



From this group of five finalists will be chosen the King of Hearts to reign over the annual Sweetheart's Ball being held in the Britt Student Center ballroom on the Southern Oregon college campus, Saturday, February 14. This traditional valentine event is being sponsored by the Freshman class under the leadership of the class president, Ona Liles.

Roseburg. One of the above aspirants will be chosen by popular vote and crowned king during the evening's festivities. From left they are Armond Olson, Klamath Falls; Larry Mullarkey, Glendale; Dick Clark, Ron Kress, Roseburg; and Ron Lapp, Grants Pass. Dick Clark is the SOC student body president this year.

Valentine Greeting Cards Commented on by Dan Cupid

By DAN CUPID
(Written for United Press International)
Kansas City, Mo.—(UPI)—Mother warned me there'd be times like this. Like 1959, I mean, when some people are making fun of my valiant efforts to distribute love among the populace.
If Mom—Dad called her Venus, you know—were around today, I think even she'd be a little shocked at the way our Day is being treated. And Mom was no Puritan, either.
But I guess she'd get sort of a laugh at some of the latest Valentine greetings.
On one card, there's this tough kid, see, with a gleam in his eye. "C'mere, Valentine . . ." he says. Inside, he puts his own cards on the table: "I don't buy dames malted for nothin' y'know."
Or take the cigar-smoking gent on another card, top-hatted and all. "Stick with me, Valentine," he tells the party of the second part, "and you'll be wearing radishes as big as diamonds."
What gives, I asked W. R. McCloskey, of Hallmark Cards. So help me, this is what he said:
"Americans are romantic and sentimental, it's true, but many of them like to blend a good portion of wit and humor with their expressions of affection. It doesn't mean they think any less of the persons to whom they send the cards."
McCloskey showed me some more new Valentines. There was one with a guy on the front who looks like the First of January. "Since I met you," he says, "I can't sleep, I can't eat, I can't drink . . ." Inside, he explained, "I'm broke."
There's a character on another card who stands with his hands filled with bills, his face down to the floor, saying, "I'd love to be your Valentine . . . but I'm still paying off Christmas."
"I hope you don't think I'm being conceited for saying

you're truly is featured on still another card. In this one, I'm a wise guy who tells his Valentine, "It's Valentine's Day, so just had to tell you . . . you've got two months to pay your income tax."
Conventional Type
Now don't get me wrong. You don't have to send a funny Valentine. McCloskey says lots of folks stick to the conventional type. Convention being what it is today, there are more of these cards than ever.
Pardon my saying so, but I rather fancy myself a man who understands women. So I know there still are plenty of dames around who go for the sentimental Valentine. You know, lots of lace and hearts and flowers. Well, this year they get a bonus—stuff like insets of silk tapestry and photographs, in color yet.
But me, I kinda like one that shows a cockney girl in a shawl and a crazy hat, dripping in roses. She's saying, "ow 'bout it?" That's cockney, you know. Anyway, this card has snob appeal. Your friends will think you got in to see "My Fair Lady."
Popularity Gains for Colored Hose
By PATRICIA McCORMACK
United Press International
New York—(UPI)—Ladies colored stockings are going up.
"Up in production and up in sales," said William F. Williamson, head of the National Association of Hosiery Manufacturers.
"More than 400 bright tints' color one pair of every four going to market this spring. One major maker has colored 50 per cent of his line."
American women, according to Williamson, buy better than 700 million pairs of sheers in a year. The "average" Miss or Mrs., he said, buys about a pair a month. Career girls excepted. They wear out 20 or more pairs a year, the NAHM spokesman said.
Three Pairs Per Woman
Statistically, it's estimated that the average woman will buy colored hose three times during 1959.
A sprinkling of color was tried four years ago, but the idea didn't catch on full-blast until recently, according to Williamson.
The snag, he retailed, stemmed from the fact that most ladies looked down on sheers of red, green, violet, orange, blue, yellow.
"Motivation experts told us colored stockings had a quite offensive reputation in most women's minds. To break down that notion, we've been saying that the stockings have just a hint of a colorful tint."
Celebrities turned to colored sheers during the past year also helped to crumble

