

## Clothing Manufacturer Strong For Simplicity

By GAY PAULEY  
UPI Women's Editor  
New York—(UPI)—Fifty years of manufacturing children's clothes have made Joseph Love a rich and happy man.

But to get him to sit long enough to talk about girls' fashions "then and now" is like trying to grab a whirling dervish full of adrenalin.

"Let me see now... what's the all-time best seller?" said Love, as he dashed through workrooms with me in pursuit. "I'd say it is simplicity."

"Simplicity, that's it. Take a look how it has been represented through the years. The pinafore, the shirtwaist, the smock, the classic bouffant skirt."

"Tell you what, though. The chemise in little girl's clothes made a lot of us fall on our face. It was selling like crazy. Then all of a sudden. Boom! Like a knife had cut through, sales stopped."

By this time we'd legged our way back to Love's office, where there is a signed picture of Harry Truman, a framed paper showing Love's role in helping Grover Whalen run the New York World's Fair in 1939 and numerous citations for his work with veterans' groups.

**Road To The Top**  
"I was a corporal in World War I," said Love departing, I feared forever, from the subject at hand—his 50th anniversary in garment manufacturing. "I wanted to go back in World War II but they put me on a lot of stuff in Washington... War Production Board and the like."

"When I started in this business, I was 13. I didn't finish grammar school even. I got a job sweeping the floor and running errands for a man in the garment district. That was 1909..."

"Today we have 12 plants. We turn out 4,000 dozen dresses a week. Let's see now, that's what? About two and a half million a year. We make dresses for girls nine months to 14 years. All three of my sons are in the business; my daughter does most of our fashion shows."

"Fifty years ago, the top style was the mother Hubbard. Mothers wanted to keep their little girls looking like babies. Now they want 'em sophisticated. Adult styles usually set children's styles. Here's an example." Love pointed to a sub-teen dress with the lantern sleeve like mammas all over the nation are wearing this spring.

"Used to be almost everything for little girls was white. Today, everything is color. For fall, subdued like that calico print over there. We have a whole range of spice shades. Most little girls like to wear a fitted waist and full skirt."

**Lace And Leotards**  
"It used to be pantaloons under dresses. Lace and ruffles on 'em. Now, it's starched petticoats. Or leotards for winter. A lot of our new line comes with coordinated leotards."

"We turn out 400 styles a season. Wool challis used to be one of the biggest fabrics. Now cotton is king... about 60 per cent. But I'd say the last 10 years or so, we've gone into a lot of blends. Wash and wear. Drip dry."

"We were the first to make doll dresses to go with girls' dresses. We did the matching parasol, the coordinated hat. We were the first to work with child movie stars on ties. When we did the long torso look, the whole industry followed suit."

"Now we're working with Dr. Rusk, director of New York University - Bellevue

Medical Center Institute for Physical Medicine and Rehabilitation on dresses for paraplegics. Make them easy for a child to get into.

"The Queen Mother on her last visit to the United States bought one of our dresses for her granddaughter. I had a nice note from the King of Morocco on some dresses we'd sold him."

"I'll tell you what's the real news in the fashion industry," said Love, still pacing. "It's the wonderful opportunity it offers young people. I have 50 years in it, I should know."

## Officers Installed For Guilds

Miss Eileen Baumeister, Wesley Foundation director at Ashland, installed officers for three Wesleyan Service guilds at a service in Meeker Memorial chapel, First Methodist church, May 18.

Officers installed for Ruth Esther unit, Medford, were: President, Miss Voda Brower; vice president, Mrs. Dale Flowers; secretary, Mrs. Ellen Lynner; treasurer, Miss Carol Denny; secretary of promotion, Mrs. Muriel Preston;

chairman of lines of work, spiritual life, Mrs. George L. Watson; missionary education and service, Mrs. William S. Sweet; Christian social relations, Miss Annette Gray; status of women, Miss Janie Smith; literature and publications, Mrs. Beatrice M. Dixon; publicity, Mrs. Bernice Kunzman; coordinator, Mrs. George Roseberry.

Officers for the coming year for Susannah Wesley unit, Medford, are: President, Mrs. Carl Burk; vice president, Miss Jean Johnson; secretary, Mrs. Oliver P. Taylor; treasurer, Miss Dixie Dixon; secretary of promotion, Mrs. Richard Stratton; and chairman of spiritual life, Miss Dixie Dixon.

