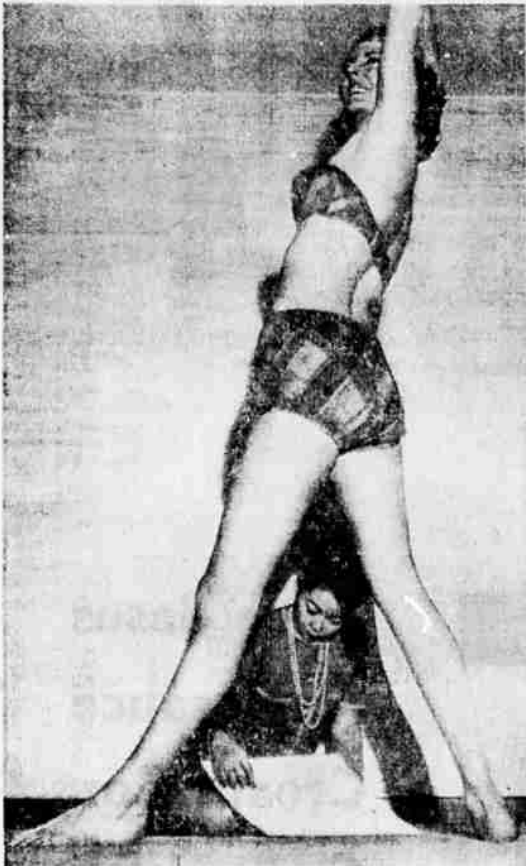




Mrs. Fred Kallin in private life, Taeko, 27, pins up material on a dummy in the workshop of a New York swimwear firm. She has been a designer for six years.



Taeko, chief designer for a New York swimwear firm, sketches design while company model, Judy Blayre, poses in Antron jersey two-piece suit in Scotch plaid print. Taeko, who begins things more than a year ahead of time, is now working on swim fashions for 1964.

## Behind-the-Scenes Report Made of Swimwear Design

By GAY PAULEY  
UPI Women's Editor

New York — (UPI) — More goes into a bathing suit than the figure which eventually fills it.

As the winter cruise season opens and the bathing suit sales season for 1963 begins, we went behind the scenes at one manufacturer's for a report on the "anatomy" of a swim suit.

The suits the woman buys for the winter cruise or for next summer's beaches have been in the works as long ago as September 1961. Taeko, the 27-year-old chief designer for Maidenform Swimwear, said she begins a new collection more than a year ahead of when it reaches the sales counter. Right now she's at work on 1964 — has been since last September.

Taeko, a native of Los Angeles and of Japanese parentage, said a bathing suit starts either from her first glimpse of a fabric she likes or her first idea for a sketch. She cited one instance where fabric determined design—a slim, classic suit except for a double row of ruffles down the center front to the waist, in the manner of trim on a little girl's dress. The suit was made of dotted Swiss, traditional fabric of children's wear, but modernized for swim suits by being elasticized.

Taeko said she will make as many as 300 designs for one collection. She creates a resort collection and one for summer, with the latter also including best sellers from resort. From that 300, the firm may end up putting no more than 50 on the market. She said the design staff, the sales force, the executive department all meet to determine what will be manufactured.

**With Staff**  
Taeko works with a staff of two assistants and two sample makers — and occasionally with the unofficial assistance of two Siamese cats she and her husband own. The cats — Maynard and Patchi — enjoy a visit to her office, she said.

All suits, before they go into mass production, get a wearability and durability test at Maidenform's laboratories in Bayonne, N. J. Machines test-stretch the fabrics, a machine called the "Fade-ometer" checks its color-fastness against sun and salt and fresh water. Sunlight is duplicated by a carbon arc, which produces flashes of simulated sun. Girls also pool test them for comfort.

Taeko said production begins with the inner construction — suits, no matter what their outside fit, have a firm to-the-body inner construction.

**Seven Types**  
As many as seven types of construction are used — to "embrace" the figure from the slimmest to the plumpest D-cup. Some constructions give more lift to the bust, haul in the excess at the waistline, and mould the hips. Others for the nearly perfect figure are less complex.

The designer was born Taeko Yamamoto — "Yamamoto in Japanese is like Smith in America," she laughed. "When I first came to work for Maidenform, people who couldn't remember my name just called me Miss Smith."

Her parents are Mr. and Mrs. Masao Yamamoto of Gardena, Calif., a Los Angeles suburb. In private life, she is Mrs. Fred Kallin, wife of an industrial designer.

Taeko is a graduate with an associate in arts degree from the Los Angeles Trade Technical school and has been designing for six years. A tiny woman with measurements to fill a bathing

suit neatly (34-24-35), she often violates her own axiom that "no girl over 16 should wear a Bikini."

### Californians Visit Evans Valley Couple

Evans Valley — Holiday visitors of Mr. and Mrs. Henry Meyer were Mrs. Meyer's sister and family, Mr. and Mrs. Robert Maurice, and children, Glendale, Calif.

Other visitors were Mr. and Mrs. Ed Steers and family of Thousand Oaks, Calif.

