

# Wardrobes in the Making

Among the hundreds of buyers for women's apparel shops who gathered in San Francisco for the 1963 Spring Market week were Mrs. Clara Chamberlain (at left) and Mrs. Doreen Vaughan of Town and Country Shop, White City. The two women are shown at the Sheraton-Palace hotel with the thick booklet issued by the West Coast Salesmen's association listing the 1,500 lines from which merchandise could be chosen.

Tunic suits and dresses are being shown in almost all of the 1963 Spring collections. This "ringmaster" suit was designed by Jean Louis, Californian, and is made of a silk and wool fabric in honey beige. Spring hats are "as you like it" and are small, medium or large to suit the fancy of milady. Skirts remain short, and are both narrow and full; some coats have wide half-belts in back which are either very low or very high, never at the natural waist. (UPI)



The Medford contingent attending the market week included Ralph Pickell (at left), owner of Pick's Apparel shop, Parker J. Woods, owner of the shop which bears his name, and Mrs. Woods. The shop owners and representatives are shown hundreds of garments in quick succession in scores of different show rooms and must make a quick choice of which they will stock for their customers. On their quick and knowledgeable decisions rests the success of their stores.



Mrs. C. M. Lizberg (at right), owner of Burelson's store, and her assistant, Mrs. Marjorie Green (center) are shown as they inspected the Kimberly knitwear offered by Bill Scatena and his wife, Edlin. The two women arrived in San Francisco from Los Angeles where they spent a week visiting scores of other show rooms and buying clothing for the Medford store. Market weeks are held in various large cities, and the buyers attend part or all of these as necessity dictates. Some Medford buyers attended the Los Angeles event and were not in San Francisco.



The Bruno Rath (seated) of Rath's Fashion center purchased swimwear and patio clothing from the Kamehameha Garment company while attending the 1963 Spring Market week. Joe Friedman, salesman for the line, had the assistance of a pretty Hawaiian model, Sally Lee Thompson of Oakland, Calif., in showing the Hawaiian-type clothing. In addition to samples of the lines, buyers also are shown photographs, sketches and advertising material and must choose from a bewildering assortment of colors.



Mrs. Jean Hart (center) spent part of one morning choosing from the Glen of Michigan line shown by Emma Lynn Huber (at left). Mrs. Huber visits Medford from time to time, to hold trunk showings, and many of Mrs. Hart's customers have met the San Franciscan. The model, Diette Kaufman, is wearing a striped Pamela Martin frock while showing the Glen of Michigan checked frock with underskirt. Most salesmen keep hot coffee, candy, rolls and sandwiches on hand at all times for many of the buyers are too hurried to take time out for noon meals.