

Comparison Made Of Park, Shop Lots

A total of 21,000 shopping hours have been accounted for by Park and Shop lots in Medford in the four months of operation, according to Don McNeil, Jackson County Chamber of Commerce manager.

There are now 74 downtown merchants participating in the plan which was into effect Aug. 17.

McNeil said that a favorable comparison can be made by Medford with a similar program in Fargo, N.D.

Although Fargo has nearly twice the population of Medford, he said, they have totaled 47,000 shopping hours in the first six months of the program's operation there. This is an average of 7,884 hours per month in Fargo and 5,250 in Medford, he said. He pointed out too that Fargo has more parking spaces available for their program than does Medford.

Peace of Mind Said To Come from Shoe Fit

By GAY PAULEY
UPI Women's Editor
New York (UPI) — Security to some of us is a matter of bank balance. To others, a matter of how the shoe fits.

This observation on relation of peace of feet to peace of mind comes from a shoe company executive, who also holds a doctor's degree in psychology from Harvard university.

"Aside from their functional use as a foot covering, the primary motivation in buying shoes is based on the customer's desire for love," said Richard Sears.

"Not necessarily physical love, but the secure feeling that the average person craves in his daily living. The better fitting the shoe, the more secure people feel."

Check through history, mythology and customs, said Sears, and you'll see that sole and soul always have been related.

Sears said that for three years he had delved into the

subject — first to provide a solid background for his job as executive vice president of the Bates Shoe company, Webster, Mass., and then simply from continuing curiosity.

Cites Many Customs
Sears said that he talked with other psychologists and the security motivation kept cropping up. They pointed out also that certain types of persons were associated with certain types of footwear.

"The gambler, for instance, with high fashion shoes. Usually flashy."

He then did a questionnaire type of survey of prospective shoe buyers. Said Sears, "I was pretty much convinced that the psychological evaluation was correct and that references to love in mythology, history and literature were representative of our attitude today."

"After all, we still tie shoes to the backs of cars in which newlyweds travel."

He cited these other customs:

—The Scots fling shoes at newlyweds or anyone else embarking on a new venture.

—The ancient Greeks believed that a faithless lover could be brought back to his beloved by fuming his sandals with sulphur and chanting suitable love songs.

—Bride Will Rule House
—The Hebrew bridegroom breaks a glass with his heel during the marriage ceremony to insure good luck.

—A German superstition holds that if the bride accidentally steps on her husband's shoes at the altar, she will rule the roost.

—The Anglo-Saxon father gave his daughter's shoe to a prospective son-in-law.

—The Persians used to doff their sandals as an expression of love for royalty.

—Moslems remove their shoes when addressing Allah.

—In Scandinavia, shoes lined in a row on Christmas Eve signify a family's love for one another and the desire to live together amicably for another year.

I asked Sears whether there was any connection between security and those pointed toes and skinny heels stylists have put us women into fear forever.

Said Sears, "Here it is not so much a case of security, as it is a woman's desire for a slim look head to toe. I suspect that comfort hasn't a chance."

Gasoline Jobbers Are Reminded of Deadline

Gasoline wholesalers and jobbers have been reminded by A. G. Erickson, district director of the internal revenue service, Portland, that Jan. 15 is the deadline for filing floor stocks tax returns and payment of tax on gasoline.

Return forms are available in district directors' offices. Additional information may be obtained from internal revenue offices, Erickson said.

Sunday, Dec. 20, 1959 A MAIL TRIBUNE, Medford, Or. 15

News About Books From the Library

Following is a list of new books in the Medford and Jackson county library. The books are available in the adult department.

Science: Target for Tomorrow, Levi; Fun with Mathematics, Meyer; Relativity for the Layman, Coleman; Zoology, Burnett; The Creation of the Universe, Gamow; Medicine and Man, Calder; The World in Space, Marshack; The ABC of Relativity, Russell; New Handbook of the Heavens, Barnard; Evolution in Action, Huxley; Human Types, Firth; The Living Thoughts of Darwin, Huxley.

Language: Getting Along in Italian, Pei; Mondadori's Pocket Italian-English Dictionary, Tedeschi; Getting Along in French, Pei; Williams Dictionary Del Idioma Espanol, Williams; Six Minutes A Day to Perfect Spelling, Shaffer; 30 Days to a More Powerful Vocabulary, Funk; Language for Everybody, Pei; Short Cuts to Effective English, Shaffer; German Through Pictures, Richards; Langenscheidt's German-English Dictionary, Klatt.

Sports: The Fundamentals of Fishing and Hunting, Dalrymple; Gun Annual, Sports Afield; Ben Hogan's Power Golf, Hogan; AMF Guide to Natural Bowling, Kalman; 1959 ProFootball Handbook, Schiffer.

Child Care: Baby and Child Care, Spock; A Wonderful World for Children, Cardozo; Child Behavior, Ig; What to Tell Your Children About Sex, Child Study Association of America.

Literature: Best Quotations for All Occasions, Henry; Keats, Keats; Longfellow, Longfellow; Three Great Irishmen, Ussher; The Wisdom and Ideas of Plato, Freeman; On Love, the Family, and the Good Life, Plutarch; Voltaire, Voltaire; The Silver Treasury of Light Verse, Williams; The Selected Essays of Montaigne, Crocker; Poetry, Drew; The Beat Generation and the Angry Young Men, Feldman.

