

Clothing Manufacturers Gamble On New Contour

By HELEN B. SHAFER

Washington — You may think that the chemise-trapeze type dress is on the way out, along with the infamous sack, but American manufacturers of women's clothing think differently. They have committed themselves to a huge gamble on wide acceptance of style changes based on these recent Paris creations — style changes which radically alter the contour of the fashionable woman. The stakes are high and the outcome in doubt; there is always a fair chance of a fashion boycott.

Joined in the gamble are the makers of brassieres, shoes, hats and women's accessories in general most of whom have revised their lines in step with the new styles in dresses. Trade sources estimate that success for a radical change in fashion lifts purchases of women's clothing and accessories by five to 10 per cent. Last year's sales of female raiment in the United States totaled \$12 billion.

Whatever the immediate reaction to the new modes, experts in the field see many indications that fashion is taking one of its decisive turns — this one to result in giving women a new silhouette. The wide diversity of cut in the garments to appear in the shops this fall is characteristic of times in which women have tired of the old look and want a new one.

Change Welcomed
Despite the mixed reception of the chemise when brought over from Paris a year ago, and the trapeze when it turned up in January, American women seem to have welcomed a new looseness of fit, and to be glad to get away from the form-fitting garments of preceding seasons. Not for a generation have the new styles had such fullness of fabric above the hips; not for years has the normal waistline been in such disfavor.

The exaggerations of the first chemise and trapeze models have been toned down in current Paris and New York collections. After the modifications, however, what remains is still a new shape, or rather a number of new shapes. This is the way fashion usually moves: first the startling, attention-getting innovation, then numerous variations, finally the settling down to something less extreme but still quite different from the earlier vogue.

Paris Challenged
The primacy of Paris in originating fashions has often been challenged but French creations continue to exert a major influence on the women's apparel industry. In recent years the growing prestige of American designers, and the emergence of famous couturiers in other countries, has loosened the hold of Paris, but it still sets the pace for women of high fashion and its concepts are respected by the American manufacturer of ready-to-wear clothes. The clothing worn by the American woman today is the end product of an effort, largely successful, to reproduce — by machine methods for mass distribution — the original work of designers for an industry devoted to an elite clientele. Fashionable garments are now available to virtually

every American woman however little she may have to spend on clothing herself.

Unable to prevent pirating of its creations, for reproduction in low-priced models in the United States, the haute couture of Paris has come to terms with the mass producer. It will now sell its originals to the American manufacturer for copying — at prices 50 to 100 per cent above the usual sky-high quotations. The manufacturer must agree not to offer copies outside his usual clientele, not to sell or sub-let the model to an unauthorized manufacturer, not to turn out more than a certain number of the most exclusive creations.

A number of American designers have succeeded in establishing their own haute couture, closely patterned after that of France. The eclipse of Paris during the German occupation of World War II did much to promote American careers. Since the war, Italy has vied with Paris for the attention of wealthy, fashionable women. For the average American woman, however, the entry of creative talent into designing for the mass market is of far greater importance than the rise of a native couture to serve the rich and powerful of the land.

Style Show Announced

"Desks, Dresses and Dates" will be the theme of the annual style show of Horizon club members of Jackson county. The show is set for Saturday, August 23, at Rogue Valley Country club, and will be preceded by luncheon at 12:30 o'clock.

Horizon club is the senior organization for Camp Fire Girls. The style show is given each year to raise funds for the club's service projects, and this year the money will be turned over to the special education school at Talent.

Miss Martha Ansted, president of the club, stated that Mann's Department store, Medford, and Town and Country, Eagle Point, will provide clothing for the show, first announced for the fall of 1958. Mrs. Frank Hopewell will serve as advisor for the event.

Clothing for small children in school, for teenagers and for adults will all be included in the revue.

Reservations may be made by telephoning Miss Linda Luman, SPRING 2-7388, or Miss Lana McGraw, Hillcrest 6-3714.

Civil Defense Topic for Club
Civil defense will be the topic discussed at the weekly meeting of the Fifty Plus club to be held Friday, August 15, at 11 a.m. in the Red Cross building on Hawthorne street.

Each member is to take his own lunch.

The club members are also asked to take magazines or books to be sent to the work camp where reading material is needed.

A pineapple slice between 2 slices of cantaloupe, the center filled with cream cheese, makes an excellent summer salad. Peel cantaloupe while whole, remove seeds, slice into rings.

Which Stripes Fashion Decision For Happy Male

By GAY PAULEY
UPI Women's Editor

New York — On to be a man shopping for a new fall wardrobe. No big decisions to make concerning the high waistline, the low waistline or the no waistline.

For the happy male, it's mostly a matter of deciding which stripes. This fall, the man who dresses to the minute will wear more of them than a convict, although the stripes will be subtle and not cell-block bold.

"The man in the gray flannel suit is through," said a stylist for the men's and boy's wear inter-industry council. "This will be a striped year." Favorite combinations are black and brown. A narrow black stripe, for instance, runs through a brown suit—brown is a leading suit color for fall. Or, a brown stripe is used on a black background.

The men don't suffer through all the fluctuations in fashion we women do. But this fall there are some changes. First, a slight alteration in shape.

