSE VALLEY TOUTS RACES: HAD FUN, MADE MONEY AT TRACK

The trek to Delaware Park Race Track June 22 sponsored by the Moylan-Rose Valley Auxiliary was a 200% success. The auxiliary and members of other auxiliaries (31 gals in all) had a ball, got the red carpet treatment, made money (\$80) for Riddle, and voted unanimously to do it again next June.

For \$10 per, the crew was delivered to the park in an air-conditioned bus, escorted to the grandstand, had a delightful lunch in the trackside pavilion, saw a special race dubbed "The Riddle Memorial Handicap," took in a fashion show and placed their bets.

Retiring Moylan-Rose Valley President DeDe Coffin reports that the service was excellent and that everybody in the party thoroughly enjoyed herself.

### GOOD NEWS? NO--FAIR NEWS!

That's right, that's what we want this time--all your Country Fair items. And of course everything and anything else about your auxiliary, by--

AUGUST 23

Thanks

Howard A. Wiley 60 Wentworth La.  
Rosemont, Pa. LAwrence 5-1713

### FUTURE LEADERS WELCOME

Prospective officers and officers-elect of the auxiliaries are welcome as guests at Women's Board meeting, which are held the second Monday of every month, beginning at 1 p.m., in the community room of the Media First Federal Savings & Loan Association.

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