Officers installed for Mary Martha unit of Ashland were: President, Miss Gennie Kent; vice president, Miss Vida Scripser; secretary, Miss Gladys Whitson; treasurer, Mrs. Hazel Gunter; secretary of promotion, Mrs. Vena Scott; chairman of lines of work, spiritual life, Mrs. Janet Pruitt; missionary education and service, Miss Ethel Reid; membership, Miss Virginia Whittle; literature and publications, Miss Alice Willets; supply work, Miss Carol Denny; status of women, Mrs. Ella Tegner.

Mrs. Charles Adamson, conference secretary of the Wesleyan Service guilds, reported on plans for the Guild week end to be held July 24-26 at Camp Magruder, north of Tillamook. A gift was presented to Miss Annette Gray, outgoing president of the Ruth Esther unit.

## Campfire Girls

**O Ne Kizu Group**  
Mrs. Don Kimmel and Mrs. Harold Hanscom were honored as sponsors from the Jayettes at our last meeting. There were 12 members present and another guest, Mrs. Ed Gray, a member of the Rogue council.

A business meeting was held. Mrs. Keith Krambeal announced our Grand Council Fire will be May 22 at 7 p.m. in the Grade School gymnasium. We received information about Day Camp which will be held at Tou Ve'le Park this year.

We played some games and sang some fun songs. Then we rehearsed our new songs for the Council Fire.  
Marsha Pulley, Scribe



At least one Medford couple traveling eastward met the "On To Oregon Cavalcade" traveling westward. A card from the B. L. Sandersons, written May 14 at Laverne, Minn., said they met the wagon train the day before on Highway 30 at Darr, Neb., "bedded down for the night." Mrs. Sanderson, who wrote the note, added "It was only 5:30 so we took pictures. The members are all fine. The night before they had been given a banquet in Lexington. Signs are posted along the highway announcing the approximate time of the train's arrival so school can be released. We visited old Medford friends in Nebraska and were warned that 'real Indians' will attack the wagon train, but treat the travelers well."

Looking back over our reports of the Business and Professional Women's convention, we decided that one of the most important parts of the information had been left out. That was the platform adopted. It was in the notes which Ellen Lynner (who turned out to be a most efficient reporter) brought us, but so anxious were we to get in all the names, all the speeches, all the awards, and all the important visitors, etc., that time and space ran out.

The Oregon "Beeps" adopted a platform which closely follows that outlined by the national group. It calls for passage of an equal rights amendment to the U. S. Constitution - something for which many women's groups have worked for many years; increased jury service for women, equal pay for equal work, support of legislation to extend equal educational opportunities to men and women in industrial and scientific vocational fields; uniform retirement age and uniform benefit provisions for men and women under Social Security; an increase in the amount of earned income permitted to a person receiving Social Security benefits; implementation within the framework of the United States Constitution of foreign and domestic policies which promote peace and strengthen national security by making the United Nations more effective.

The remainder of the platform calls for safeguarding the security of the United States and the nations of the free world through improving mutual security programs, technical assistance, military aid, and mutual trade essential to the national economy and to the maintenance of peace; support of equitable tax adjustments including allowance of an income tax deduction to an employed person for costs of the care of dependents because of said employment, and permission to take double income exemptions for a dependent over 65 or blind; support of legislation to strengthen measure to promote public health and safety, but opposition to legislation directed toward government controlled health insurance and medical care.

Potpourri has come to a conclusion - American women don't know how to walk gracefully. In the last week we've attended four or five social functions where we watched a lot of women walking under various circumstances. The average woman teeters, sways, slumps, clumps, shuffles (Potpourri does all of these, so we feel privileged to criticize women in general on this point) and does everything but walk with grace and ease.

Last Saturday night at the BPWC banquet we noticed one woman in particular who really walked with sureness, grace and poise. A member of the Harney county club walked half the length of Hedrick Junior High school auditorium twice to accept awards, and it was a pleasure to watch her move across the floor. She wore a long evening gown, so Potpourri couldn't see what sort of slippers or shoes she was wearing; for some women the type of shoe makes a great deal of difference in how gracefully she walks.

Just before Mothers' day a long article came to our desk from one of the large cosmetic firms of this country giving advice to older women on how to make their very best appearance possible. Many of them are classics - don't wear too much makeup - particularly eye shadow, don't wear lipstick and nail polish which is too dark, wear your hair brushed up and away from the face, don't wear colors which are too harsh, particularly near the face, etc. And then the writer said, "wear shoes with a type of heel in which you can walk gracefully and securely. High heels make feet appear younger, but if you can't walk well in them, don't wear them."

Potpourri and Mrs. Una Inch went visiting together Tuesday morning. Mrs. Inch, now retired from long service in the office of the county superintendent of schools, is among those interested in the newest special school in the city. Called The School of Hope, this venture is a school for small children who are unable to enter public school without first having special training, and it is well named - it is truly a "school of hope."

