

Spring Comes in Fashion Shows

The air was cold but the sun shone in San Francisco last week and it was easy to think that winter would not last much longer. It was particularly easy to believe in Spring - with a capital S, in the Rose Room of the Sheraton-Palace hotel where the San Francisco Fashion Industries staged a style show for buyers in the city for the 1963 Spring Market week.

For more than an hour models paraded the runway wearing the pretty, gay light-hearted clothes which California designers and manufacturers produced with the hope of pleasing women of their state, and of the other Western states. Women love to buy new clothing, but it is somehow more fun in the spring, when winter's cold can be put behind and clothes help to accent the promise of warm days spent outdoors.

Silly as it may seem, which way the hemline and the waistline are big news each spring and fall. In San Francisco the hemlines were mostly just below the knee, but fashion winds are beginning to blow in the direction of longer skirts. This trend shows up in long, slim evening gowns - long-stemmed as a flower, and in similar patio dresses that are down to the ankle and slit up the sides for wearing comfort. One of these was an Alice of California design, and the white beach shift was imprinted up the front with an enormous golden rose with the flower just under the model's chin.

Gold Featured
Shades of gold and yellow are being featured by the Californians this year. The theme of the show was "The Golden Year of Fashion" and it was stressed that the Golden State has just become the most populace in the nation.

Green just naturally goes with yellow and gold - and Lady R by Rough Rider featured bright yellow green, a cool, pretty shade, for wash and wear dresses, Capri pants and shirts. Pink showed up often - various shades but with emphasis on hot colors which sometimes, strangely enough, are called "pastels."

These pastels are used by Lilli Ann for spring top coats, and the big fluffy fur collars are dyed to match the wool - honey beige, pinks, blues and even orange tones are coordinated.

Some spring coats hang free and others have wide, wide half belts, or suggestions of belts. In back, these either are swung low or else are placed almost under the shoulder blades.

Many firms are using a great deal of white, not only for boating and tennis clothes but for street clothes and coats. Lovely white coats are accented at the shoulder with enormous pins filled with



New York - Designer Oleg Cassini created spellbinding detail in this ensemble for Spring 1963. The cowl neckline, hemline and cuffs feature wide bands of stitching on camel-toned wool flannel overblouse dress. The semi-fitted top goes over a slender matching skirt. (UPI)

brightly colored fake jewels. Large sizes go for polka dots too - some are as large as saucers - and for the huge, splashy flowers in some prints. Pineapple was a new color used with green for pretty prints.

Denim Used
Billed as "low, neutral and high," Fleischman featured three matching shifts in striped cotton denim - one barely cleared the floor, the second, was mid-calf length and the third was to the knees, a "pool shift." These are completely bare of any adornment or trimmings. Shifts, by the way, are now known also as "skimmers."

If the shift is making a comeback, so is the A-shape dress. Some are contrived with inverted pleats beginning high on the shoulder and widening toward the bottom.

Women who look well in tunic dresses and suits will rejoice, for there were many to be seen in the revue and in the shop windows in San Francisco. They are in a variety of lengths. Overblouses and topovers - the latter a word used by Koret of California, are seen often and the skirts beneath are apt to be pleated, giving a middy suit

or little girl look. Some frocks for the very young are still very full, models often wore petti-panis under their full skirts.

Slip Patented
Interesting news for many will be the fact that the firm of Olga has introduced, and patented, a panti-slip. It is almost unknown for an article of clothing or a design to be patented, but since this article of clothing is so unusual, a patent has been secured and the firm is prepared to sue copyists, we learned. Another idea may never be patented, but it brought applause from an audience inclined to be blasé. One long "important occasion" dress was quickly converted to a shorter length when the model unzipped the bottom flounce and hung it about her shoulders.

To go back to colors - strange combinations for prints add variety to the clothing scene, and some designers have sparked ensembles of conservative cut by using bright red or green linings for boleros or jackets.

Classic navy blue and white, and black and white in bold zebra stripings, were shown. Many black and white suits and dresses were to be seen - checks, small plaids and strange stripings.

In San Francisco shop windows we saw spring shoes, many of them pumps in the new very shiny patent leather in interesting shades. One was an iridescent peacock green. Spike heels and pointed toes seem to be still secure in the fashion scene in spite of rumors that flatter heels and rounded or squared toes are being worn by "best dressed" women and models for the couture houses in Europe and New York City.

