

# Love Lifts Nation's Economy By \$23 Billion Every Year

By DOROTHY R. BROOKS  
United Press International  
New York (UPI)—Try to pin down the average cost of getting married and you'll find there is no such thing—unless, of course, you go along with the recently married young man who said "it takes all you've got."

Ask any of the people whose business is weddings and all that goes with them and you'll get the same answer: "Well, it all depends . . ."

It depends, of course, on what "getting married" means to each couple.

Is it to be a simple ceremony with the bride in her going-away outfit and just best friends to stand up for the pair—or a church wedding with the bride gowned in the dress of a lifetime, a procession of attendants and all the trimmings?

Will family and intimates toast the newlyweds in punch, nibble dainty sandwiches and wedding cake—or will the full complement of guests enjoy lavish food and drink and dance to the music of a society orchestra?

Will the honeymooners take off for a week in the mountains—or six weeks in Europe?

### How About Home?

Will their first home be a small apartment furnished with combined bachelor quarter leftovers, gifts and ingenuity—or a complete-to-the-last-ashtray house in the suburbs?

Any one of the unlimited number of possible variations can be "the" answer at a cost of a few hundred to several thousands of dollars.

Whatever the cost to the individuals involved, marriages are big business—an estimated \$23 billion in 1959 spent for goods and services that would not otherwise have been bought.

Since "big business," of course, requires statistics, averages, and projections, Batten, Barton, Durstine and Osborn, a Madison Avenue advertising firm, set its marketing experts to work on the subject recently. They came up with some figures on "The Bridal Market" that make interesting reading—whether or not they are typical of brides in general.

Each marriage—there were 1,445,000 in 1948 and there are expected to be 2,250,000 annually by 1965—generates a demand for about \$15,000 worth of goods and services—

for apartments, houses, furniture, appliances, clothing, jewelry, automobiles and myriad other items.

Of that \$15,000 average, \$11,000 goes into the cost of the dwelling unit itself while \$1,000 is spent on the engagement and wedding and



the balance represents the average estimated cost of setting up the household, with outlays for furniture, appliances and the like.

Putting first things first, the survey found some 75 per cent of engaged girls sported the traditional ring which cost on the average over \$200.

Practically all brides had acquired a trousseau for their wedding but, perhaps surprisingly, the great majority spent less than \$200. And, cheering to prospective husbands, only 9 per cent of the brides queried looked forward to spending more for clothing after marriage than they did as single girls.

The remaining 91 per cent was divided evenly between those who expected to go along about the same as they had been, and those who figured on spending less.

The average bride, it seems, receives \$1,003 in wedding gifts, and most of these gifts are not exactly surprises since—by means of hints and bridal gift registries—the brides generally manage to let gift-givers know exactly what they'd like.

In order of importance, the average bride feeds that bedroom furniture, linens, living room furniture, refrigerator, automobile, washing machine, dinette set, television, radio and rugs are most necessary for newlyweds.

The traditional honeymoon, according to the survey, represents a substantial \$235 million market annually, with 66 per cent of U.S. honeymoon couples spending an average of \$237 for a week.

BBDO, pulling its information from the Census Bureau and other government sources, bank economists and numerous publications, stuck closely to the bridal market, leaving for other studies the baby market and the teenage market, the expenses of which, nevertheless, are to be reckoned with in any consideration of the cost of getting married.

Frame Them  
Portrait photographs can create a focal point in your decorative scheme when you perk up a wall with a teenager's photographs. Include photographs taken from babyhood to the present. Hang the arrangement over a bureau or bench. Use white painted frames, brightly colored mats.

New York—Evening clothes to make a girl gasp—not only at their opulence, but at their astronomical prices—are high fashion for fall and winter, 1950. Philip Hulitler hangs a \$1,250 retail tag on this beige and gold dinner ensemble of Italian velveteen. The short jacket and slashed sheath skirt are intricately embroidered in gold beads and rhinestones with fluffy sable-dyed opessum cuffs at the end of each long sleeve. A short strapless bodice of burnished gold satin tops the skirt. (UPI Telephoto)

# Maid of Cotton Gives Packing Tips

It will soon be vacation time for thousands of travel-happy Americans.

And for those of you who will be going to the beach, mountains, or other faraway places, here are some tips from an expert in the art of packing.

As the 1960 Maid of Cotton, Miss Sandra Lee Jennings of Riverside, Calif., boards an airliner for a flight from one city to another on the average of every three days. She takes with her 22 pieces of luggage containing a 43-piece, year-round wardrobe.

Through careful planning and systematic packing, Miss Jennings has learned to look her best while traveling at a fast pace and living out of a suitcase. The National Cotton council points out that many of the tricks she uses will be helpful to anyone planning a trip.

Sandra has a check list of clothes that go in each suitcase. She always packs the same items in the same suitcase. With 22 pieces of luggage, such a system is essential.

But the same idea will help you even with just two suitcases. Make a list of clothes, accessories, and cosmetics you plan to take on your vacation. Pin it inside your suitcase before you start packing. And leave it pinned there during your trip. Then you won't forget anything—going or coming back.

### Use Plastic Bottles

The Maid suggests you transfer cosmetics from heavy jars and bottles into lightweight plastic ones. If you're traveling by air, this will save precious weight, which also means extra space for other travel items.