The council said the Ivy League straight lines have given way to a silhouette it called the "American Ambassador" — with some indentation in the suit jacket at the waist, closer spacing of jacket buttons and some shoulder padding. Plus, pleated trousers which the true Ivy Leaguer disdains but which help camouflage any waistline bulge.

The new silhouette is generally slim, with narrow lapels and narrow trousers. And any hat with a brim wider than two inches is old hat. This fall, hats are to be worn pinched at the front — "center-front," the industry calls the crease. Hatband bows are on the side, not the back.

Topcoats Shorter
Topcoats, both with the casual raglan shoulder and more in a new length. They come just below the knee on a size 40 male, which is about two inches shorter than last season.

Manufacturers feature navy blue as the leading topcoat shade. One coat called the "American Warmer" is in navy wool velour with a bright red wool lining.

Tweeds abound, but with a flat surface instead of a rough and nubby one. And colors are more subdued — burnt orange on brown, and burgundy on gray.

Johnsons Visit Relatives Here; Dinner Is Given

Mr. and Mrs. Wallace Johnson have left Medford after spending a vacation here with Mrs. Johnson's parents, Mr. and Mrs. Icel Johnson, Delta Waters road, and her brother-in-law and sister, Mr. and Mrs. C. G. Shouts, 633 Pennsylvania avenue. Mrs. Johnson is the former Carol Johnson.

The Johnsons were en route to Monmouth, Ore., where Mr. Johnson will be on the faculty of Oregon College of Education in the fall. He will be an instructor in journalism and take charge of public relations for the school. He has been enrolled at the University of Oregon and studying towards his master's degree in journalism.

Friday evening the visitors were honored at a small dinner party given by Mr. and Mrs. John Ousterhout at their home near Camp White.

Hundreds of Visitors Attend Park Art Show

The second Greenwich Village art show, held in Lithia park, Ashland, Saturday and Sunday by Southern Oregon Society of Artists, drew well over 1,000 visitors to the society reported today. Almost 200 works of local artists were displayed, and society members served as hosts and guides for the hundreds of visitors.

Over 1,100 guests registered at the information desk, and an estimated 300 who attended did not register, it is reported. A public poll on favorite pictures resulted in first places going to Mrs. Blanche Johnson, Central Point, for her watercolor "Portrait of a Horse." Second place went to another watercolor of Mrs. Johnson, "High Spirits." Mrs. Marie Starks, also of Central Point, shared third place honors with Mrs. Viola Moore, Gold Hill. Mrs. Starks' work was an oil called "King of the Range" and Mrs. Moore's picture was an oil of Crater lake.

Fourth place was won by Mrs. Ruby Twedell for her pastel, "This Old House" and fifth went to Mrs. Caroline Story, Grants Pass, for a pastel "The Guardian Pine." Honorable mention went to works of Mrs. Ada Andrews, Gold Hill; Hal Bishop, Gold Hill and Harry Marx and Gail Caperna, Medford.

Other society members exhibiting were Genevieve Aschenbrenner, Ada Castillo, Vera Hausmann, Enid Rankin, Faye Lewis, Corinne Horton and Victor Wrigglesworth. Medford: George Johnson and Alta Kelly, Central Point; Donna Munday, Gene Neece, Gold Hill; Myrtle Schoenberg, Camp White and Ethel Hixson, Central Point.

Guests exhibiting were Floyd Becker, Medford; Mrs. Marcella Magruder, Mrs. Marjorie Mervin and Mrs. Clara Peterson, Ashland; Mrs. Jeanette Thompson, Talent and Miss Margaret Ossenbruge, Medford.

Mr. Wrigglesworth, society president, and the exhibit committee, Mrs. Twedell, Mrs. Horton and Mrs. Starks, considered the show to be the most outstanding of the many held by the society over the years.

The attendance of so many tourists, as well as valley members and many favorable comments on the show were a source of much encouragement to the society. Tourists from 25 states and Alaska signed the guest book, as well as 265 from various Oregon towns and 213 persons from California.

No Fiance on Horizon For Princess Margaret

By MARGARET SAVILLE
United Press International
London — Princess Margaret is approaching her 28th birthday on August 21 with no sign of marriage on the horizon.

It's not because she lacks for interesting men in her life, or willing swains. She still continues to be friends — but that's all — with Peter Townsend, the handsome former RAF officer she renounced as husband material in 1955, following the dictates of conscience, church and country.

The friendship is close and constant. There will be flowers from Peter on Margaret's birthday, and a gift too. During her recent tour of Canada, he sent her regular letters and they also had at least one telephone conversation.

It is confidently expected the couple will meet in London from time to time this fall. He may be invited to tea or dinner at Clarence House where the Princess lives with her Mother, the Queen Mother Elizabeth.

But throughout this continuing and mostly long-distance association the stress is always that Peter and Margaret simply continue friends.

What other young men does the extremely feminine, attractive Princess have among her admirers?

One of the most attentive is Billy Wallace. Margaret has known him since they went to children's tea-parties together. He is the 32-year-old son of the late Captain Euan Wallace, who was a member of the British government of his day and extremely wealthy.