### Couple Marks Fiftieth Year At Open House

Montague — Mr. and Mrs. C. G. Mort, former Montague, Calif., area residents, now of Chico, Calif., observed their fiftieth wedding anniversary on Christmas day at the Tremont hotel in Red Bluff, Calif. A buffet dinner for nearly 50 family members was followed by open house from 2 to 5 o'clock in the afternoon.

The couple was married December 25, 1912 in Hill City, Kans. Mr. Mort was a rancher his entire life until retiring about nine years ago when they moved to Chico. They lived in Kansas until moving in 1933 to Silverton, Ore., and later to the Montague area.

The couple has nine children. Present for the reception were all of the children but one son, Harold Mort and his family, who now live in Kansas, and who were represented by their eldest son, Herbert Mort, and his wife and daughter of Redding. The honored couple's children who attended were their eldest son, Lowell Mort, Redding; Mrs. James Rohrer, and Carl Mort, both of Montague; Mrs. Tom O'Connor, Bonanza, Ore.; Mrs. Ward Crutchfield, Yuba City, Calif.; Mrs. William Hawkins, Chico; Mrs. Donald Pitts, Los Molinas; and Mrs. Delbert Mackey, Red Bluff.

Husbands and wives of the children and their families also were present.

For the occasion Mrs. Mort wore a green silk crepe dress and her corsage was of white spider chrysanthemums.

The reception table was centered with the wedding cake and gold decorations predominated.

Mrs. Mackey and Mrs. Crutchfield served the cake and Mrs. Rohrer poured the punch and coffee.

### Girl Scouts Investiture Held

Kerby Brownie Troop 142 of the fourth grade held an investiture recently, with parents of members as guests. Patricia Husacker and Yvonne De Hoog received their Brownie elf pins.

These were pinned on their uniforms upside down by the assistant leader, Mrs. Jim Hansen, and are to be righted after a thoughtful deed is done by each girl.

Membership stars were presented to Sherrie Chamberlin, Lora Elliot, Donna Fulk, Debbie Hansen, Gwen Madden, Jessica Nolan, Jeanne Olson, Kathy Smith and Wanda Terpening Debra Brown and Mary Nolan are eligible for stars. Each received a membership card.

Parents were presented gifts handmade by the girls. Dismissal time during the winter months will be 4 p.m.

### Couple Visits In Oakland

Wilderville — Mr. and Mrs. Leonard McCann, Fish Hatchery road, spent the holidays at Oakland, Calif., where their son, Larry McCann, is in Oak Knoll Naval hospital.

**Reese Creek Unit Postpones Session**  
Reese Creek — The Reese Creek Home Extension unit meeting which had been planned for today has been postponed to Thursday, January 10, officers announced.

### Bethel Queen Is Honored; Awards Given

When members of Bethel 38, International Order of Job's Daughters met recently the event served both as a farewell event for the retiring queen, Miss Sandra Beasley, and a holiday party. Miss Beasley was presented a feather lei by Bethel members in appreciation of her work during her term of office.

Merit awards were presented to the Misses Sheila Beasley, Anne Hamilton and her com-rena Offutt, Kathleen Collinsworth, Jeri Gardner, Linda Snider, Pamela Burgoyne and Nanette Burgoyne.

Following the evening's ceremonies Miss Mary Pinkham gave a proficiency test. Mrs. Stanley Morgan reported on a Christmas bazaar held before the holidays and Miss Cathleen Harsh, queen-elect, reported on the group's "go-to-church" Sunday.

A line party followed the recent rehearsal for the installation for Miss Harsh.

Holiday decorations were arranged by the Misses Jo Anne Hamilton and her committee. The Misses Susan Morgan, Gardner and Collinsworth provided the refreshments assisted by their mothers. Gifts were exchanged and canned foods were donated for distribution during the holidays.

### Mattress Care Explained by Manufacturer

By SHELLY SINGER  
Chicago — (UPI) — Preserve a new mattress with proper care, advises one manufacturer.

The new mattress needs to be turned once a month during the first six months of its life. After that once or twice a year is sufficient, said the Spring Air company. A foam rubber mattress needs no turning unless it's a reversible kind with a different amount of firmness on each side.

The manufacturer recommended use of a protective pad for two reasons:

First, it will help protect the bedding from dust and dirt.

Second, the body produces a half pint of moisture during a night's sleep. Without a washable pad, the moisture can ruin a mattress.

That time-honored method of cleaning a mattress — beating it — may shorten its life considerably, said the company.

Rather than beating, go over the bedding surface once a month with a whisk broom or the upholstery attachment of a vacuum cleaner. This removes surface soil and helps fluff the interior.

To clean slightly soiled mattress ticking, use dry suds from a solution of lukewarm water and mild soap or detergent.

Rinse with a sponge wrung out of clear water, and be sure to let one side dry thoroughly before cleaning the other.

Be careful not to get the

For an extra special cream puff filling, sweeten whipped cream with brown sugar and fold in diced bananas. Sprinkle top of puffs with powdered sugar.