Dances Planned For Centennial

Two square dances planned for Saturday, February 14, will observe Oregon's Centennial and Valentine's day.
Pioneer Square Dance club will hold a valentine and Oregon Centennial celebration dance Saturday, February 14, at Kershaw Square. Dancing will begin at 8:30 p.m.
It is suggested that dancers, who have appropriate costumes, wear them to add color to the festivities.
Kenneth Hood will be the caller, and guest callers will be welcome. Potluck refreshments will be served. All square dancers are welcome to attend.
A Centennial sweetheart square dance will be held Saturday, February 14 at the Old Wagner Creek school, starting at 8:30 p.m. The dance is sponsored by the Hilltoppers and all square dancers are invited.
Admission will be a box lunch for two, which will be auctioned during the evening. The Hilltoppers will supply men with handkerchiefs and women with lace hats (1859 style) at the door without charge.
E. Francis Cronin and guest callers will call the squares.
A valentine day square dance will be held at the Upper Applegate Grange hall starting about 8:30 p.m. Saturday, February 14.
All square dancers are invited, and potluck refreshments will be served. Byron (Buzz) Dibble and Floyd Workman, Medford, will call.

Try Poetry For Your Valentine

By PATRICIA McCORMACK
United Press International
New York—(UPI)—If you want to tickle a heart the old-fashioned way tomorrow, try poetry.
When speaking of kisses, bards of merit shied from tongue-twisters like osculation. Robert Herrick, a 17th century poet, called them "the cure, sweet cement, glue and lime of love."
And he had a way of asking for "another" that was almost foolproof. He wrote: "Give me a kiss, and to that kiss a score. Then to that twenty, add a hundred more! A thousand to that hundred. So kiss on to make that thousand a million; treble that million, and when that is done, let's kiss afresh, as when we first begun."
Heart To Heart
Poetic persuasion from the pen of Daniel Webster Boyt may be just what is needed this Valentine eve to persuade the lover who is playing hard to get.
"If you have a friend worth loving, love him," he wrote. "Yes, and let him know that you love him, ere life's evening tingle his brow with sunset glow . . ."
Boyt, who died in 1936, also explained why some men become talkative on dates.
"The first proof a man gives of his interest in a woman is by talking to her about his own sweet self," he wrote. "If the woman listens without yawning, he begins to like her. If she flatters the animal's vanity, he ends by adoring her."
Elizabeth Barrett Browning put forth this formula for de-

Duplicate Club Names Winners

Thirteen tables of players turned out for Tuesday's meeting of Medford Duplicate Bridge club.
North-south winners were Mrs. R. J. Conroy and Al Gilhouse, first, 190; Mrs. Richard Milestone and Mrs. Ben Todd, second, 166; Mrs. Berg Marten and Jack Mitchell, third, 159½; Mrs. Sam Richardson and Mrs. Robert Elliott, fourth, 155.
Winning east-west were George Rode and George Polski, first, 159½; Mr. and Mrs. Richard House, second, 158; Mrs. John Dougherty and Paul Hatton, third, 153; Mrs. Oda Thomson and Mrs. Paul Hatton, fourth, 147½.
Valentines Loaded With K. A. This Year
New York—(UPI)—Valentines for small fry are loaded with "K.A." this year.
"K.A." means kid appeal. It takes the form of craft projects, jewelry and other toys to help youngsters while away dreary wintery days.
Among inexpensive new greetings (designed by Hallmark) is a deluxe painting set that provides a palette of water colors, a brush, and a series of outline drawings in postcard form to be colored, signed and mailed.
ciding whether it is — or isn't — true love.
"Unless you can muse in a crowd all day on the absent face that fixed you; unless you can love, as the angels may, with the breadth of heavy bewitx you; unless you can dream that his faith is fast, through behaving and unbehaving; unless you can die when the dream is past — oh, never call it loving."
Other cards present gifts of plastic scissors that slice through paper, but balk safely if cloth is assaulted.

