Women Can't Be Pushed Says Sales Psychologist

By PATRICIA McCORMACK
United Press International

New York –(UPI)– Chalk up one for our side:

A psychologist male claims that women are not the stubborn, obstinate creatures men think they are.

It's just that women can't be pushed, said Dr. Daniel Brower in the current issue of "The American Salesman."

Psychologically, he said, there are subtle ways of making a woman say "yes" to a sales talk – even though most "are conditioned to say 'no' at first."

There are three basic elements to consider in selling women: Submissiveness, dominance and essential immaturity," Brower said. "No one outside an institution is a pure example of one type or another."

The submissive woman, according to Brower, needs encouragement, since "she won't make her own decisions."

Fatherly Approach

To sell this type, he suggests a fatherly approach – a mixture of soft and gentle words, plus patience.

"Help her to make decisions, don't push her into making them," he said.

The domineering woman, according to the psychologist, brings out the worst in a man, he said:

"Most men feel the urge to bull their way ahead and mow her down. This is almost guaranteed to lose a sale. With a woman like this, the approach must be more diplomatic.

"Use what we call the cathartic approach. She'll wear herself down and save you the trouble. Cajole her a little. She may want to see what you're going to do about her objections.

"You've got to match her verbally and intellectually. There's almost an aspect of a pleasant tug-of-war about it."

The essentially immature type, according to Brower, may be somewhat neurotic. She's the hardest to get to say "yes" because of her inner turmoil, he said.

Timing Brings Sale

He views this type as a combination of the submissive and domineering type. The approach, as he put it:

"Let her talk until you get your bearings. She is never normal; she is always rushing past it. It is wiser, therefore, to sell her when the aggressive climb has reached its peak. For a while she has then overcome her inner struggles and is more reasonable to deal with.

"If you miss this peak – or don't recognize it until too late – let her go on talking until she gets down to the low point."

In his analysis, the psychologist doesn't say a word about a fourth type – the woman who says: "Hello . . . no! . . . goodbye."

She hasn't vanished from the American scene, has she?

Hotel's Executive Chef Describes Gourmet Meal

By MARGUERITE DAVIS
United Press International

Chicago–(UPI)–The ideal diner sips no more than one cocktail before dinner, according to Chef John Kaufmann, and shares a split of wine with his companion during a 2½ hour gourmet meal.

Kaufmann is executive chef at the Drake hotel, Chicago, and an enthusiastic supporter of the Drake's Monday night "gourmet dinner" served at $9.50 per person.

This exotic feast includes an appetizer, soup, entree, vegetable, salad, dessert and wines, and requires at least the 2½ hours Kauffman recommends.

Recipes for gourmet dinners are chosen from entries submitted by the 132 chefs and cooks in the Drake kitchen, with a food editor, a Chicago gourmet and a hotel representative doing the judging.

"Roast Boneless Saddle of Lamb, Sultan Ben," concocted by Jack Riger, 29-year-old assistant chef, won the last contest and a $100 savings bond for its author.

The lamb was boned, rolled and stuffed with chutney, then buttered and roasted. It was served with a slice of broiled eggplant topped with chutney, and a tomato stuffed with mushrooms and onion.

For garnish there were white seedless grapes poached in Sauterne wine and served in a scalloped orange basket, and slices of sauteed sweet potato stuffed with a puree of chestnut and maple syrup.

Chablis, vintage 1955, will be served with this when it appears as the entree on a gourmet dinner.

Other courses are chosen with equal care.

A recent menu began with clams on the half shell, served on chopped spinach with Hollandaise sauce and accompanied by Livermore Grey Riesling wine. Consomme garnished with celery, truffles and mushrooms followed.

The main dish that night was "Tournedos Gold Coast," tenderloin of beef sandwiched between slices of goose liver, dipped in batter, deep fried and served with truffle sauces. Potatoes with Roquefort cheese, a salad of lettuce, tomatoes, artichokes and anchovy filets, and beaujolais Chateau de Lacarelle wine completed the course.

Diners who still could manage it were served flaming baked apple stuffed with mincemeat.

Square Dancing Class Still Open

Registration is still open for a class in beginning square dancing which is being held at Thurston School of Dancing on Stewart avenue., Medford.

Persons interested in taking the course may contact Byron (Buzz) Dibble, SPring 3-6355, or call the school. Mr. Dibble is instructor for the course.

Newlyweds Visit Medford Couple

Mr. and Mrs. Frank M. Yoakum have arrived in Medford to visit Mr. Yoakum's parents, Mr. and Mrs. Alva I. Yoakum, 309 West Jackson street. The visitors are newlyweds, their wedding having taken place January 17 in Chapel of the Wedding Bells, Bellflower, Calif.

Mrs. Yoakum is the former Jane Maxine Dixon, daughter of Mr. and Mrs. Douglas D. Dixon, Lakewood, Calif.

