

Cult of Beauty Has Overtaken Entire Female Population of U.S.

By HELEN B. SHAFFER
Editorial Research Report
(Editor's Note: American women spend literally billions of dollars every year on cosmetics and beauty shop services. Although the arts of beautification have ancient origins, their application on a mass basis in this country has developed in only the past few decades.)

Washington, Aug. 2—The Miss America who won the first annual beauty contest at Atlantic City in 1921 was a dimple-faced blonde whose curly hair and demure features showed little evidence of the use of any artifice to enhance her natural prettiness. The Miss America to be chosen in September, 1960, is likely to be a streamlined beauty with deftly arched eyebrows, tinted eyelids, enameled fingernails, and lips of the currently fashionable pale hue. Her face no doubt will have been treated with numerous creams and make-up bases before application of the final layers of coloring, and her hair will have been professionally "styled" before she faces the judges.

The contrast in beauty-contest winners of today and of 40 years ago is paralleled among American women in general. It is within this period that the cult of beauty has overtaken virtually the entire female population of the United States. Some women have used cosmetics of some kind all through the centuries, but never before has the practice of improving on nature's gifts been so universal. And never before has there been so massive an industry to cater to woman's innate desire for personal attractiveness.

Women Freed
The period of growth in use of cosmetics and professional beauty services in this country has coincided roughly with the period in which women have emerged in large numbers from the home to the larger world of wage-earning and public affairs. The franchise and the lipstick came to American women at about the same time. Both symbolized freeing of women from traditional restraints.

Archaeologists have unearthed beauty aids used by the queens—and kings—of Babylonia 5,000 years ago. A papyrus dating from 1550 B.C. gave the recipe for a henna dye used on the hair of an Egyptian queen. Records disclosed a method of curling the naturally straight hair of Egyptians.

In the 16th century it became fashionable for high-born English ladies to prepare their own cosmetics. Queen Elizabeth I was a dabbler in this branch of applied chemistry. Home manufacture of cosmetics continued into the 19th century. Numerous recipes for homemade beautifiers were printed in America's women's magazines of that time. But although many women tinted their hair and brightened their lips and cheeks, they did so in secret. Dolly Madison was strongly suspected of using rouge, but she never admitted it.

Processes Improved
Improvement in the industrial processes used in manufacture of cosmetics, and in the products themselves, contributed along with less tangible influences to winning wide acceptance of beauty aids. Until around 1900 cold cream compounded by druggists was a sticky paste that deteriorated quickly. Substitution of mineral for animal oils produced a more stable product suitable for mass production and distribution. Similarly, chalky white face powders were succeeded by powders of fine grain in a great variety

of shades. The lipstick, now every woman's constant companion, was first marketed in this country in 1915. Introduction of liquid detergents in 1930 made commercial shampoos a staple product. Only recently, the aerosol container led to a boom in hair sprays.

Americans spent only about \$40 million a year on toilet preparations in 1914. Toiletary and cosmetic sales topped \$1 billion in 1952 and last year went over \$1.6 billion. In addition, beauty shops did a business in 1959 estimated at \$1.1 billion. Neither cosmetic sales nor beauty shop services have been affected by recent business recessions. Sales and volume of business have recorded annual increases despite trouble in other sectors of the economy.

Billions Spent
The cosmetic industry is highly competitive and of late has shown a tendency toward concentration. Where a 10 years ago a giant in the industry did a \$25 million annual business, today one com-

pany does close to \$250 million of business a year and another company \$125 million. Both labor costs and material costs are relatively low, but enormous amounts are spent on advertising. Sales are stimulated by frequent introduction of new products and new fashions in make-up and by intensive appeals to all segments of the market—most recently to highly responsive teenagers.

Beauty shops, now almost as familiar a feature of the neighborhood shopping center as the supermarket, numbered 110,400 in the United States when the last census of business was taken two years ago. The beauty shop boom got under way when what had been a service for special occasions became habitual with a growing number of women. Beauty shops offer many services, but their mainstay is the "hairdo." The permanent wave, invented early in the century and further developed with the use of electricity, accounts for around 30 percent of the business.