Often fashion shows end with formal and wedding clothes, and the industry show did so. One wedding dress, long and informal, was of cotton neeplepoint with a sash flowing down the back. It was matched with yellow bridesmaids gowns, also long and narrow and worn with tiny boleros. These were from the collection of Emma Domb, who also showed a wedding gown of re-embroidered lace and seta peau made with deep tatters at the bottom of the columnar skirt. The bridesmaids gowns of organza were pink, and also made with tiered skirts.

This was a California show, but Oregon came in for its share of glory. A group of models wearing Levi Strauss clothing opened the show singing a song about "white Levis, tennis shoes and big plaid Pendleton shirts." - O.S.

Clothing Industry Proves Both Competitive and Exciting; Annual Market Weeks Bring Buyers and Sellers Together

By OLIVE STARCHER
Mail Tribune Women's Editor

"The clothing business in this country is all mixed up." One of the salesmen showing his employer's line during the annual Spring Market week in San Francisco, which closed Wednesday night, was speaking. He might also have said that the clothing industry, one of the most important and largest in the nation, is also one of the most competitive, that it is exciting, and that people either really enjoy the competition and excitement or else it drives them crazy and they drop it and start earning a living some other way.

The 1963 Spring Market week was one of the largest ever held in San Francisco. About 1500 lines of women's clothing - suits, coats, day-time dresses, some formal wear, sports clothing of all sorts, swim and boating clothes - all were shown. In addition the buyers looked over such accessories as belts, hats, jewelry and scarves. Almost 400 buyers from



Rome - Fontana Sisters of Rome have dipped into the Charleston era for this number in their collection for Spring-Summer 1963. Tunic-shaped dress in white, with black design, and features a loose belt slanting across the hips. The picture was taken on the Spanish Steps here. (UPI photo)

stores throughout the western states, but largely from the three far-western states, spent a gruelling five days looking at these lines displayed in rooms on four floors plus of the Sheraton-Palace hotel and in several other hotels. Among the buyers were several from Medford and other southern Oregon towns who looked at as many as time, strength and endurance would permit. They bought thousands of garments which will soon be on the shelves and racks of local shops and stores, and later will be added to the spring and summer wardrobes of women in this area.

Quick Decisions
Seated in the show room with order book on the table and pencil in hand, the buyer is shown, in quick succession, a certain line of garments. Decisions must be made quickly, but expertly and with a lot of "know how." The buyer must keep in mind the particular needs of the shop's patrons - these needs are affected by climate, economic status, how the clients earn a living, their age, size, social activities and a dozen other factors.

One buyer may represent a department store and have hundreds of customers and thus is thinking in more general terms. Another owns a specialty shop - perhaps she sells mostly to teenagers, or caters to the needs of prospective brides, their mothers and attendants. Another is buying for a store in the cattle country - her customers want sturdy, western - type clothing. Still another operates a store on the seashore where the climate is damp and windy - Medford buyers keep reminding the salesman that heavy cottons are too warm for this area, that sometimes spring doesn't last very long and that even in late March and April women need light clothing for warmish days.

Buy For Area
Southern Oregon is a recreation area - the people who live here swim, play golf and tennis, own boats, fish, hunt and go roaming around the hills. All this takes just the right kind of apparel. Medford buyers for women's ready-to-wear shops keep the needs of the women living at Rogue Valley Manor especially in mind; they worry about finding suitable, but appealing clothing, for the customer who is young, but is already a size 18, and at the other end of the picture, for the older woman, who is so small that she has trouble in finding suitable clothing. Often if a dress or suit is a good fit, it is "too young" looking for the customer who is 50 or 60 and has gray hair.

Then there is the eternal problem of the business girl or woman. Her clothing must "go with the job" and in addition many business women have limited clothing budgets, want dresses, suits and ensembles which look well on them but do not show soil easily and which are not a great care to keep up. The business woman may need a costume which permits ease of movement and which will endure hard wear.

Buyers must quickly think about such matters as how easily can a garment be altered, will the material wash, and if so, by hand or in the machine; are the seams and hems ample and will the belt buckles be durable or will the frames stain or rust the material?