Biography: Andrew Jackson, Johnson; The Story of Walt Disney, Miller; Hitler, Bullock; Head, Heart and Heel, Treadwell; The Living Thoughts of Machiavelli, Sforza; Freud, His Life and His Mind, Poner.

House and Garden: The Art of French Cooking, Garvin; The Teenage Diet Book, West; The Bantam Book of Correct Letter Writing, Watson; The Low Calorie Diet, Small; The Pocket Book of Household Hints, Cantus; The Betty Bissell Book of Home Cleaning, Bissell; Amy Vanderbilt's Everyday Etiquette, Vanderbilt; The Art of Mixing Drinks, Esquire; 1960 Home Furnishings Ideas, Better Homes and Gardens; House and Garden's Book of Build-

ing: Fall-Winter 1959-1960, House and Garden; Christmas Ideas for 1959, Better Homes and Gardens; Good Housekeeping's the Better Way, Good Housekeeping; Dining Out in Any Language, Waldo; The Complete Book of Roses, Jenkins; The Pocket Cook Book, Woody; Landscaping With Vines, Howard.

Reading: First Steps in Reading English, Gibson; Good Reading, Townsend; A Parent's Guide to Children's Reading, Larrik; Faster Reading Self-Taught, Shetter.

Crafts and Hobbies: Model Railroad, Lionel Corporation; How to Take Better Pictures, Keeley; Electronics Illustrated Ham Radio Handbook, Hertzberg.

Plays: Paint Your Wagon, Lerner; Jane, Behrman; Eight Great Comedies, Barnett; Famous American Plays of the 1920s, MacGowan.

Art: The History of Western Art, Christensen; Modern American Painting and Sculpture, Hunter; 50 Great Artists, Myers.

Psychology: All About Men, Peck; 10 Days to a Successful Memory, Brothers; The Practical Way to A Better Memory, Furst; Beyond the Pleasure Principle, Freud; Freud, His Dream and Sex Theories, Jastrow.

Travel and Adventure: The French Quarter, Asbury; Algeria in Turmoil, Clark; Europe Calling, Barsness; American Skyline, Tunnard.

Entertainment: Fun for the Family, Meyer; Poker According to Maverick, Maverick; Hoyle's Rules of Games, Morehead; The Liveliest Art, Knight.

Philosophy: Philosophy for Pleasure, Hawton; The Age of Ideology, Aiken; Arnold Zweig Presents the Living Thoughts of Spinoza, Zweig; The Age of Adventure, De Santillana, Essays in Philosophy.

Mrs. Frank Linden, Shady Cove, recently made a trip to Portland where she visited friends and relatives.

SP4 and Mrs. William Littlefield will spend the Christmas holidays in Germany and will visit with cousins of Mrs. Floyd Kelley, Mrs. Louisa Goldate, son Reiner and daughter Eulenie at Euselthal, which is in Rhineland, West Germany, and is only 13 miles from the French border. Then they will go to Stuttgart where they will be joined by Mrs. Littlefield's cousin, SP4 Fred Simmons. They are planning to see as much of the country as they can and their plans include a trip during the holidays to Vienna, Austria. William Littlefield is the son of Mr. and Mrs. Travis Littlefield, Shady Cove, and Mrs. Littlefield is the daughter of Mr. and Mrs. Earl Sheppard, also Shady Cove. They are both employed in offices of the transportation corps at Chateaux, France.

The Shady Cove Garden Club met at the home of Mrs. Frank Flink for the December meeting and Christmas party recently. Co-hostess was Mrs. William Shepherd. The members had made Christmas arrangements for a placement of a garden and gifts suitable for a garden were exchanged. Mrs. Shepherd gave a 15-minute lesson on Japanese flower arrangement. The next meeting of the club will be Jan. 11 at the home of Mrs. Richard Pfeiffer. Co-hostesses will be Mrs. O. L. Williams and Mrs. Max Hawks. The program for the day will be on shade plants and roll call will be answered by jelling "My Favorite House Plant and How I Care for It."

Mr. and Mrs. Floyd Kelley, Shady Cove, were dinner guests recently at the home of Mr. and Mrs. Elmer Clemens, Grants Pass. They also visited with Mrs. Kelley's brothers and their families, Mr. and Mrs. Bill Jantzer and Mr. and Mrs. John Jantzer.

Mrs. Cantrall Is Named Chairman

Mrs. Harlan Cantrall has been named community 4-H chairman for Ruch 4-H clubs at a community meeting in Ruch, according to Glenn Klein, 4-H club agent.

Assisting Mrs. Cantrall will be Mrs. Bill Barker. The community 4-H leader assists in the organization and servicing of 4-H clubs in the community.

Anyone interested in 4-H club work in Ruch should contact Mrs. Cantrall or Mrs. Barker. Clubs already in operation in Ruch for this year include sheep, clothing, electricity and swine. Other clubs may be organized if interest warrants.

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Solid Gold—Was \$110—NOW

LADIES' WYLER MARQUISE BRACELET WATCH—Regular Price \$95.00—NOW \$33.50

MAN'S BULOVA WATCH WRIST ALARM—17-Jewels—Regular \$95.00 \$33.75

MAN'S 17-JEWEL BULOVA 3 DIAMOND \$33.75
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