American Singer Believes Home "Is Place to Enjoy"

By ROSE McKEE
Florence, Italy—Gladys Swarthout, the famous American singer, has a delightful country home here in the midst of fields and eye-catching mountains in the distance, that she thoroughly enjoys.

"My idea of having a home is to live in it, enjoy it and have all three meals a day in it," the former Metropolitan opera star said.
Miss Swarthout and her husband, Frank Chapman, have lived in their "villetta" six summers. (A villetta is smaller and less pretentious than a villa.) In late fall, they return to New York. They told an interviewer from the National Association of Home Builders in Washington, D.C., that the transition is "simple and easy."

"They have six acres of land, 'every inch cultivated.' They raise grapes for their own wine and they have olive trees from which olive oil for their own use is made.
"It's so much more flavorful than the commercial olive oil, to which preservatives must be added," Miss Swarthout said.

Birthday Party Given for Twins

Trail—The Misses Jackie and Joey Hume, twin daughters of Mr. and Mrs. Arthur Hume, celebrated their 7th birthday anniversaries Sunday, July 24, with a swimming party and wicker roast at their home on Big Butte creek.

Attending were the Misses Mary De Haven, Bonnie and Carol Smith, Suzi Chubb, Adene Jensen, Susan Eastin and Judy De Haven and Pat Ray, Larry Smith, Gary Ayres, Dewey Henderson, Benny Nork, Erin Hawkins, Gary Williams and Steven Geren.

Mrs. Louis Rogers, Prospect, and Mr. Harry Harding, Leod, motored to Roseburg July 27 where they visited the Wayne Harris and Arthur Kobernik families.

St. Martin's Episcopal church, Shady Cove, and Church of the Good Shepherd, Prospect, held a joint service, conducted by the Rev. John Powers, July 24 at Folding Hills ranch on the banks of the Rogue river. Following the service a picnic lunch was served. About 50 attended.

Mrs. Paul Torrance left recently by plane for Vancouver, B.C., to visit relatives. Mr. Torrance will join his wife there later.

Fifty Plus Clubs To Meet Friday

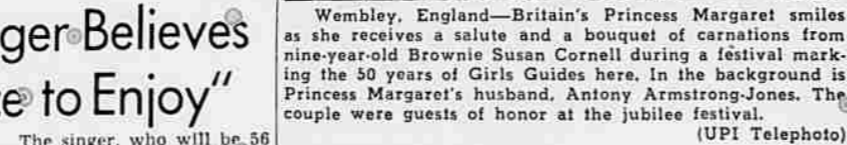
Members of the Medford and Camanche Fifty Plus clubs have been invited to attend a meeting of the Greats Pass Senior Citizens club Friday, August 5.

The Medford club members are to meet at the Episcopal Guild hall, 1030 and Oakdale avenue, at 10:30 a.m. and transportation will be provided. Everyone attending is to take food for a potluck luncheon, and table service.

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

Wednesday:
12 noon—Townsend club auxiliary picnic, Hawthorne park.
1:30 p.m.—Central Point Garden club, home of Mrs. C. H. Ault, 1888 Taylor rd.



Wembley, England—Britain's Princess Margaret smiles as she receives a salute and a bouquet of carnations from nine-year-old Brownie Susan Cornell during a festival marking the 50 years of Girls Guides here. In the background is Princess Margaret's husband, Antony Armstrong-Jones. The couple were guests of honor at the jubilee festival. (UPI Telephoto)

The singer, who will be 56 on Christmas day, still has all the personal charm that made her a great success on varied stages—opera, radio, motion pictures, and television. Her voice has a rich, velvety quality. The one-time Missouri girl—who had the title role in the first televised opera, "Carmen"—was asked if she planned to return to TV roles.
"Maybe I will return," she said. "I would be interested in TV if it were taped. It wasn't when I stopped, and we went after long, tiring rehearsals. A singer has to be fresh and rested."

