

House Dress Manufacturers Styles Give Dior Competition

By GAY PAULEY
United Press Staff Correspondent

New York—(U.P.)—The world of fashion resounds with names such as Dior, Mainbocher and Carnegie. But some of the outstanding style changes of the last 50 years have come from one fashion group which never boasted a hemline shuffler or "H" line creator.

The house dress industry, which was thriving when Christian Dior was still in knee pants, says that it not only has caused style trends but that some of them have been copied by high-fashion designers.

Big Business

"We've been starting styles since we first came out with the Mother Hubbard," said Erwin Feldman, director of the National Association of House Dress Manufacturers. Some of the members of the association have been in business more than 50 years; the industry does a \$500,000,000 annual sales, which Feldman said made it the largest single segment of the whole apparel market.

Some of its designers earn as much as \$25,000 a year.

House dress manufacturers say they started the bungalow apron, the junior size, and the shirtwaist dress. The shirtwaist, which has been in and out of fashion for 20 years, now shows in several spring lines from top designers.

Helped Cotton

"We're the ones who helped get cotton out of the gingham and calico class," said Feldman. "We first used the multi-color prints. Later, the name designers took to cotton... now of course it's

a year-round fabric."

The industry conceded that Paris and New York "names" influenced it, but not to the extent of faithfully copying their ideas.

"We watch trends," said Feldman. "We will adapt a silhouette, but not the frou-frou. Today's house dress is just as appropriate for shopping or an afternoon tea as for general home wear."

At their recent fashion show in Manhattan, the manufacturers featured the longer torso silhouette of higher priced spring lines. But it also clung to such all-time favorites as the coat dress, and the shirtwaist.

The fashions were called "day-time dresses" at the show.

"But there's no attempt on the part of the industry to get away from the house dress label," said Feldman. "It's been good for half a century and it promises to stay that way."

Jacksonville

Jacksonville — Mr. and Mrs. Clinton A. Smith left Monday on a three-week automobile trip. They plan to drive through the Rocky mountains, visit Yellowstone and Glacier National parks. They will visit Mrs. Smith's sister in Denver, Colo., and Smith's relatives in Boulder, Colo.

Here for a month's visit at the J. M. Patterson home is Mrs. Patterson's niece, Mrs. Arthur Johnston, Pompano Beach, Fla. Mrs. Patterson was guest of honor at a birthday dinner party July 15 at the Jackson hotel, Medford. Included in the party were Mr. and Mrs. Ford Patterson, Mr. and Mrs. George Mayfield, Mrs. Arthur Johnston, Mr. Patterson was unable to attend due to illness.

Mr. and Mrs. Lyle Denton, Myrtle Creek, visited last week at the home of Mrs. Denton's sister, Mrs. Elma Flynn. Mrs. Lane, Mrs. Flynn's grandmother, returned with them to Eugene after several weeks visit here.

Misses Beverly and Linda Flynn, daughters of Mrs. Elma Flynn left this week to attend the camp of the Assembly of God Church, near Mt. McLaughlin.

Mr. and Mrs. J. A. Peak and family, Seattle, Wash., stopped for a short visit with Mrs. Peak's two sisters, Mrs. Lois Fretwell and Mrs. Paul Algeo, Jacksonville. The Peaks were en route to their new home near San Francisco.

Olin Knox, Yamhill, Ore., visited last week at the home of his sister, Mrs. Peter Fick. He also visited his parents, Mr. and Mrs. O. N. Knox, Jacksonville.

Mrs. J. D. Brown and grandson, Bobby, Eagle Point, were week end visitors at the home of her sister, Mrs. Peter Fick. Walter Littlefield and niece, Ardella, Amery, Wash., visited at the home of his cousin, Mr. and Mrs. David O'Connor, last week.

Mrs. Nora Foss and son Paul, Seaside, Ore., were visitors last week end with Mrs. Frank Janosky.

Harold Godley of Los Angeles is visiting his mother, Mrs. Frank Janosky, this week.

Buddy Dick, third class electrician on the USS Princeton, formerly of Jacksonville and a graduate of high school here, and his sister, Betty Ann Dick, made several visits to Jacksonville last week and are also visiting their grandfather, Dave Hutchins, Butte Falls.

Mrs. Lulu Saulsberry is expecting her son and daughter-in-law, Mr. and Mrs. John M. Saulsberry, Berkeley, Calif., this week end. They are coming by the coast route and plan to spend a two weeks vacation here and see several Shakespearean plays in Ashland during the festival.