The visitors arrived Sunday and will be here several days. Mr. Yoakum is to report for duty with the United States Navy in the near future.

Centennial Event Set in Butte Falls

Butte Falls–Butte Falls Grange will hold a Centennial dinner Saturday, February 21 at 6:30 p.m. in the Butte Falls High school auditorium. The meal will be potluck according to Earl Dean, master, and the public is invited to attend.

The program will include music, Oregon history, games and dancing.

Centennial dress is encouraged, but not required, the committee states.

Card Party

The auxiliary to Crater Lake Aerie, Fraternal Order Lawe aerie, Franternal Order of Eagles, will hold a public card party Wednesday, February 18, at the lodge hall. Dessert will be served at 1 p.m. Mrs. Jessie Wagner is chairman.

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 9 a.m of the day for publication and for week day news is 5 p.m. the day before publication.

Tuesday:

7:30 p.m.–Chapter BE of PEO Sisterhood, home of Mrs. F. Wilson Wait, 220 Vancouver ave.

7:30 p.m.–Joyce Smith circle, Eastwood Baptist church, home of Mrs. Virgie Garner, 15 Tripp st.

8 p.m.–Rogue Valley Handweavers Guild, home of Mr. and Mrs. Earl Bradfish, 220 Bradford Way.

8 p.m. – Woman's Guild, Zion Lutheran church, circles: Miriam, home of Mrs. Ryder Berg, 733 Dakota st.; Mary, home of Mrs. James Wicker, 809 Adams lane; Lydia, home of Mrs. Hans Edwardsen, 211 Summit st.

Wednesday:

9:45 a.m.–League of Women Voters, morning study unit, home of Mrs. David Boals, 34 Glen Oak court.

11 a.m.–Townsend Harmony auxiliary, Carpenters hall, 123½ West Main st.

12 noon – Reames Social club, Medford Masonic hall.

1 p.m.–Chapter CG of PEO Sisterhood, home of Mrs. R. J. O'Sullivan, 518 North Barneburg rd.

1 p.m.–Chapter CP of PEO Sisterhood, home of Mrs. G. R. Polski, 1501 Lenora dr.

1:30 p.m. – Contemporary Book club, with Mrs. Alla Smith, Black Oak dr.

Telephone Use Increases With Color Instruments

By CLAIRE COX
United Press International

New York –(UPI)– Now that the idea of two cars in every garage has been accepted as a symbol of success, the Bell System is pressing for three telephones in every home as a way to expand the economy.

Colored telephones may help do the trick, Bell System officials believe.

When colored phones were introduced in 1954, there were about 52,000,000 somber black ones in use across the country.

Since then, housewives and businessmen have been ordering phones in decorator hues ranging from white to cherry red at such a rate that 6,000,000 of them are jangling away in homes, hotels and offices.

Not only are they pleasant to look at, a spokesman said, but they encourage the use of the gift of gab.

Color Encourages

Something seems to come over a person when his eye lights on a colored phone, whether in home, hotel or office. He just can't resist picking up the receiver and ringing someone up.

This is just as true of men as women.

That makes the telephone companies very happy. Every telephone ring is like the music of a cash register to them.

A recent survey was made in a hotel in which some rooms had traditional black phones and others, colored. Guests made nearly 20 per cent more calls on the colored phones.

"Color has helped take the phone out of its hiding place" a Bell spokesman said. "The result is that the phone is in view more readily, more often, and we are stimulated to make more calls."

The National Society of Interior Designers was so impressed with colored phones that it gave the Bell Telephone System its 1958 award for the most outstanding contribution to interior decorating of the year.

Match Furniture

Decorators match phones to draperies, chairs, lampshades, and other furnishings. Eventually, telephone wires will be hidden as electric wiring is.

Bell officials say it will be sometime before the three-phones-per-family concept is established, however. But the two-telephone idea has made much progress.

In homes with one phone, living room, dining room, hall and kitchen are favorite places for installation — in that order, surveys showed.

In multiple-phone homes, the bedroom is the favorite site for the second phone. Plug-in phones, which can be moved from room to room, also are becoming popular.

The Yale & Towne Manufacturing Co., makers of locks and safes, gave the telephone companies a big boost with an appeal for a telephone at every bedside.

"When threatened by danger," the locksmiths advised, "call for help."

4-H Club News

Reese Creek Renegades

A meeting of the Reese Creek Renegades was held at the home of Mr. and Mrs. Bernard Mattheisen Feb. 10.

We discussed the model meeting which will be held on Mar. 2, at the Eagle Point Grange hall. We also discussed the window display for National 4-H club week. The club was informed of a meeting of all Eagle Point leaders that would help in planning a community fair in July and other club events.

We enrolled Dennis Phillips in our club, he will have beef as his project.