Seek Fresh Ideas
The fashion and clothing industry, from top to bottom, is on the watch constantly for new and fresh ideas in design, fabrics, color or accent. If someone produces such an idea, will it catch on, or will it "lay an egg." The classics and basics may be the backbone of the industry, but nevertheless, new ideas in clothing are considered as good for the morale of the customer and client as they are to keep the extra coins rolling into the cash register.

Black, brown, gray, navy blue and beige are the stand-by colors but stemming from the basic are hundreds of shades and tones. Color is important - color can have



Top of the fashion heap by Howard Wolf and the straight fashion story for Spring 1963 edition is this colorful tweed made with flared skirt and body-skimming tunic overblouse. In the color scheme of things, it's available in taupe, yellow, blue and green, in sizes three to 15.

a strong emotional impact on the wearer, or on those around the wearer.

Sometimes the fabric manufacturers and the clothing industry "promote" a color, only to find that women dislike it and refuse to buy anything made of it. The garments end up on the sale table, with little or no profit for the merchant; everyone is dissatisfied. If the new shade or tone - such as the so-called shocking or hot pinks and the shimmering, strong yellows, are popular, then that color may sell a garment which otherwise might hang on the rack throughout the season and find no purchaser.

In only a few visits to the show room an observer learns that there are many "wheels within wheels" in the women's clothing industry. A salesman for one line may subtly ease out a buyer and make an excuse not to show the line - he may be saving time for another buyer who will put in a bigger order. A shop owner may be carrying a line which is not as good as it once was and be making an effort to change to another. In small cities there are important "exclusives" - Mrs. Jones doesn't want to buy a chic suit and find another just like it at a party the next week.

Salesmen's Group
The San Francisco show is sponsored by the West Coast Salesmen's association, headquartered in the Sheraton-Palace hotel where the "market weeks" are held. As the name indicates, the association is composed of West Coast salesmen of the clothing industry and they arrange for market weeks at the Sheraton-Palace. Obviously, the assembling of many samples of many lines in one city, and the gathering of the buyers at one time, is an efficient system. Salesmen still call at shops and stores, but a large share of the business is carried on by way of the market weeks.

These are held in various large cities throughout the na-

tion - shop owners or their department heads and representatives attend whichever of these are most convenient and whichever ones supply their needs to the largest degree. In addition to San Francisco, market weeks are held in Los Angeles, Portland and Seattle.

Those wishing to join the Salesmen's association must undergo a waiting period, we learned at the headquarters office. It was pointed out that this is due largely to the fact that the group is outgrowing the facilities of the big hotel, but that it is also useful to have the applicants undergo a waiting period during which they acquire "points" by continuing to show independently.

Commission Work
The salesmen - or women, in charge of the various show rooms for the most part are employees of the manufacturers and work on a commission. Some are selling for firms which they own or for which they work in other capacities. Some salesmen and clients greet one another as old friends. Among others the encounter is business, and no more. In a few instances, one senses wariness, or a touch of hostility. Buyers dealing with salespeople they trust ask their advice about styles, fabrics, trimming, and accept the answers they are given.

For this Spring Market week the Salesmen's association provided luncheon without charge in one of the hotel's large dining rooms. Around the tables buyers exchanged information, made suggestions to one another and asked questions.

Sometimes the questions seemed unanswerable. Why, for instance, asked a number of women, had they been reading that suit jackets would be longer only to go to market and find an array of jackets just as short as in the past few seasons?

There have been rumors, too, that skirts are going down, but most of the garments being shown were about knee-length. However, longer skirts were evident in evening and "at home" clothing at the fashion show Sunday morning produced by the San Francisco Fashion Industries.

When questioned about the "lag" between fashions which are good on the East coast and which are advertised nationally, yet not available on the West coast, a number of answers were forthcoming. New styles, fabrics, and ideas originate with designers and manufacturers and usually appear first in the expensive, exclusive, high fashion houses. From this top they

Students To Speak
Three exchange students from Medford High school will give the program for Travel Study club, of the Oregon Federation of Women's club, Tuesday, January 22 at 1 p. m. in the Fireplace room at the Girl's Community club.

Speaking will be Nikki Nik Yahya from Katu Bharu, Kelanan, Malaya; Jens Hasfeldt, from Lyngby, Denmark and Garner Hauptert of Medford.