B. J. Christianson of Chris' Drug store will attend a Christmas gift showing at Portland this week end.

A square dance sponsored by the Jacksonville Lions will be held at the community hall next Thursday night. Guest of honor is Zita Maddox, the Lions' candidate for queen of the Jacksonville Jubilee.

Melba, Pixie, Ed and Lynn Graham and Pat Hubbard were house guests two days this week at the home of Mr. and Mrs. Jesse Groves Sr., at their farm on the Stage rd.

Fishing parties visiting at Crescent City over last week end included Mr. and Mrs. Fred Christian with their fishing boat 'Salty,' and Mr. and Mrs. Richard Souza, Mr. and Mrs. J. B. Noble, who stayed over until Monday evening, and Carl Hoskins with a party of 5 who went deep sea fishing on the boat 'Undine' and came home with a small catch of salmon.

Twelve boys from Jacksonville Boy Scout troop 35 will leave this Sunday for camp at Lake O' Woods.



This feminine golfer puts in style. She is dressed in cool, comfortable cotton coordinates designed by Jo Collins. A polka dot print blouse of cotton broadcloth is teamed with trim shorts in solid cotton.

Group Attends School Lunch Conference

The first school lunch conference sponsored jointly by the Department of Institutional Management of the School of Home Economics, Oregon State college and the school lunch section, State Department of Education, was held in Corvallis, July 11 to 13, with a large delegation from Jacksonville county attending.

The program was planned by Miss Helen Mulhern, manager, women's food service, Oregon State college, and Mrs. Laura P. Wells, director of the Oregon school lunch program, State Department of Education, to meet the needs of the group.

More than 200 people attended the three-day workshop.

The general sessions and group discussions as well as demonstrations by instructors and speakers, presented an opportunity for group participation in solving problems concerning school lunches for the children of Oregon.

Monday evening's entertainment, which was concluded with a colored film "You'll Remember Oregon," and a special guest dinner at the Corvallis Country club Tuesday evening, added interest to the success of the conference.

Those in attendance from Medford schools were: Mrs. Irene Drew, Mrs. Genive Gray, Mrs. Edith Hamilton, Mrs. Wilma White, Mrs. Hazel Withrow, Mrs. Betty Ayres and Mrs. Virginia Wait, School Lunch Supervisor, Medford city schools.

Other schools in Jackson county were represented by Mrs. Elsie Gemachlich, Griffin Creek; Mrs. Elizabeth Jeffries, Central Point; Mrs. Peggy Peck, Eagle Point; Mrs. Arlie Ragsdale, Elk Trail; Mrs. Grace Hinson, Evans Valley; Mrs. Edrie Hays, Mrs. Beth Malone, and Mrs. Thelma Putman, Ashland; Mrs. Sybil Avery and Mrs. Margaret Wallace, Phoenix; and Mrs. Bernice Cowell and Mrs. Theta Hilton, Lone Pine.

Kansas City Women Earn Living by Breaking Many Eggs

Kansas City, Mo.—(U.P.)—Between three and four hundred women here make their living breaking eggs.

There is more to this egg-breaking than just breaking the eggs. You have to separate the white from the yolk.

A crack-egg breaker can break 900 eggs an hour. That's 7,200 a day, 36,000 a week.

Five or six months out of the year, in the spring and early summer, egg processors sell egg whites and egg yolks to candy makers, noodle makers, bakeries and such. The rest of the time they process the whole egg, in the shell, for home consumption.

During the season the women break eggs eight hours a day. The two largest companies here keep 100 women lined up around the egg-bearing pulley belts. They crack the eggs, drip the white in one bucket and flip the yellow into another.

Wholesale egg officials say the old hands show up every year for the season.

A little curry powder used in salad mayonnaise or boiled dressing will give the salad new taste appeal.

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Potpourri

Tuesday, July 19, was a very special day for Mr. and Mrs. Frank Applegate. Not only was it their golden wedding day, but the Applegates renewed their marriage vows in a ceremony held in the same church in which the wedding took place.

Mrs. Applegate, recalling that day 50 years ago when she promised to love and honor the tall young man at her side, said the aisle in the little Catholic church in Jacksonville seemed very long to her when she walked to the altar. Fifty years later she was surprised to find how tiny the church seemed, and how brief the walk down the aisle.

It was very hot last Tuesday when the Applegates welcomed guests at their home on South Oakdale avenue, and Mr. Applegate sprinkled the walk and porch from time to time with water from the garden hose, hoping to cool the air a bit. This reminded the couple that it was also hot the day they were married — 110 degrees, in fact.

