

Founders' Day To Be Observed By Lincoln PTA

Founder's day will be observed at a meeting of Lincoln Parent Teacher Association to be held in the school gymnasium Friday, February 12 at 2:15 p.m.

Past presidents of the unit will be introduced.

At this meeting, a nominating committee will be selected. Baby sitting will be provided.

Mothers of children in the third grade will serve refreshments in the cafeteria. Prior to the PTA meeting, Valentine parties will be held in the rooms, sponsored by the room mothers.

Parents and patrons of the school are invited to attend.

University Band Slates Concerts

The Willamette university concert band will make two appearances for Rogue valley schools next week.

The group will give a concert Thursday, February 18, at 8:35 a.m. in the Eagle Point High school gymnasium. The same day at 1 p.m. the band will play in the Talent High school gymnasium.

The band has a tour of 17 concerts arranged. The 40-piece group, directed by Maurice Brennen, will play 15 of the concerts in Oregon and two in California-Etna and Weed.

Hilts Woman Guest At Recent Party

Hilts - Mrs. Dick Williams was guest of honor at a recent party at the home of Mrs. Don Ward. Guests were Mrs. James Cain, Mrs. Roland Rainwater, Mrs. M. M. Sief, Mrs. Victor Van de Wighe and Mrs. Russell Williams. A potted chrysanthemum was presented to the honored guest.

Card Party Set By FOE Auxiliary

Another in a series of pinochle parties sponsored by the drill team of the auxiliary to Crater Lake aerie, Fraternal Order of Eagles, will be held Friday, February 12, at 12:30 p.m. at the Eagles hall. Mrs. Leona Ricks is chairman. Dessert will be served; the public is invited.



POTPOURRI

What makes a voter decide he likes Joe Doakes and will vote for him, and that he doesn't like his opponent, John Doe? According to the psychologists, it all depends upon what sort of an "image" the candidates bring to the voters' subconscious mind.

Ruth Winter, writing for Women's News Service, recorded the opinions of two well known psychiatrists, Dr. Henry Davidson of the American Psychiatric association, and Dr. Exie Welsh, former president of the American Orthopsychiatric association, who analyzed the public "images" of the men seeking nomination for the presidency.

Why is President Eisenhower so popular? Miss Winter says psychologists believe it is because "he creates a strong father image." Most people regard the father as the leader of the family and one who fights for it against the world. As President, he has nurtured this image by "never taking a single act not compatible with the subconscious concept of the ideal father," says Miss Winter.

What sort of images to the leading candidates project? Consider first Senator John Kennedy, 42, and a Democrat. "There is no doubt that Mr. Kennedy appeals to women," Doctor Davidson observed. "He is the image of their little boy. They'd like to ruffle his hair and be proud of him. But they will not vote for him because they do not want a boy in the White House."

"Women want a father image as President - especially if they have weak husbands," he said. "They want to be taken care of no matter what happens in the world. Mr. Kennedy does not fit that pattern."

Doctor Welsh agreed with Doctor Davidson that Mr. Kennedy's youth is against him, but not because women want a "father image."

"He presents the image of being a young person who is not very mature in his actions," she said. "Women are very influenced by a candidate's experience. They want to feel his decisions will be mature, based on past experience."

Next they analyzed Vice President Richard Nixon, 47, Republican. "Mr. Nixon is not quite old enough for the father image and not quite young enough to appeal to women as a boy," Doctor Davidson said. "Although he has gained in stature in recent months, he still maintains an aura of shrewdness."

"Since people, women in particular, want to idolize the President, they are reluctant to elect one thought of as shrewd."

"However," Doctor Davidson added, "if there should be a great crisis at the time of elections, that very image will become an asset. We turn to shrewd operators in times of trouble."

Doctor Davidson said women are quick to make decisions, and via television, the image of any candidate comes through quickly.

"I think women were affected adversely by Mr. Nixon's appearance on television when he defended himself against slush fund charges with the aid of his family and his dog Checkers. However, I am not discounting the fact that the Nixon image can be repackaged before the next election."

Doctor Welsh felt the Nixon package will have to be "defrosted" before he will appeal to many women. "He gives the impression of being a very cold person and so does his wife."

"Many women I know are irritated by what they term Mrs. Nixon's 'artificial smile,'" Doctor Welsh said. "Mr. Nixon's posture is stiff on TV and his face is rigid. He'll have to relax more in public."

Next, Adlai Stevenson, 60, Democrat. "Mr. Stevenson has stature and intellect which could give him the father-image necessary to win," Doctor Davidson said. "but I believe neither enough men nor women will vote for him."

"Women vote by emotions. The fact that Stevenson is divorced will lead them consciously or subconsciously to be against him."

"They feel that if he failed in one of life's great adventures-marriage-he will fail as President. They also feel that if he failed one woman, he may fail all."