## FITTS

SEAFOOD & POULTRY

131 W. Main Phone 773-8497

**FRESH COD**  
**45¢** lb.

**CRABS**  
Ocean Fresh **65¢** lb.

**Sole Fillet**  
**79¢** lb.  
(Petrale)

**Jumbo Prawns**  
**\$1.59** lb.

**REX SOLE OR SAND DABS** ..... lb. **49¢**

**SWORDFISH STEAKS**  
Center Cut, White Meat .... lb. **89¢**

**SMOKED SALMON OR STURGEON** ..... lb. **\$1.59**

**SEA SCALLOPS**  
A real treat ..... lb. **95¢**

**PERCH OR SEA BASS FILLETS** ..... lb. **59¢**

Farm Grade "AA" Small Eggs 2 doz. **85¢**

**Fancy Fryers & Roasting Hens** **49¢** lb  
Whole or Cut Up .....

### 'Dunker's Delight' Easily Prepared Dip

A hearty dip which can be served hungry guests with hors d'oeuvres and appetizers is called Dunker's Delight and can be quickly and easily prepared.

It is made by combining one-half cup liver sausage, thoroughly mixed, with one cup sour cream, one three-ounce package cream cheese, one envelope onion soup mix, one teaspoon Worcestershire sauce and a few drops of Tabasco sauce.

### New Zipper

Now—a schizophrenic zipper pull. The gold gadget, for women who don't have a human about to do the chore, neatly pulls a zipper closed. After it has accomplished this mission, the appliance type gadget turns into an attractive gold necklace.

### GOOD WITH POULTRY

Bananas in fresh cranberry sauce make a tart combination good with poultry, pork or ham. Wash one cup of fresh cranberries. Place in saucepan with one-half cup of water. Cover. Cook 10 minutes or until skins pop. Press through sieve. In a 9-inch pie plate, place three large ripe bananas, halved crosswise and dipped in juice of one-half a lemon. Mix one-half cup of sugar and one-fourth cup of orange juice with cranberry juice and pour over bananas. Cover. Bake 20 to 25 minutes, or until tender, in a preheated 350-degree oven. Serves six.

The distinctive full-bodied flavor is insured when most cheeses are served at room temperature. Take cheese out of the refrigerator about one-half hour ahead of serving time.

## Village Variety & Garden Shop

Hunting & Fishing Licenses Issued      2 Day Photo Finishing Service

**PAY ELECTRIC BILLS HERE**      **POST OFFICE ALWAYS OPEN**

"Medford's Only Independent Variety Store"      771 Stewart Avenue • 9 A.M. to 9 P.M.

Next to "Piggly Wiggly"      Weekdays — 10 to 6 Sunday • 773-7002

## Resolved for '63

WE RESOLVE TO CONTINUE TO BRING YOU QUALITY PRODUCTS AT FAIR PRICES AND TO HAVE BARGAINS AND SPECIALS THROUGHOUT THE NEW YEAR.

WE ALSO RESOLVE TO CONTINUE TO GIVE COURTEOUS SERVICE ALONG WITH OLD-FASHIONED WARM FRIENDLINESS.

VILLAGE VARIETY

**FOR MAKING**

**1962**

**OUR BEST YEAR**

**WE**

**Thank You**

## JANUARY White Goods SALE

Hurry In! It's Our Biggest Sale of the Year on First Quality

# White Muslin Sheets

**Sturdily Woven, Long Lasting Cotton Muslin for Everyday Use**

**SEARS LOW PRICE**

# 146

**Twin Fitted Bottom Sheet**

A wonderfully low price for white cotton muslin sheets woven 128 threads per square inch. Sanforized fitted bottoms have shaped corners.

|                              |           |
|------------------------------|-----------|
| Full Fitted Bottom .....     | 1.63      |
| 72 x 108 in. Flat .....      | 1.46      |
| 81 x 108 in. Flat .....      | 1.63      |
| 42 x 36 in. Pillowcase ..... | 2 for 75¢ |

**Foam or Feather PILLOWS**

Feather or foam. Long lasting, non-allergenic pillow filled with shredded Polyurethane. Cotton cover filled with chicken feathers. 17"x23".

99¢

**SHELFMAKER ADDS SPACE**

Chrome finished with 3 adjustable shelves. Spans water tanks. Extends to 9 ft. 3 in.

98¢

**SEROFOAM MATTRESS TOPPERS**

4.99

SIZE TWIN

Protect your new... add comfort to your old mattress with buoyant toppers. Slip resistant; they cling to your mattress. Also 1/2 and 1 1/2-in. thicknesses. Full size, 1-in. thick, 6.99.

**NYLON PILE WALL-TO-WALL CARPETING**

10.88

5'x6'

For Your Bath

Long lasting, thick nylon cur pile in washfast colors. Non-skid foam rubber back.

**Shop at Sears and Save SEARS**

Satisfaction Guaranteed or Your Money Back

501 E. JACKSON ST. PHONE 773-6661      STORE HOURS: Tues., Wed., Thurs., Sat., 9:30 A.M. to 5:30 P.M. Mon., Fri., 9:30 A.M. to 9 P.M. FREE PARKING