Likes Florence
She and her husband chose Florence as a summer home partly because he studied here as a student and sang in opera here. Miss Swarthout likes Florence because "it has so much to offer—Greek drama, Italian opera, ballet, concerts, symphony and chamber music."
"We had talked for years of coming to Florence to live," she explained. "I was recording for Victor in Rome when we heard of this place. The moment we walked in the good garden gate, we knew this was what we wanted."

Their house, off a dirt road about 10 minutes drive from the city, is a long, old stone structure, golden in color with green shutters. There is a balcony they added at an abundance of the geraniums that bloom so flamboyantly in Italy. But the scene-stealer at the moment was a lemon tree in a container on the terrace. Big, light yellow lemons hung in such a shapely pattern the tree almost seemed artificial. But it was real.

The house has a foyer for "little receptions," a big living room with paintings, and a grand piano where Miss Swarthout has the autographed photos of all her conductors. An autographed picture of President Eisenhower recalls his first inauguration in 1952, when she sang on the Capitol steps.
Miss Swarthout said that "most of our furniture came from Italy in the first place." To furnish the Florence home, "we dismantled our Connecticut home," she explained.
"We measured the rooms here, we measured the furniture in Connecticut and sent what would fit in the floor plan. We had only one table that did not fit here."

Time to Enjoy
One of Miss Swarthout's greatest pleasures these days is that she has "time to enjoy our time and to cultivate friendships—I never had time before."
She and her husband see more of their American friends than they did when they lived in Connecticut.
"More come through Florence than come through Redding Ridge," she commented.
The run time "villetta" with the help of two persons, a maid "who sings all the time and is happy" and a man who has lived on the farm for years. He appreciates "all the changes we have made," they said.

Both Miss Swarthout and her husband speak Italian but "Frank speaks it better than I do," she said.
Her husband likes to cook and his specialty is curry. "He makes the best Indian curry," she said, fondly. Chapman is a member of the Amateur Chefs of America. To join, he had to cook a dinner for 12 while all 12 watched his every move.
He passed the test glowingly but, his wife said, "the poor maid had to wash every dish in the house."

Girl Scout Visits Abbey; Sees Princess Margaret

Editor's note: Miss Betty Duffy, Ashland, is one of 22 Girl Scouts from the United States chosen to attend a world-wide jubilee celebration in Great Britain this summer under the sponsorship of the Girl Guides. She will remain there for two months. A second letter from Miss Duffy, reviews some of her activities in London.

London, England—Sights and cities may be strange, but when traveling as a Girl Scout one is never without a friend.
British Girl Guides met our ship, the SS United States, when it docked at Southampton, England, on July 13, and they have been making our stay a more delightful one ever since.

Master Point Play Announced
Camp White—Camp White Veterans Bridge club announces that master point play will be scheduled for Friday, August 5, at 7:30 p.m. Play will begin promptly at that hour, the club stresses.

North-south winners for last week were Mrs. Frank Baker and Mr. John Dougherty, first, 96½; Mr. and Mrs. Joe Clark, second, 93½; Paul Halton and Mrs. Sam Richardson tied with Roy Pruitt and John Shortridge for third and fourth, each pair scoring 87 points.
Thomas Munds and Mrs. E. K. Ricker scored 96 points to head east-west players. Second went to Mrs. Fred T. Burich and Richard House, and Dr. and Mrs. Cortho, 91, third.

Pythian Sisters To Honor Couple
Mr. and Mrs. Joe Cook will be honored at a reception to be given Sunday, August 7, in the Pythian building in Medford. The event will celebrate the Cooks' fiftieth wedding anniversary, and their friends are invited to attend.
Hours will be from 10 to 4 o'clock.
Hostesses for the reception will be members of Talisman temple, Pythian Sisters. Mrs. Cook has been a member of the lodge for many years.