"The men will not vote for Stevenson," Doctor Davidson said, "because in this country the intellectual is distrusted. Charles Van Doren's recent misadventures just proves this belief to many people. They associate intellectualism with nonconformity and impracticality."

Doctor Welsh disagreed that "women vote by emotions." "The more mature woman votes on issues, and a candidate's record," she said. "Of course, there are certain issues which concern women more than men, the two main ones being children and peace."

Doctor Welsh said Mr. Stevenson has tremendous appeal to women.

"He is conscientious, thoughtful and has great depth," she said. "These characteristics are viewed favorably by women voters."

She agreed that his divorce is damaging as far as women are concerned. "Some women feel that if they vote for a divorced man, they would give the world the impression that it is all right to be divorced."

She said Mr. Stevenson presents the image of a man who doesn't pull punches, yet is diplomatic. He is also sophisticated, with a great deal of charm.

Of Senator Hubert Humphrey, 49, Democrat, Doctor Davidson said "Mr. Humphrey presents the image of being every woman's son who has grown up and become successful."

"I suspect he will pull votes from both sexes," he said. "However, his youth and intellectualism may work against him."

"Women I know, who know him, have enormous affection for him," Doctor Welsh said. "They describe him as a nice, honest guy-unaffected and unpresuming, sort of like a comfortable old shoe."

She said his liberal label will not bother women. "Women are more liberal than men," she added. "Men get involved in details and struggle for power. Women just want health, a good life and things for their kids."

Of Senator Stuart Symington, 58, Democrat, Doctor Davidson said Mr. Symington appears to have dignity, a quality appealing to women. He is handsome, which also pleases the ladies.

"Mr. Symington may very possibly win a good share of the women's votes if he can project more forcefulness. Forcefulness is desired by the weaker sex."

Doctor Welsh said that if too much emphasis is put on Mr. Symington's defense stands, women may be afraid to vote for him. "Women do not want their husbands or sons to go to war," she added. But Mr. Symington does present the image of a mature person and a dignified one, she said. "This would give him the appearance of a statesman rather than a politician."

Speaking of Senator Lyndon Johnson, 51, Democrat, Doctor Davidson said Mr. Johnson, more than the others, satisfies the father image. He is the powerful leader of men, yet appears to be gallant as far as the ladies are concerned.

"He is also a former teacher, a qualification women like," he noted. However, the psychiatrist said that the issue of civil rights is too strong to allow a Southerner even to be nominated at this time.

Doctor Welsh observed that one of Johnson's greatest detriments in the eyes of women was his 1955 heart attack. "Women want security. They want to feel they will not have to change presidents in midstream," she explained. She said that Johnson does not as yet have much of a public image throughout the country.

Psychiatrically speaking, the ideal candidate, in the opinion of Dr. Henry Davidson, noted psychiatrist, should have these qualifications:

"He'll be Protestant, born in a small town, a family man who does not mock religion, who attends church regularly, but who is not a religious zealot."

"The man will be liberal on civil rights, in good health, mature both physically and, to all outward appearances, mentally. He must also project the characteristics of dignity, tact, technical skill, political know-how and the ability to command."

To this Dr. Exie Welsh, also a noted psychiatrist, agreed, but put special emphasis on maturity and experiences. She added:

"The man who will be the next President will have to be presented to women in the image of a statesman."

Women's News

Tournament Planned Sunday By Duplicate Bridge Club

Medford Duplicate Bridge club will sponsor a benefit tournament Sunday, February 14, at Girls Community club, with funds to go to the club. It is stated that the event is planned to show the group's appreciation for the use of the clubhouse for duplicate bridge sessions.

The tournament is for pairs, and anyone interested in duplicate bridge is welcome to attend. Play will be for master points and will begin at 1:30 p.m.

A number of Medford and Grants Pass players plan to attend the Northwest Spring Regional tournament in Portland February 22-23 at the Multnomah hotel.

Fifteen tables of players were on hand for the Medford club's weekly session Tuesday. The Mitchell movement system was used. North-south winners were Robert Dickey and Ray Wise, first, 180; Mrs. R. T. Jones and Mrs. J. S. Winslow, second, 166; Mrs. Frank Baker and Jack Barr, third, 159; Mrs. Richard Milestone and Berg Marten, fourth, 154½; Mrs.

Paul Hatton and George Rode, fifth, 152.

Winning east-west were Robert Middleton and Leland Clark, first, 160½; Mrs. Fred Burich and Mrs. Robert Elliott, second, 153½; Mrs. Sam Richardson and Mrs. William Knope, third, 148½; Mrs. E. L. Miller and Mrs. Marrs Gibbons, fourth, 148; Mrs. Marten and Jack Mitchell, fifth, 146½.