At present a room at First Methodist church is being used, and two teachers were on duty Tuesday. Mrs. Mamie Bloomfield, a retired teacher of long experience, has taken charge of the class during the "trial run." Helping her this week has been Mrs. Dale Coverstone, who is trained in kindergarten procedures.

At present the school is not part of the public system and no tax money is used. It is being supported by the parents of the children enrolled, by Medford Active club and with contributions from other, civic clubs and individuals. To raise funds for its continued support, Active club members are giving a variety show at the Medford High school auditorium, and are anxious that the venture have the support of large numbers of townspeople.

Congresswoman Edith Green noted in her last letter to the home folks in Oregon that while Space Agencies are working to put rockets into orbit, the Architect of the Capitol ordered a tunnel dug from the new Senate Office building to the Capitol and that at last looking, it hadn't arrived where it was supposed to.—O.S.

## Garden Club To Sponsor Flower Show on Saturday

The annual flower show and silver tea sponsored by Medford Garden club will be open to visitors Saturday, May 23, from 1 to 8:30 p.m. at the Hedrick Junior High school, 1501 East Jackson boulevard, Medford. The public, as well as all Garden club members, are invited to attend and to enter exhibits. Entries will be received from 7 to 9:30 a.m. All entries must be checked with the classification committee and must receive an entry card before being placed at 9:30 a.m. All entries in the Junior Division will be divided and judged in age groups; age should be placed on entry card.

All entries in horticulture classes must be grown by exhibitor, or have been in exhibitors' possession at least three months, and be correctly labeled as to variety whenever possible. Flowers and foliage in arrangement classes need not be grown by exhibitor, but must be home grown. The arrangement must be made by the exhibitor. The arrangement division will be divided into three sub-classes: novice, amateur and advance amateur class.

Horticulture will be divided into cultural perfection, distinction of species or variety and condition. There will be a division for juniors arrangements and one for garden clubs. The latter will come in two classes, "Reflections" and "Ladies Choice."

Each exhibitor is to be permitted only one entry in a class except in subdivisions of a class when marked A, B, C, etc.; also when the class is subdivided as to color or some other definite quality, entries by the same exhibitor are allowed in each subdivision.

The standard system of awarding will be used: first award, blue ribbon; second award, red ribbon; third award, yellow ribbon.

2 MAIL TRIBUNE, Medford Or.  
Thursday, May 21, 1959

## Clef Dwellers Present Concert; Third Sunday

The Clef Dwellers, Medford's newest musical group, performed Tuesday night at the home of Mr. and Mrs. Dan Hull, 7 Eastwood drive. The concert was one of a series of public concerts planned by the group as benefits for the Shakespearean Festival theater.

Seated around a table in colorful, ruff-necked robes, the singers presented a group of seven Elizabethan madrigals. Also on the program were Mr. and Mrs. Glenn Matthews and Miss Joyce Marlin, recorder trio selections. Dave Curtis sang a novelty number, accompanying himself on the zither. Other members of the madrigalist group, which is directed by Mr. Matthews, are Mrs. Norman Carothers, Mrs. Gene Chamberlain, Robert Churchill, Mrs. Harold Cook, Mr. and Mrs. Robert Corliss, Mrs. Charles Freeman, Mrs. Ervin Hogan, Mrs. Robert Kagy, Mrs. William Le Combe, Carroll Graber, Mr. and Mrs. Richard Schuhard, and Tod Tibbitt.

The third concert of the series is to be held Sunday, May 24, in Ashland's Lithia Park. The performance will be scheduled for 3:30 p.m., and the public is invited. Refreshments will be served by members of the Tudor guild and Western Coffee service.

**Tranquility For Chickens**  
Richmond, Va. —(UPI)—Broiler-fryer chickens may be the next members of the animal kingdom to receive chemical tranquility. The National Broiler Council says experiments are being conducted with a special tranquilizing

flock which would be given to flocks just before they're taken to processing plants. The Council says this would calm the birds, making them easier to handle and reducing the possibility of bruising them in the truck loading

**Gold Hill School To Give Concert**  
Gold Hill - Pupils of the Hanby school here will present the annual spring concert in the school gymnasium, Friday, May 22 at 7:30 p.m. Officials of the school said, parents and friends are invited to attend.

Participating will be students of the advanced Hanby school band, directed by Charles W. Cook, band instructor, and choral groups from the fourth through the eighth grades, under the supervision of Mrs. Ruth Brewster, vocal and piano teacher.