On her wedding day in 1905 Mrs. Applegate, then Lida Williams, wore a gown of white crepe de chine with large puffed sleeves. Her large picture hat, known as the Charlotte Corda style, was of white horsehair and shirred chiffon and was trimmed with white violets and satin ribbons. It was handmade by a milliner in Jacksonville and Mrs. Applegate recalls that "it was a perfectly beautiful hat."

For the golden wedding anniversary Tuesday Mrs. Applegate wore a dress of pale green nylon and a coat made by her oldest daughter, Mrs. Thomas R. Barry of Klamath Falls. Her flowers were red rosebuds.

Among the friends who called on the Applegates Tuesday were the W. J. Warners, who have lived next door on Oakdale avenue for many years.

The Applegate and Warner children played together as youngsters, and Mrs. Warner remembered with a smile Tuesday how her son, Gordon, and the Applegate's older son, Dick, enjoyed telling people that they were "cow cousins." Seems the two families used milk from the same cow.

Mrs. Applegate reminisced about the underground house which the boys dug in a vacant lot between the Applegate and Warner homes, even neatly bracing the sides of the dugout with bricks. Even so, Mrs. A. said the two mothers worried that the whole thing would cave in some day, burying the boys.

Mrs. Applegate, a devout Catholic all her life, has a deep faith in prayer. During the time her son, Dick, was imprisoned by the Communists in China she prayed daily for his release and was confident always that he would return to this country unharmed, which proved to be true.

The Applegates are living at the address on Oakdale avenue which was Mrs. Applegate's home as a girl, her father and mother having purchased the home in the early 1900's.

There was some reminiscing about the Shakespearean festival during the annual Bard's Heyday last Sunday. Angus Bowmer, founder and producing director, recalled how the first Shakespearean play, given as part of an Ashland Fourth of July celebration, had 42 rounds of boxing on the same program.

The sponsors of the celebration had grave doubts about the box office power of Shakespeare, but their worries were groundless. The play drew larger crowds than the boxing matches did, and made enough money to underwrite the losses of the athletic events.

Director Bowmer remembered too that fireworks had been planned for the same night as the play, and that somehow or the other there was a mixup in plans and the fireworks began before the play was over. This resulted in the actors having to speak their lines to the accompaniment of hissing Roman candles and roaring sky rockets soaring over Lithia park.

Actors in those days didn't even have dressing rooms. "There wasn't any worry about modesty," said Mr. Bowmer. "We couldn't afford it."

Later on the program Dr. Margery Bailey talked about the festival and praised the 1955 cast—"the festival hasn't had such a cast in years," she said. Dr. Bailey, whose knowledge of Shakespeare and Elizabethan times is unquestioned, also spoke of the excitement and thrill of seeing his plays presented in authentic style on a stage patterned after the Fortune theater of old London and said "you never know Shakespeare unless you see the plays in the theater."

Mrs. Robert Shepherd was announcing news Wednesday before it happened, or so her friends thought for a time. Mrs. Shepherd received a wire from Germany telling of the birth of a daughter to Lt. and Mrs. Fitzhugh Brewer Jr., which said the child had been born at 8 p.m. Wednesday. She began relaying the news about 6 p.m. and had a lot of fun over the exclamations which this brought. Mrs. S. just airily told everyone that she learned the news from a crystal ball.

One of the housewives of our family recently complained that she couldn't find a decent cleaning rag around the house and wished someone would donate some well worn turkish toweling or a couple of old knit undershirts in the good cause of clean floors and woodwork.

Scanning the editorial mail a few days later we came upon a dispatch which says "The great American shortage nowadays is just plain rags. Miracle fibers are now used for almost everything around the house, but they make poor rags and that narrows the field down to sheets, pillowcases and table linens, which are not lightly disposed of these days." The article went on to advise housewives to put the good cotton rags through the washing machine, keep them clean and usable as long as possible.

Honest clerk story: Shopper at Meier and Frank in Portland asked if store had any fall cotton dresses in dark colors and came the clerk's reply, "Yes, we do but frankly, you wouldn't like any of them. They're such ouchy colors." She was right, too—O.S.

Small children enjoy eating a combination of bite-sized cereals and raisins not only for breakfast but for between meal snacks. When it's snacktime, serve the raisin-cereal mixture dry and either milk or fruit juice in a cup.

When you're thinking of trimmings to serve with barbecued hamburgers don't forget that a zippy mashed avocado spread adds a real de luxe touch. Simply mash soft avocados and season to taste with salt, pepper, wine vinegar and grated onion.