Mistletoe Club Initiates Three

Mrs. Faye Hall, Mrs. Charles Hendry and Mrs. Mrs. Ray Anderson were initiated at the last meeting of Mistletoe club, held Wednesday at Girls Community club. The ceremony was conducted by Mrs. Frank Husson, Mrs. Dave Fraysher and Mrs. Jessie Laing.
Mrs. W. H. Arnold conducted the program which preceded the business meeting.
Mrs. Alvin Lehman was a guest of the club. A prize was won by Mrs. Thomas Mee.
Club members assembled at 10 a.m. for quilting, with luncheon following. Mrs. Irvin Patten headed the committee in charge. Decorations were in the valentine theme.
Next meeting of the group will be February 25 at 12:30 p.m. for a covered dish luncheon.

Housework Said Good For Ego-Building

Ann Arbor, Mich.—(UPI)—Psssst, Husbands: Half the nation's married women say housework helps their self esteem. But the yen for dusting isn't necessarily a natural instinct, say sociologists at the University of Michigan's Institute for Social Research.
The Institute conducted a nationwide survey and found that most teen-aged girls admit they want to marry, but fewer than one in 10 said they want to become housewives. Marriage brings about the change of attitude toward household chores, the Institute said.
The resistance, Williamson said.
"And even the die-hard doubters started to look on colored stockings as respectable after Mrs. Mamie Eisenhower wore green hose to a White House party for wives of senators."

Hostesses Give Shower Parties In Central Point

Central Point—A shower was given recently in honor of Mrs. Richard Jones, with Miss Melba Tucker and Miss Joan Skov as hostesses. The shower was held at the home of Mrs. A. M. Setnes. Guests were Miss Patti Straus, Miss Julie Ashton, Miss Rachel Hamilton, Miss Rae Anne Green, Miss Peggy Ann Jones, Miss Rae Burritt, Miss Becky Farrell, Miss Jackie Gillaspie, Miss Betty Pestka, Miss Diana Cummings, Miss Patty Barber, Miss Sharon Pestka, Miss Gale Hagen, Miss Pat Hurt, Miss Kathy Straus, Miss Sharon Anderson, Miss Janet Hobbs, Miss Sandra Gheraldi, Mrs. A. M. Setnes, Mrs. David Setnes, Mrs. John Jones, Mrs. Layton Skov and Mrs. Hermon Skov.
Central Point—Mrs. George Evans was honored with a shower given recently at the home of Mrs. Harold Allen. Mrs. John Wisely assisted Mrs. Allen with the party. Attending were Mrs. Clayton Crisman and Rita, Mrs. Harold Sharp, Mrs. Claude Johnson, Mrs. Alvin Roberts, Mrs. E. Wisely, Mrs. Dean Roberts, Mrs. Kneut Wernmark, Mrs. Wayne Roberts, Mrs. Harvey Nichols, Mrs. Clinton Charley, Mrs. Kent Clark, Mrs. Ray Alired, Mrs. Peter Johnson, Mrs. Eunice Jones, Mrs. Carroll Johnson, Mrs. Ralph Mundlin, Mrs. Larry South, Mrs. Homer Conger and Mrs. Floyd Ditch.

Calendar

Calendar notices and news for the society section of The Mail Tribune must be submitted in writing and deadline for the Sunday edition is 1 p.m. Friday. Deadline for the weekly calendar is 3 a.m. of the day for publication and for week day news is 5 p.m. the day before publication.
Friday:
7:30 p.m.—Pochontas lodge, Redman hall; 8 p.m. card party.
7:30 p.m.—Roxy Anne Gem and Mineral Society, Girls Community club.
Saturday:
1 p.m.—American Association of University Women, Mon Desir Inn, Central Point.
1 p.m.—Daughters of the Nile, Medford Masonic temple.
2 p.m.—College Women's club of the Rogue River Valley, Girls Community club.
7:30 p.m.—Crater Lions and auxiliary, home of Dr. and Mrs. Jack Ingram, 914 Queen Anne avenue.
8:30 p.m.—Hilltoppers Square Dance club, Centennial dance at the club hall, Old Wagner Creek school.