The 19-year-old California beauty emphasizes a cardinal rule of packing is to use plenty of tissue paper. Layers of tissue paper should be spread between each coat, suit, and dress.

Heavier pieces, such as coats and suit jackets, should be put in the bottom of the case. Coats should be turned inside out except for the sleeves, and folded in half, one shoulder tucked inside the other. Wrinkles should be smoothed out of collars and lapels. Place hem of coat at one end of case, and fold the top half over a piece of tissue paper. Pack suit jackets in the same way, letting them lie flat in the case.

Here are suggestions from the Maid of Cotton on packing other wearing apparel:

Skirts—The hem should be placed at one end of the suitcase with the waist extending beyond the other end. Side panels should be turned inward over strips of paper. Fold the waist end of the skirt over tissue. Alternate the position of each succeeding skirt. Cotton knit skirts may be rolled, wrapped in tissue, and placed lengthwise in the suitcase.

Dresses—Fold blouses at the shoulder with sleeves underneath. Pad the folds with tissue. Put first blouse at one end of the case; put next blouse at other end.

Lingerie—Rolled in tissue, lingerie should be placed at the top of the bag. Twist full petticoats into a long spiral and insert into an old stocking, or fasten with rubber bands. These firm rolls, which save space, also should be placed on the top layer.

Miss Jennings believes you can simplify the job of packing for a two-week vacation by the type of clothes you select. The ideas mentioned below may help you in planning a travel wardrobe.

Separates which can be mixed and matched make wonderful traveling companions. Choose a suit in a neutral shade that will mix well with colored and printed blouses and skirts, and you'll find that two and two add up to more than four completely different outfits. Also, invest in one of the new beach ensembles that are at home on the shore as well as in the water. Many printed cotton swim suits have matching

skirts which turn them into smart looking sun dresses.

Wherever you travel, spring or summer, Sandra recommends you take a lightweight coat with you. Her wardrobe includes several cotton coats treated with water-repellent finishes so they may be worn rain or shine.

Sandra favors planning a vacation wardrobe around a definite color scheme. Then it will be easy to coordinate accessories. Many travelers need three complete sets of shoes, hats, and purses; for travel or street wear, sportswear, and dressy or evening wear.

This packing expert has one last bit of advice. When you reach your destination, unpack as soon as possible and hang your clothes up carefully in the closet. Before wearing each garment, "steam press" it over the bathtub.

"Whether you're going on a six-month tour or a two-week vacation," says the 1960 Maid of Cotton, "it's well worth learning how to pack and care for your clothes if you want to enjoy every minute of your trip."

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FLATTERING—Sandra Lee Jennings, 1960 Maid of Cotton, recommends this weskit and skirt by Mr. Gee as a vacation costume. The white novelty woven cotton is flattering to a summer tan, and the skirt can be combined with printed cotton blouses.

VERSATILE—Sandra Lee Jennings, 1960 Maid of Cotton, loves the new cotton print beach ensembles. This outfit by Bill Atkinson of Glen of Michigan would be wonderful to take on a vacation because the one-piece swim suit and button-down skirt can be worn together as a sun dress.



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### Parties Given In Tiller-Drew

Tiller-Drew—Parties filled the calendar the week-end of Memorial day. Saturday night there was a "combination party" at Club 227. Mrs. Howard Midkiff gave a birthday party for her daughter, Lana Mae, and Richard Bonney. At the same time and place Mrs. Joe Zimmerman gave a going away party for her daughter, Dian, who life for Olympia, Wash., Monday morning. From Olympia Miss Zimmerman will leave for Fairbanks, Alaska, via jet airliner, Friday, June 3. She was graduated from Days Creek High school in May.

The same evening there was a farewell party for Mr. and Mrs. William Howells and their daughter, Marilyn, who are moving to Bend, Ore., where they have purchased a motel. The Howells have been Tiller residents for the past 14 years. The party for the Howells began with a potluck dinner in the school cafeteria and finished with a community sing at the South Umpqua Community church. As a going away gift the Howells were given a money tree.

Sunday evening after services at the South Umpqua Community church, Eddie Lowry was given a welcome home party by the young people of the church. The party was held in the parsonage.

Mr. Lowry received his discharge from the United States Navy May 24 at San Francisco and is now at the home of his parents, Mr. and Mrs. Virgil Lowry. He was last stationed at Kwajalein, Marshall islands, and served four years in the Navy. Mr. Lowry will now work for the U.S. Aviation agency in air traffic control.

### Duplicate Club Slates Sessions

Medford Duplicate Bridge club announces master point play Tuesday night and American Contract Bridge league master point play Saturday night, June 11.

North-south winners at the May 31 session were Mrs. Paul Hatton and John Shortridge, first, 113; Mrs. Berg Marten and Mrs. Sam Richardson, second, 107½; and Jack Mitchell, Paul Hatton, George Rode and Folger Johnson, Portland, tied for third and fourth, 105.

East-west winners were Mrs. William Knope and Jack Barr, first, 98½; Leland Clark and Roy Pruitt, second, 95½; Mrs. Al Gilhouse and Robert Middleton, third, 94½; and Mrs. Jack Barr and Ray Wise, fourth, 91.

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