## Camp Fire Girls To Hold Outing

Eagle Point Grange has invited dads and daughters of the Rogue Council Camp Fire Girls to fish and picnic at the lower lakes on the Hoover property, Saturday, May 23, from 1 to 7 p.m.

All members are invited to attend and get acquainted at the first outdoor Camp Fire activity of the summer season. The day will include games and stories. It is requested that each girl bring a picnic supper, a blanket and card table.

The lakes are located off the Crater Lake highway on the first road to the right past Corey road. Further information may be obtained by calling the Camp Fire office in the Levereite building Spring 3-5679.

## Mrs. Don Bohnert Named President Of Fellowship

Mrs. Don Bohnert was elected president of the Congregational Women's Fellowship at a recent meeting of the group.

Other officers elected included: Mrs. Edward Leach, first vice-president; Mrs. Charles Stearns, second vice-president; Mrs. Floyd Fogelquist, secretary; Mrs. Raymond Smith, treasurer.

The new officers will be installed at the regular meeting of the Fellowship on June 11.

## French and Feminine

With the return of the truly feminine silhouette comes this smart suit in a brown and white vertical print cotton by French designer Mangin. Pleats at the waist give the skirt the hip-look.

**ATRESS IN LONDON**  
London — (UPI) — Italian-born screen star Pier Angeli arrived by air Wednesday night from Madrid. She was accompanied by her three-year-old son, Perry — object of a custody dispute with her estranged husband, singer Vic Damone.



**FRENCH AND FEMINE**  
With the return of the truly feminine silhouette comes this smart suit in a brown and white vertical print cotton by French designer Mangin. Pleats at the waist give the skirt the hip-look.

## Chorus to Sing With Orchestra

Four selections will be sung by the chorus with piano accompaniment. They will conclude the concert by joining the orchestra in a presentation of five songs, closing with the Oregon state song, "Oregon, My Oregon."

The public is invited to attend the concert for which there will be no admission charge. However, an offering made will be accepted for the benefit of the orchestra scholarship fund.

The first commercially successful U.S. diesel-electric locomotive made its appearance in 1925. By 1957 there were 27,211 at work.

## Fifty Plus Club Sets Open House

Medford Fifty Plus club will hold open house Friday, May 22, from 12:30 until 4 p.m. at St. Mark's Episcopal Guild hall. The public is invited to attend.

Dr. Frank Roberts will report on the progress of the club since founding.

Officers will be nominated during the business meeting; election will be in June. Members are to take cookies; the club will furnish coffee.

Cards, games and dancing will complete the program.

## Scout Practice To Be Friday

All Intermediate and Senior Scouts of the Medford district are asked to meet at the Medford Senior High school football field Friday, May 22 at 4 p.m. to practice for the "lighted trefoil." This is one of the most important numbers of the coming May Festival and it is important that all girls attend this one and one practice. Each girl is to bring a flashlight. Practice on the Virginia road is also planned and all eighth graders and Senior Scouts are also to stay for this. The whole practice will last about one hour.

## make a Party Pretty Rainbow Cake!

Pretty, new, easy-to-do idea for a cake that "makes" a party! And it's the rainbow that makes the cake—so easy with colorful, sparkling Crescent Sprinx. Special, new, "sky-dome" shape is easy, too. Just follow the recipe. Get the recipe at your favorite store now.

Make any shade with combinations of Crescent's four basic Food Colors, handy, drop-at-a-time tubes. Sprinx come in six sparkling colors, sprinkler top for easy application. Crescent Vanilla is true vanilla, with deep, delicate flavor that won't bake or freeze out.



# CARNIVAL OF Bargains

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### GROUP No. 1

The very latest styles in short sleeve and sleeveless dresses. Cottons, rayons, and sheers. Some very lovely Junior graduation styles in this group. Spring prints, plaids, and plain colors in sizes 9 to 15, 10 to 20, and 14 1/2 to 24 1/2. \$6.95

### GROUP No. 2

All the very latest styles and colors. Youthful and matronly styles. Fancy drip dry cottons, rayons, and new summer sheers. Pastels and darker colors in sleeveless, short sleeves, and 3/4 sleeves. \$8.95  
Sizes 9 to 15, 10 to 20, and 14 1/2 to 24 1/2.

### GROUP No. 3

A very special group of cottons, lacy weaves, sheer summer Voiles, sheer bemberts, and nylon Jerseys. One and two piece dresses in sleeveless, short sleeves, and 3/4 sleeves. Note the wide range of sizes. 9 to 15, 10 to 20, 14 1/2 to 24 1/2, and 46 to 52. Look these over. \$10.95 to \$17.95

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