Keep thermos bottles clean and sweet smelling by filling with a solution of cold water and one tablespoon of Ogilvie's Home Permanent. Leave the solution out of the bottle and let the solution remain for several hours.

Women's News • Social Events

Lithia Park Art Exhibit To Be Held August 13-14

All Rogue valley artists are invited to show their work in the annual Greenview Village Art show to be held Saturday and Sunday, August 13-14, in Ashland's Lithia park. The exhibit will be open from 10 a.m. until 5 p.m.
The show is held each year during the Oregon Shakespearean festival. Anyone interested in exhibiting may call Mrs. John Pietsch, Spring 2-8116.

Singers from the Shakespearean festival will entertain during the day, and organ music is planned.
Dwaine Smith, Medford photographer and official photographer for the festival, will display a group of Festival pictures made during the last three seasons. Anyone interested may obtain prints by making a designated donation to the Festival building fund.
Many of the artists will be at their easels during the show; artists at work have proven a great attraction for visitors in the past.
All visitors will be given ballots and will be privileged to vote for their favorite work in each medium.

Student Makes Tour of Mexico

Richard C. Guches, Cherry Heights, Griffin Creek road, returned last week from a month's motor tour of Mexico. He entered Mexico at Nogales, Texas, and traveling down the western coast of Mexico, spent some time at the resorts of Mazatlan and San Blas. He took a trip into the tropical area and then toured Mexico City and spent several days at Acapulco where he enjoyed water skiing and other sports. The traveler's return trip was through Monterrey, Mexico, and Laredo, Texas. Prior to returning home he also visited Carlsbad Caverns, Grand Canyon, Las Vegas, Nev., and visited friends in Sacramento, Calif.

He is the son of Mr. and Mrs. Chester Guches and is a student at the University of Oregon where he is a member of Tau Kappa Epsilon fraternity.

Veterans Groups To Hold Session

All barracks and auxiliaries of District 7, Veterans of World War I, will hold a district meeting July, August 7, in the city park of Grants Pass. The sessions will begin at 10 a.m. and a covered dish luncheon will be served at noon.
Guests will include Mr. Ethel Reid, Baker, department president of the auxiliary for Oregon.
Mrs. Alvin C. Lucas, Medford, is district president for the auxiliary.

Lipstick stains should be treated as soon as possible. On washable fabric, sponge with dry cleaning fluid and wash in warm suds. Treat stubborn stains with hydrogen peroxide.



Mrs. Clifford C. Voight, 5 Valley View drive, Medford and Miss Sandra Nyback, Klamath Falls, are pictured here during the annual tea given last week by the Woman's association of First Presbyterian church at the home of Mr. and Mrs. Otto Frohnmayer, Spring street. Miss Nyback, who is the fiancée of Mrs. Voight's son, Monte Voight of Medford, arranged a large centerpiece of white gladiolus, pink roses and other blossoms for the tea table.

see LaPointe's MATERNITY PLAYSUIT COLLECTION

Daughter Attends Club Ceremony
Mrs. Keith Johnson and daughter, Judi, returned to the Johnson home at 3151 Connell avenue Sunday after a visit in Los Gatos, Calif., with Mrs. Johnson's mother, Mrs. Jack Spaulding.
While there Mrs. Johnson attended a meeting of the Los Gatos chapter of Native Daughters of California during which her mother was installed president. Mrs. Spaulding formerly lived in Medford and has many friends here.
Mrs. Johnson was soloist for the ceremony, held July 27.

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How do you dare send a child to the store?

How is it you know you're taking no chances when you let a youngster take your shopping list? Isn't it for the same reason that you buy 70% of your family's food without actually seeing it? You know that
A good brand is your best guarantee... and that the name on the label is your best buying guide. You have learned to count on good brand names. You know the company stands back of them. You know they protect you.
The more good brands you get to know, the fewer buying mistakes you'll make. Get acquainted with those brands in this newspaper. You'll get more value for your shopping money if you do.

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