

Shopping Habits in USA Changed Since Depression

By ELIZABETH TOOMEY

New York—(U.P.)—The woman standing next to you at the \$6 hat bar may have a clothes budget that would pay off your house mortgage.

The youngish matron who races into the sports shop to buy a skirt she can wear out of the store may be one of the "idle rich" who used to have everything made to order.

Our shopping habits have changed. We expect more value for our money, and we get it. The result is that women with

modest amounts to spend on clothes pick from designs, or copies of designs, created by names once restricted to a few wealthy customers. And women with unlimited clothing budgets eye the bargain departments with new respect.

Fewer Custom Sales

Stores that once set aside entire floors for women who had the time and money to select clothes from models and then have them made now are frankly shrinking these custom departments and giving the space to clothes for working girls and average housewives.

"American buying simply is turning away from custom made clothes," Andrew Goodman, president of one of the exclusive fifth ave. stores, 'Bergdorf Goodman,' said.

"We sold fewer units in our custom shop—that means suits, coats and dresses—last year than we did in the peak depression year. In those days a woman could have a dress custom made by us for \$195. Now the same dress costs \$495."

Living Costs Up

Other living costs have doubled and tripled since the depression years and yet buying has increased, but Goodman said that the extra buying has turned to ready-made clothes. His store just moved the custom department into a smaller section and turned an entire floor over to a new department where the average suit sells for around \$70.

"The way we live is partly responsible," Goodman continued, "women are in too much of a hurry now to have seven or eight fittings for a dress. And the new generation of shoppers is being brought up on beautiful clothes bought ready-made—they won't take their mother's places in custom shops."

Salem—(U.P.)—Salem's grade, junior and senior high schools registered a total of 11,645 students Monday, an increase of 1780 over last year's opening day enrollment.

Dead line Sunday Classified is at noon Saturday; 10 a.m. Monday for Monday; other days 5:30 previous day

"Smart gal, my Susie!"



A lot of wives complain about housework, but not my Susie. She uses her head instead of her muscles. For example, some women spend a whole day just scrubbing and waxing wood floors. My Susie cleans and waxes them in one easy operation with Bruce Cleaning Wax. It takes only half the time and a lot less work. Yet our beautiful wood floors are the envy of her friends. My hat's off to Susie and her Bruce Cleaning Wax for making a tough job so easy. And I can't help but feel proud of both of them.

P.S. For lighter waxing on linoleum and wood, Susie uses Bruce Floor Cleaner.



Marine Captain Wins \$64,000 On Quiz Show; Baseball Fan Has Right Answer for \$16,000

New York — (U.P.) — "Wow! I'm all out of wows, but wow, anyway! I'm unraveled and it's all over, thank God."

Those were the words that came tumbling out of Capt. Richard Sherrill McCutchen Tuesday night after the Marine landed \$64,000 on a quiz show and had the situation well in hand.

McCutchen, the first contestant ever to go for and win the top prize on CBS-TV's "The \$64,000 Question," grinned broadly and waved aside questions about taxes.

"I didn't think about the money. If I had thought about it, I probably wouldn't have gone for \$64. But I knew from the first that I was going to go."

"The Corps took me through it."

Seven-Part Question

The 28-year-old career officer doubled the stake of \$32,000 he had won the previous week by dishing up the correct answer to a seven-part question in his chosen category, food and cooking.

The query dealt with a meal served on March 21, 1939, at Buckingham palace to French President Albert Lebrun and his wife.

McCutchen was asked to describe:

Consomme quenelle (a clear soup with dumplings or meat balls), filet de truite saumonée (a slice of sea trout), sauce maitre (hollandaise sauce with blood — orange juice and rind), petits pois a la Francais (cooked with onion, butter and sugar), corbeille (a basket of fruit), chateau yquem (a French sweet white wine) and Madeira sercial (white, dry wine).

McCutchen, the parent of three young girls, said he planned to use his winnings for his youngsters' education and possibly, the building of a house.

One other contestant on the show, Mrs. Myrtle Power of Buford, Ga., correctly socked her way through a baseball query to reach the \$16,000 level. She

will be back next week when she decides whether she'll settle for her winnings or try to double them.

The 70-year-old widow, a red hot Brooklyn Dodger fan, named

the five American league batters Carl Hubbell struck out in the 1934 All-Star game. They were: Lou Gehrig, Babe Ruth, Joe Cronin, Jimmie Foxx and Al Simmons.

As We Live

By ELIZABETH HURLOCK, PH.D.

Sharing Expenses Fairly Is Important to Family

Sharing expenses in such a way that every member of the family will pay a fair amount is essential if good family relationships are to be maintained. That is what the woman who wrote the following letter is discovering.

(O) "Five

years ago, my mother died and left my sister and me the house she and my father owned, mortgage-free. My father had died ten years before and my sister and I (both of us were unmarried at the time), lived at home with our mother and contributed to the upkeep of the house. When my mother died, she had little but the house and its furnishings. My sister was engaged at the time and, as the man she was planning to marry did not make much, we decided to live together after the marriage.

"Now my sister has two little children and my problem is the upkeep of the house. My sister buys all their food and I get what I need for myself, though I usually get my heavy meal where I work. My sister insists that, as the home is half mine, I should pay half of all expenses for heating, repairs, taxes, etc. I often find that she takes some of the butter, sugar, and other staples I buy for my meals and doesn't return them. I feel that, as there are four of them to one of me, they should bear more of the expenses than I do. My sister doesn't work now and her husband doesn't make too

much, but even then, I do not see why I should be helping to support her family. Am I being selfish about this matter?" J.M.S.

(A) No, you are not being selfish about this matter. In fact, you are allowing yourself to be imposed upon to the point where you will find yourself using up all your earnings with no nest egg for a possible rainy day if you don't do something soon.

Of course your sister should pay more than one-half of the expenses involved in the upkeep of the home. With her family, she is using more than half the home. There is an increase in heat, electricity, and gas. There is certainly more wear-and-tear on the house with young children than when there are only adults.

Talk over this matter with your sister and brother-in-law and see if you cannot make some satisfactory arrangement. If not, go to a lawyer and ask his advice about selling your share in the house to your sister or to someone else.

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Board Quickly Approves Mayor's Thrifty Budget

Rutland, Vt.—(U.P.)—Mayor Dan Healy is a man who believes in old-fashioned New England virtues—particularly thrift.

His budget recommendation of \$1,500,000 received quick approval from the board of aldermen. Said a member of the finance committee which studied the recommendation:

"There isn't much to trim unless we cut out sweeping the streets."

Wednesday, September 14, 1955

MEDFORD (OREGON) MAIL TRIBUNE—THREE

Mirror Grinding For Telescope Completed

Mt. Hamilton, Calif.—(U.P.)—Grinding of the mirror for the world's second largest telescope, the 120-inch instrument at Lick Observatory, has been completed and the polishing of the giant disk is under way.

Second only to the 200-inch mirror used at Mt. Palomar Observatory, also in California, the new telescope when finally as-

sembled will enable astronomers to see deep into space.

Dr. C. D. Shane, director of the observatory, said he expects to conduct the first tests with the new instrument about the beginning of 1956.

While the mirror is being finished, the rest of the giant telescope is being assembled into final shape. The steel mount,

with moving parts weighing 140 tons, has been erected. The major parts are a huge steel two-pronged fork, in which is set a 53-foot tube in the bottom of which the 120-inch mirror will be set.

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