Valentines Greeting Cards Commented on by Dan Cupid

By DAN CUPID
(Written for United Press International)
Kansas City, Mo.—(UPI)—Mother warned me there'd be times like this. Like 1959, I mean, when some people are making fun of my valiant efforts to distribute love among the populace.
If Mom—Dad called her Venus, you know—were around today, I think even she'd be a little shocked at the way our Day is being treated. And Mom was no Puritan, either.
But I guess she'd get sort of a laugh at some of the latest Valentine greetings.
On one card, there's this tough kid, see, with a gleam in his eye. "C'mere, Valentine . . ." he says. Inside, he puts his own cards on the table: "I don't buy dames malted for nothin' y'know."
Or take the cigar-smoking gent on another card, top-hatted and all. "Stick with me, Valentine," he tells the party of the second part, "and you'll be wearing radishes as big as diamonds."
What gives, I asked W. R. McCloskey, of Hallmark Cards. So help me, this is what he said:
"Americans are romantic and sentimental, it's true, but many of them like to blend a good portion of wit and humor with their expressions of affection. It doesn't mean they think any less of the persons to whom they send the cards."
McCloskey showed me some more new Valentines. There was one with a guy on the front who looks like the First of January. "Since I met you," he says, "I can't sleep, I can't eat, I can't drink . . ." Inside, he explained, "I'm broke."
There's a character on another card who stands with his hands filled with bills, his face down to the floor, saying, "I'd love to be your Valentine . . . but I'm still paying off Christmas."
"I hope you don't think I'm being conceited for saying

Try Poetry For Your Valentine

By PATRICIA McCORMACK
United Press International
New York—(UPI)—If you want to tickle a heart the old-fashioned way tomorrow, try poetry.
When speaking of kisses, bards of merit shied from tongue-twisters like osculation. Robert Herrick, a 17th century poet, called them "the cure, sweet cement, glue and lime of love."
And he had a way of asking for "another" that was almost foolproof. He wrote: "Give me a kiss, and to that kiss a score. Then to that twenty, add a hundred more! A thousand to that hundred. So kiss on to make that thousand a million; treble that million, and when that is done, let's kiss afresh, as when we first begun."
Heart To Heart
Poetic persuasion from the pen of Daniel Webster Boyt may be just what is needed this Valentine eve to persuade the lover who is playing hard to get.
"If you have a friend worth loving, love him," he wrote. "Yes, and let him know that you love him, ere life's evening tingle his brow with sunset glow . . ."
Boyt, who died in 1936, also explained why some men become talkative on dates.
"The first proof a man gives of his interest in a woman is by talking to her about his own sweet self," he wrote. "If the woman listens without yawning, he begins to like her. If she flatters the animal's vanity, he ends by adoring her."
Elizabeth Barrett Browning put forth this formula for de-

Hostesses Give Shower Parties In Central Point

Central Point—A shower was given recently in honor of Mrs. Richard Jones, with Miss Melba Tucker and Miss Joan Skov as hostesses. The shower was held at the home of Mrs. A. M. Setnes. Guests were Miss Patti Straus, Miss Julie Ashton, Miss Rachel Hamilton, Miss Rae Anne Green, Miss Peggy Ann Jones, Miss Rae Burritt, Miss Becky Farrell, Miss Jackie Gillaspie, Miss Betty Pestka, Miss Diana Cummings, Miss Patty Barber, Miss Sharon Pestka, Miss Gale Hagen, Miss Pat Hurt, Miss Kathy Straus, Miss Sharon Anderson, Miss Janet Hobbs, Miss Sandra Gheraldi, Mrs. A. M. Setnes, Mrs. David Setnes, Mrs. John Jones, Mrs. Layton Skov and Mrs. Hermon Skov.
Central Point—Mrs. George Evans was honored with a shower given recently at the home of Mrs. Harold Allen. Mrs. John Wisely assisted Mrs. Allen with the party. Attending were Mrs. Clayton Crisman and Rita, Mrs. Harold Sharp, Mrs. Claude Johnson, Mrs. Alvin Roberts, Mrs. E. Wisely, Mrs. Dean Roberts, Mrs. Kneut Wernmark, Mrs. Wayne Roberts, Mrs. Harvey Nichols, Mrs. Clinton Charley, Mrs. Kent Clark, Mrs. Ray Alired, Mrs. Peter Johnson, Mrs. Eunice Jones, Mrs. Carroll Johnson, Mrs. Ralph Mundlin, Mrs. Larry South, Mrs. Homer Conger and Mrs. Floyd Ditch.