Phoenix Group To Study Birds

Phoenix-Birds will be studied at the monthly meeting of Phoenix Garden club to be held at the Community Hall Friday, February 12, at 1 p.m.

Dessert will be served by Mrs. A. C. Lewis and Mrs. Ruben Richey, hostesses for the meeting.

Following a business meeting, members will go to the home of Mrs. Howard Bush, 202 North Barneburg road, Medford, for a lecture on the birds in her yard.

Mrs. Charles F. Johnson is in charge of the bird program.

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So there. Now you know exactly who will be elected.-O.S.

The Midas Touch
New York - UPI - A touch of gold adds elegance to any room. Try perking up old-fashioned light fixtures with a coat of gold paint.

We Give **GREEN STAMPS**
CENTRAL REXALL DRUG
Main and Central

Social Events

Calendar

Thursday:
7 p.m.-Altrusa club, home of Mrs. Valton Finley, 1327 Queen Anne avenue.

7:30 p.m.-Winchester Extension unit, home of Mrs. Glenn Holst, 1117 Mt. Pitt avenue.

8 p.m.-FOE auxiliary, Eagles hall.

8 p.m.-Reames chapter, Order of the Eastern Star, Medford Masonic temple.

8 p.m.-Wilson School PTA, school cafeteria.

8:15 p.m.-Alpha Rho chapter, Beta Sigma Phi, home of Mrs. Lou Cranston, 2233 Siskiyou boulevard.

Friday:
10:30 a.m.-Valley View Home Extension unit, Valley View school.

12 noon-St. Elizabeth's Guild of St. Mark's Episcopal church, parish house.

2:30 p.m.-Roosevelt PTA, at school.

2:30 p.m.-Hoover PTA, at school.

Pocahontas Lodge Announces Party

Pocahontas lodge will hold the monthly public card party Friday, February 12, in Redmond hall on Apple street. Prizes will be awarded.

The business meeting will start at 7:30 p.m. and the card party will follow. Refreshments will be served.

Mrs. Richard Lowry Hostess for Party

McLeod - Mrs. Richard Lowry was hostess recently for a luncheon given at her home. Cards followed. Guests were Mrs. Hattie Salter, Mrs. Mary Boothby, Mrs. Larry Harding, Mrs. Hazel Ulrich, Mrs. Victor Chapman and Mrs. Robert Conger.

McLeod - Mrs. Harry Harding, president of the Prospect Lions auxiliary, presided over a meeting of the executive committee held at the home of Mrs. Harry Maxwell. Projects of the group were discussed.

To Observe Days
Lincoln's birthday and St. Valentine's day will be observed when Medford Fifty Plus club meets Friday, February 12, at St. Mark's Guild hall.

Entertainment is planned. The meeting is set for 12:30 p.m.

To Elect
Past presidents of the FOE auxiliary will meet at the home of Mrs. Jesse Wagner, 112 Cottage street, at 1:30 p.m. Friday.

Officers will be elected for the year, and a Valentine exchange is planned.

Prospect Auxiliary
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Eggs Said Good Buy This Week

(The following guide to the nation's best food buys for the week ending February 13 was prepared for United Press International by the U.S. Departments of Agriculture and Interior.)

Washington-UP - The good food buys of the past few weeks still are in abundant supply for food shoppers this week end.

Seasonal varieties of fruits and vegetables offer wide choices for the thrifty menu-planner.

Apples, oranges, and grapefruit are in ample supply all over the country at budget-prices. Lemons, avocados, and pears are also on the good-buy list.

Vegetable bins continue to show plentiful supplies of cabbage, carrots, yellow onions, and potatoes. Celery, cauliflower, sweet potatoes, and rutabagas also will be bargain-priced to round out the menu.

Eggs are in increasing supplies at economy prices. Also, dairy products are offered as good values. Meat counters are offering many values in beef, pork, lamb, turkeys, broilers, and fryers.

The best buys in fish are to be found in shrimp, fish sticks and portions, and canned tuna.

These are the nation's best food values for this week end. Now here is a closer look at plentiful foods in this particular area:

WEST: Arizona, California, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming: Eggs are sharply lower in price in most markets this week. Prices are down mostly 2 to 3 cents a dozen in the Los Angeles area, large are down 2 cents and mediums 4 to 5 cents in the San Francisco area, and the large and medium sizes are down 1 cent in Portland and smalls are down as much as 5 cents a dozen.

Among the red meats, beef and pork continue in ample supply and prices are about steady.

Plentiful fruits and vegetables include apples, grapefruit, lemons, navel oranges, artichokes, broccoli, cabbage,

carrots, cauliflower and lettuce.

In good supply are winter pears, celery, dry onions, potatoes, small size tomatoes and winter squash.

Best fish buys are in halibut, oysters, rock fish, sable fish, and Dungeness crabs.

Synthetics Studied At Recent Meeting Of Lake Creek Group