Shakespearean Festival

We extend to the Oregon Shakespearean Festival Association heartfelt congratulations upon the celebration of their 20th season. With nineteen actors and actresses, new to the Festival this year, playing key roles, this season's offering promises to set a new record for enjoyment of devotees of the Elizabethan theatre, and attendance at the gate.

We also salute the people of Ashland, who have been among the leaders in sweeping Shakespearean revival throughout the United States. The annual Festival draws people to Ashland and the Rogue River Valley from all parts of the country, and this outstanding cultural attraction thus becomes an important economic factor to this section of the state.

To all who manage, direct and participate in the Oregon Shakespearean Festival this year, we offer the best wishes of this community and the gratitude of those who appreciate truly fine stage presentations presented in historically faithful settings in lovely Ashland Lithia Park.

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

Sunday

1 p.m. — Cebu swamp, MOOL, Mrs. Ted Cotter, Lower River rd., Grants Pass.

5 p.m. — Siskiyou canton and auxiliary, Patriarchs Militant, picnic, Mr. and Mrs. W. H. Dyer, 29 Myrtle st.

Monday

12:30 p.m. — Grandmothers club, Hawthorne park.

6 p.m. — LPNA, picnic, Tou-Velle park.

6:45 p.m. — Cruisers club, First Presbyterian church.

8 p.m. — Public card party, sponsored by Neighbors of Woodcraft, Moose hall, 11 Newtown st.

Tuesday

12 noon — DUV picnic, Hawthorne park.

1:30 p.m. — Rogue Valley Herb society, Girls Community club.

8 p.m. — Medford Truth center, Unity, Room 203, Holly Theater bldg.

8 p.m. — Pythian Sisters, Girls' Community club.

Wednesday

7:30 p.m. — SPEBSQSA, Grange hall, Phoenix.

Thursday

6:30 p.m. — Golden Link class, E. H. Niedermeyer home, Ross lane.

Friday

11 a.m. — Medford Truth center, Unity, Room 203 Holly Theater bldg.

Neighbors of Woodcraft will give a public card party at Moose hall, 11 Newtown street, Monday, July 25, at 8 p.m. Pinochle, canasta and bridge will be played, and prizes given.

Pythian Club Plans Meeting On Tuesday

Pythian club will meet Tuesday, July 26 at 8 p.m. at Girls' Community club. Mrs. Joe Cook and Mrs. Ida Ireland will be hostesses.

Past Chiefs' club of the Pythian Sisters met last week at the home of Mrs. Della Littlefield for a covered dish luncheon.

Merry Widow Party Given in Minnesota

Sanborn, Minn. — (U.P.) — Most of this village's 33 widows turned out for a "merry widow" party given by Mrs. Emma Dull.

"Too many parties are for couples," said Mrs. Dull, a widow herself.

"The widows always get left out," she said.

Highlight of the evening was when three men came to take them home.

Gold Hill HEC Meet; Chairman Appointed

Gold Hill — Mrs. Nina Dusenberry, fancy work chairman of the Gold Hill Home Economics club, reported on work being done by the group during a meeting July 13 at the Grange hall. A potluck luncheon was served and 12 members and 1 visitor attended.

Mrs. Lucy Eddington, chairman, presided. Mrs. Grace Bruce resigned as publicity chairman because of illness and Mrs. Lena Laricks was appointed to the office for the remainder of the year.

The next meeting will be July 27, also at the Grange hall when another potluck luncheon will be served.

Wrap individual hamburgers in aluminum foil for picnics. The patties can be cooked right in the hot coals, and leave no dirty pans to take home.

Get On the Right Beam

VOTE

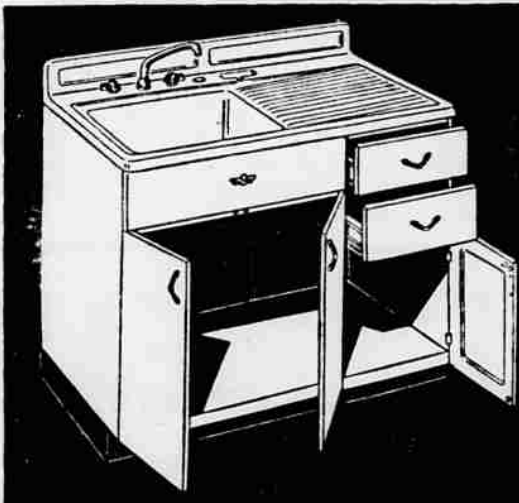
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