RIGHT way to care for wood floors

The world's largest maker of hardwood floors recommends this clean-as-you-wax method as best. Just pour a little BRUCE on the floor and stubborn marks, dirt, old wax wipe away easily. The dirt comes up on the cloth. Buff very lightly and you're through in half the usual time. Try this better, easier method next time you wax. Use BRUCE CLEANING WAX for a rich coat of wax. For light waxing use BRUCE FLOOR CLEANER.

E. L. Bruce Co. - Makers of Bruce Self-Polishing Wax & other floor care products

Mann's MEDFORD

OPEN TOES ARE HERE AGAIN!

designer originals
as seen in Harper's Bazaar

Jacqueline

Patent gains outer space

. . . delighting the heels and toes that prefer open flattery . . . our jet black sling flies a silk bow, flashes forth in all sun and moon hours accompanying all colors. Answers the travel-to-warm-climates question too.

12⁹⁵

SOLID MAPLE MILKING STOOLS

Regular Value \$3.25

\$1.99

While They Last!

LUCAS & HOWARD FURNITURE

Central Point, Ore.
Phone NO 4-1226

FREE! \$25⁰⁰ in Yardage

With Each Automatic Necchi or Elna Purchase

Material Selection of Your Choice Made Through J. C. PENNEY CO. 106 North Central

ACT NOW!

This is a Rare Opportunity Just In Time for SPRING SEWING!

THE NECCHI SUPERNOVA BE . . . push-button straight-stitch machine with Supernova styling. Precision perfect craftsmanship and engineering.

NECCHI AUTOMATIC ZIG-ZAG

- Sews straight and zig-zag
- Forward and reverse
- Buttonholes
- Sews on buttons
- Mends and darns
- Free arm—ideal for tubular sewing
- So light even a child can carry it

A Brand You Can Rely On

Distributed by Medford's ONLY Authorized Franchised Necchi-Elna Dealer

NECCHI-ELNA SEWING CENTER

400 E. Main — Medford, Ore. — SP 2-6667

Improve your home with MIRRORS

All Sizes in Stock
Phone SP 3-3613

SELBY GLASS CO.

303 North Bartlett

Formal OPENING

Monday - Feb. 16

MIRIAM'S BEAUTY SHOP

909 E. Jackson Blvd.
Phone SP 3-3806

Featuring Personalized Beauty Service

For Your Convenience Evenings by Appointment

MIRIAM WARD
Owner and Operator

FREE! \$25⁰⁰ in Yardage

With Each Automatic Necchi or Elna Purchase

Material Selection of Your Choice Made Through J. C. PENNEY CO. 106 North Central

ACT NOW!

This is a Rare Opportunity Just In Time for SPRING SEWING!

THE NECCHI SUPERNOVA BE . . . push-button straight-stitch machine with Supernova styling. Precision perfect craftsmanship and engineering.

NECCHI AUTOMATIC ZIG-ZAG

- Sews straight and zig-zag
- Forward and reverse
- Buttonholes
- Sews on buttons
- Mends and darns
- Free arm—ideal for tubular sewing
- So light even a child can carry it

A Brand You Can Rely On

Distributed by Medford's ONLY Authorized Franchised Necchi-Elna Dealer

NECCHI-ELNA SEWING CENTER

400 E. Main — Medford, Ore. — SP 2-6667