

Magazine Editor Finds Solution To Typical Image of Womanhood

By DICK WEST

Washington — (AP) — One of the world's most hazardous professions is editing a woman's magazine. The brave fellows who accept this dangerous assignment are thrown into a fierce circulation struggle in which their survival depends to a large extent on feminine whims.

Young Republican Position Stated

Portland — (AP) — A group of college Young Republicans spoke only for themselves when they endorsed President Kennedy's Alliance for Progress program, according to William L. Brunner, state chairman of the Young Republican Federation of Oregon.

His name is Robert Stein and he is somewhat unusual in that his magazine has been increasing its circulation recently. Being skilled at posing questions which might not occur to the average reporter, I asked him how he accounted for his success.

Stein replied that he works on the assumption that a lot of women are getting tired of trying to live up to the image of American womanhood as reflected in the other magazines.

"The composite magazine housewife is on a diet but keeps on cooking rich desserts," he said. "She handles her children as if she were a practicing psychologist."

"She dresses like a fashion plate even though she makes her own clothes. If she has unexpected dinner guests, she goes to the freezer and pulls out a casserole fit for a gourmet."

"She tries at least one different hairdo a week, usually changing colors. She advises the school principal about the latest educational theories, keeps her friends informed about President Kennedy's foreign policy and coaches her husband on how to get ahead in his job."

zine which told women that "you don't have to do all of that."

"We never publish 10 easy rules for doing anything," he said.

His magazine also has adopted a sort of anti-togetherness theme. The latest issue has an article suggesting that marriages might work better if husbands and wives quit confiding in each other.

Intrigued by his dissertation, I asked Stein what originally caused him to steer away from the typical woman's magazine woman.

"It's simple," he said. "I figured that if there were such a woman, I surely would hate to be married to her."

Discover the Mapleine Secret*



* Make your own better-than-bottled syrup at much less cost. Simply pour 1 cup boiling water over 2 cups sugar, add ½ teaspoon Mapleine. Wonderful flavor and aroma from a secret formula. Find Mapleine in the blue and white box.



Get values by the cartful at our Del Monte®

GARDEN SHOW

FRUIT COCKTAIL	4 No. 303 tins	89¢
Apricot Halves	3 Large No. 2 1/2 Tins	\$1
G'fruit Sections	4 No. 303 Tins	89¢
Sliced Peaches	5 Yellow Cling No. 303 Tins	\$1
Peach Halves	5 Yellow Cling No. 303 Tins	\$1
Bartlett Pears	4 No. 303 Tins	\$1

CATSUP	5 14 oz. Bottles	\$1.00
TOMATO Sauce	10 8 oz. Tins	98¢
SOLID PACK Tomatoes	4 No. 303 Tins	\$1
STEWED Tomatoes	4 No. 303 Tins	89¢
EARLY GARDEN PEAS	5 No. 303 tins	\$1.00
EARLY GARDEN SPINACH	7 No. 303 Tins	\$1.00
CREAM STYLE CORN	5 No. 303 Tins	\$1.00
WHOLE KERNEL CORN	5 No. 303 Tins	\$1.00
EARLY GARDEN GREEN BEANS	4 No. 303 Tins	89¢
KOSHER Dill Pickles	3 22 oz. Jars	\$1
PLAIN Dill Pickles	3 22 oz. Jars	\$1
SWEET Chip Pickles	3 15 oz. Jars	\$1

CARNIVAL OF BARGAINS! EUREKA Spring Specials

59¢ savings just for coming in!

NEW EUREKA MOTH-AWAY BOMB

New anti-moth attachment for your cleaner. Mothproofs anything! Rugs, blankets, clothes, closets! Easy to use. Comes complete with powerful vaporizing crystals.

just 39¢ 98¢ value

NEW EUREKA Princess CLEANER

Loaded with power! Lavish with features! Lightweight, yet has a motor over 1 H.P.! Now, see all the other outstanding Princess features:

- Convenient cord-holder handle
- Extra-large, disposable Sanitized dust bag
- Deluxe 8-pc. set of cleaning accessories
- Flip-top lid • Easy-roll wheels • Power adjuster

\$39.95

LOOK! THIS BIG HASSOCK WITH PURCHASE OF...

NEW EUREKA Prince \$59.95

Complete with hassock and Prince cleaner

LOOK! Eureka's newest cleaner comes packed in its own handsome new all-purpose hassock.

Makes a spacious toy chest. Serves as comfortable hassock. Use it as TV bench.

TRIPLE-FILTER traps traps traps

- Triple-Filter System
- Built-in tool caddy
- Extra-large, disposable Sanitized dust bag
- Over 1 H.P. motor
- Air Jet Blower
- New Flip-top lid for easy bag changes
- 8-pc. deluxe set of cleaning tools
- New convenient toe switch
- dust ordinarily blown back into the room!
- Built-in tool caddy
- Disposable Sanitized dust bag
- Stands on end for stairs or storage

No Money Down On Approved Credit
We Carry Our Own Contracts

DAVENPORT
SEWING MACHINE & APPLIANCE SHOP
405 North Central

"MEDFORD'S FINEST MEATS SINCE 1940"

tastes so good when you fry it

"SWIFT'S PREMIUM" FRESH FRYERS

FANCY OREGON GROWN FRYERS—3 LB. AVERAGE

Cut-Up Tray Packed **39¢ lb.**

WHOLE **33¢ lb.**

OUR OWN HAM LOAF "It's Delicious"	Fresh Ground BEEF TASTE THE DIFFERENCE 39¢ lb. 10 pound package \$3.75	ROAST CHOPS BONELESS PORK LOIN As Long as They Last 79¢ lb. All Center Cut LEAN PORK CHOPS Choice Eastern Pork 89¢ lb. "TILLAMOOK" SHARP 2 Years Age 69¢ lb. Our Own Pure Pork Sausage Is the Best—Ask Anyone? 49¢ lb.
59¢ lb.		Boneless Beef Roast 98¢ lb. Choice Aged Beef Roast 59¢ lb.

EXTRA FANCY WATSONVILLE Strawberries

CRISP TENDER **CELERY** 2 Large Bunches **39¢**

BRIGHT GREEN **ZUCCHINI** 3 lbs. **44¢**

RED LEAF **LETTUCE** 3 Bunches **29¢**

FANCY LARGE **ROMAINE** 3 Bunches **29¢**

RED RADISHES —and— **GREEN ONIONS** 3 BUNCHES **17¢**

These are the same fine quality berries which we were sorry to run out of last week.

3 full cups 79¢

free! DELIVERY
Phone SP 3-7444

ED MILNE'S

QUALITY MARKET

222 W. MAIN ST.—NEXT TO COPCO
CLOSED SUNDAYS