The next meeting will be at the home of Mr. and Mrs. John Esp Feb. 24.

The Phoenix Knitting Club

The Phoenix Knitting club met at the home of Mrs. Jeanette Grove, Fern Valley rd., Medford, Feb. 4. Refreshments were served by Bonnie Simmonds.

The next meeting will be Feb. 18.

Marilyn Kantor,
Reporter.

Lakeview Youth Dies As Auto Leaves Road

Lakeview–(UPI)– Milton Earl Loper, 22, was killed late Monday on a private road 10 miles north of Lakeview, state police said, when he tried to pass another car on the snow-covered road. His car went out of control, left the highway and struck a large stump.

Harold K. Cartwright, riding with Loper, was hospitalized with undetermined injuries. Two others in the Loper car, Henry Teet, 19, and Carol McCormick, 20, apparently were unhurt. All were from Lakeview.

Luncheon Set

Central Point —A luncheon meeting at Pings Garden will be held Wednesday, February 18, by Nevita Past Matrons' club. Luncheon will be served at 1 p.m.

Grange News...

Shady Cove Grange

The Shady Cove Grange met Saturday at the Shady Cove school with Master Ed Houston presiding.

Past Master Phil Motsenbacher installed the following officers, Johnny Miner, gatekeeper; Reed McKay, assistant steward; Nancy McKay, lady assistant steward.

Degrees were conferred on George E. Bush and Paavo Saari.

Committee chairman appointed were: legislative, Edgar Vanderlip; agrriculture, T. M. Littlefield; garden club, Sara Stother; 4-H, Anna Beryl Kee; reception, Osa Deister and Nanny McKay; school, Thelma Reining; relief, Ola Houston, Nanny McKay and Linda Miner; insurance and history, Cecil Kee; sales slips, Isabel Wanderlic; ways and means, Edwin Stother, Ray Deister, Johnny Miner; HEC, Ola Houston; Rogue Valley Water resources, Edward Houston.

A special social and business meeting of the officers of the Grange was to meet at the Edwin Stother home Friday to plan the year's activities.

Lecturer Della Littlefield told of the state lecturers school to be held in Ashland Feb. 17 and 18.

Edgar Vanderlip was in charge of the lecturers program. In the form of a mock wedding, Mr. and Mrs. Phil Motsenbacher were presented their 25-year pins and certificates as members of the Grange.

There was 100 per cent officers attendance. F. Davis of Eagle Point was a visitor.

Mr. and Mrs. Edgar Vanderlip and Mr. and Mrs. Walter Cross were on the serving committee.

The theme was Valentine with a wedding cake at the Motsenbacher's table.

The Motsenbacher's also received a gift from the Grange.

The HEC met at the Cecil Kee home on Crater Lake highway with Mrs. Ed Houston presiding.

The club projects of the year are to assist the Shady Cove Garden club to clean and replant flower beds along the highway, plant shrubs at the Shady Cove school, aid child guidance clinic, state canning project and national sewing contest.

Central Point Grange

Central Point Grange will meet Friday, Feb. 20, at 8 p.m. The lecturer's program will be handled by Mrs. O. T. Wilson, chairman of Group S through Z.

This will be the first Grange visitation night. All ladies attending are asked to bring either sandwiches or cookies.

The Centennial dinner on Feb. 14 was a success, and the Grange expresses their sincere thanks to all those who in any way assisted.

Eudora Bohnert,
Grange Reporter

With only about 6 per cent of the world's population, the United States has an estimated 75 per cent of the world's total motor vehicles.

Sumatra has a population of about 11 million persons contained within an area of about 183,000 square miles.

7,000 Men Called For Military Duty

Washington–(UPI)– The Army has issued a call for 7,000 draftees in April the lowest number since late 1957.

The new call was 1,000 men below the March figure and 2,000 below January and February totals. The last time as few as 7,000 men were drafted was in the October-December period of 1957.

The reduced April call results in part from manpower slashes imposed on the Army. It is cutting from its Dec. 31, 1958, strength of 890,769 men to 870,000 by next June 30.

Tualatin River Water Rights Aired

Hillsboro —(UPI)— Hearings opened here today on Tualatin river water rights, which are in conflict between Oswego residents and upstream water users.

George V. Naderman, assistant state engineer in charge of adjudication, said the hearing may last several days.

He said the water at issue starts its course on the east slopes of the Coast range and empties into the Willamette river.

Oswego interests claim a right for 91.5 cubic feet per second. The Tualatin Valley Water Improvement District wants more water for upstream use.

Alturas Moulding Mill Sold To Roseburg Firm

Alturas, Calif. – (UPI) – B. M. Smith today announced the sale of the Alturas Molding and Box company to William Wielder and Associates of Roseburg, Ore. The amount was not disclosed.

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