Bill and the Princess share many interests such as music, drama and dancing. He works in the London offices of a large civil airlines company, though his career has been sometimes interrupted by ill health.

Wallace frequently takes Princess Margaret to the theater, entertains her at his handsome apartment and works with her on behalf of several charitable causes, including the Invalid Children's Association.

Another bachelor in Princess Margaret's circle is a handsome Scotsman, Dominic Eliot, son of Lord Minto. He is an amateur painter and very fond of riding as is the Princess. His parents are friends of the Queen Mother.

There is also Rory MacEwen, who owns large estates in eastern Scotland and has been the Princess's host at his ancestral castle home.

Two bachelor peers often in

Picnic to Honor Irish Rangers; To Leave Sunday

All Girl Scouts of the Rogue Valley council and their families and friends are invited to attend a picnic in the Grants Pass city park at 6 p.m. Saturday, August 16. The picnic will honor four Irish Rangers, Valerie Galder, Hannah Balbirnie, Sheila Moody and Barbara Massey, who have been visiting in southern Oregon the past two weeks. The girls leave by plane for New York Sunday.

The Irish girls have prepared entertainment in the form of a play which they plan to present as a gesture of thanks to the people of southern Oregon and their Girl Scout hosts.

The play will be presented in the Izaak Walton clubhouse at 7:30 p.m.

Those attending the picnic are to take picnic lunches and table service. Punch will be provided.

Since arriving in southern Oregon the girls have seen a rodeo, spent some time at Camp Low Echo and each girl has visited in a home for a week. They have attended the Oregon Shakespearean festival in Ashland and made a trip to the coast by way of the Redwood forest.

All four will be in Grants Pass from Thursday noon until plane time Sunday.

Miss Balbirnie has been the house guest of Mr. and Mrs. Richard Finch, 223 Bradford Way, Medford.

Group To Meet At Holmer Home
Central Point Garden club will meet at the home of Mrs. John Holmer, Old Stage road, Wednesday, August 13, at 1:30 p.m.

The club's annual picnic dinner for members and their families was held August 6 at the home of Dr. and Mrs. Bert R. Elliott, on Hanley road.

The society will meet at the Camp White domiciliary Wednesday, August 27, at 7:30 p.m. Guest artists and anyone interested is invited to attend. A full report of the show will be given by the committee and the ballot scores on all paintings will be available.

Quintuplet Married

Montreal, Que. — (UPI) — Marie Dionne, the frailest of the four surviving 24-year-old quintuplets, honeymooned today with her 38-year-old husband following a wedding so secret that no friends or relatives were present.

The third of the quintuplets to wed, Marie, who once planned to become a nun, and Florian Houle, who once studied for the priesthood, were married Monday at 9 a.m. in the Sacred Heart chapel of Montreal's famed Notre Dame church.

Two altar boys served at the nuptial mass and it was first reported that they acted as witnesses. A church spokesman said today, however, that the couple asked two worshippers in the church, both of them strangers, to serve as witnesses.

Marie's parents and her famed sisters, Cecile, Annette and Yvonne, learned of the couple's plans only the night before or Monday morning.

Another sister, Mrs. Rose Girouard, Niagara Falls, Ont., said she had known nothing about it until informed by United Press International.

The veil of secrecy was a successful bid to avoid a repetition of the publicity that attended the weddings of Cecile and Annette.

Use cellophane tape to pick up pieces of broken glass safely.

Couple Arrives From Washington

Mr. and Mrs. Kenneth P. Coon arrived last evening from Tacoma, Wash., and are guests of Mrs. Coon's parents, Mr. and Mrs. Bren H. Starcher, 1570 Stage Road south. They will attend performances of the Oregon Shakespearean festival in Ashland.

Later this month the Coons will go to Spokane, Wash., where Mr. Coon, recently discharged from the United States Army after serving two years, will teach music in the schools of the Mead district. The Coons returned from Germany in mid-June and spent the early part of the summer in Pullman, Wash., where Mr. Coon was enrolled in classes at Washington State college.

Pineapple Jubilee
Add a touch of magic to your meal with Pineapple Jubilee, a dessert that is not too rich and heavy. Drain one nine-ounce can of pineapple tidbits (buffet size), reserving syrup. To the syrup, add enough pineapple juice to make 2 cups. To this liquid, add 1/2 cup of corn syrup and place in blazer of chafing dish. Boil until volume is reduced almost one-half. Add pineapple tidbits and heat thoroughly. Pour one ounce of Jamaica rum over pineapple and ignite. Serve flaming over hard vanilla ice cream. This will make 4 generous servings. (If a chafing dish is not available, the sauce may be flamed at the table in a heat proof dish.)

CALENDAR
Today: 8 p.m.—Pythian club of the Pythian Sisters, in home of Mrs. Carl Fichtner, 613 South Holly street.
Wednesday: 11 a.m.—Townsend clubs, Hawthorne park.

FAMILY FUN
Hundreds of things to do to have fun are outlined in Marguerite Kohl's new book, "Parties for Children," which can be obtained at the Jackson County library. Many other books on parties, for young and old, are also available at the library.

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