This is the fifth annual guest day for the club. Mrs. Carl W. Peterson, president, will conduct a short business session. Hostesses for the day will be members of the executive board.

Honored
Hornbrook - The birthday of Mrs. Lawrence Breceda was observed on Monday when the Sewing Club held its first meeting of the new year. Hostess was Mrs. Dwan Hammer. Other guests were Mrs. John Griffin of Phoenix, Ore., Mrs. Edward Smith and Mrs. Harry Chapman.

Iona Council Initiation Conducted

Yreka - Five candidates were initiated by Iona council, Degree of Pochontas, during recent ceremonies in the Yreka IOOF hall. Mrs. Estella Severns, Pochontas, presided and a team from Weatonka council, Medford, conferred the degrees.

The new members are Mrs. Ruth Hughes, Mrs. Zelmer Bolinger, Mrs. Zoa Mellow, Mrs. Lois Simmons and Mrs. Mary Boeve.

Degree team captain was Jack Doooms and team pianist was Mrs. Orval Hayes, both of Medford. Twenty-one members from the Weatonka council attended.

Announcement was made of a coming visit of Mrs. Katherine Keating, past great Pochontas of San Francisco, the area's instructing zone deputy. She will be in Yreka Thursday, March 14 during a regular meeting of the Iona council and will conduct a school of instruction.

Councils expected to attend are from Weed, Medford, Redding and Weaverville.

Roland Wicker, Medford, great Sagamore of the Reservation of California, Improved Order of Redmen, spoke briefly and Mrs. Richard Singler, deputy great Pochontas of Weatonka council was introduced. Mrs. Rita Renning, Weed, deputy great Pochontas of Iona council, attended with five members from Weatonka council, Weed.

Mrs. Mary Landon, card chairman, was honored on the occasion of her birthday and was escorted by Mrs. Garria Lemay, first scout. Refreshments were served at tables decorated in the Indian motif. Next regular meeting will be Thursday, January 24 in the IOOF hall at 8 p.m.

Baptist Circles To Meet Tuesday

White Cross circles of First Baptist church will meet Tuesday, January 22.

Ruth circle will meet with Mrs. Roy Howe in her home, 119 North Keenway drive, at 10 a.m.; Elizabeth, with their leader Mrs. Mark Hampton, 961 Lozier lane; Esther, with their leader Mrs. Gilbert Hill, Foss road, Talent; Martha, with Mrs. Samuel Jones, 1393 South Peach street; and Rebecca, with Mrs. Mark Cole, 1320 Johnson street.

The last four circle meetings will begin at 10:30 a.m. Those attending are to take a sack lunch and coffee and dessert will be served by the hostesses. All women of the church are invited to participate in these work meetings.

Hannah circle will meet from 7 to 9 p.m. with Mrs. Al Purdy, 1850 South Peach street. Mrs. Jesse Fenner is leader.

Corsage Making Workshop Set

Medford Garden club will conduct a corsage workshop Wednesday, January 23 from 1 to 3 p.m., in the courthouse auditorium. All interested women are invited.

Materials used will include cones, small nuts, acorns and similar items. Those who attend should take scissors, wire cutters, ribbon and materials. For those who do not have materials, it will be provided for a small charge.



Mr. and Mrs. Richard Webster

Recent Reception Given For Newly Married Pair

Central Point - Mr. and Mrs. Richard Webster, whose marriage was a recent event, were honored at a reception January 13 in the home of the bride's parents, the Rev. and Mrs. Lewis Collins, 141 North Fifth street, Central Point. The bride is the former Miss Joyce Edna Collins.

The bridegroom is a son of Mrs. Helen Webster, Portland, and the late Richard Webster. The couple was en route home from their wedding trip to southern California and San Francisco. They will live at 15735 Southwest Farmington road, Beaverton.

Mrs. John Champ of Lark lane was in charge of the reception given by friends of the Community Bible church. The couple was presented gifts. For the event the bride wore her wedding dress. The wedding ceremony was held December 16 in the Portland Vernon United Presbyterian church. The Rev. J. Arthur Stevenson officiated.

Wears Brocade
The bride, given in marriage by her father, wore a jacket dress of white brocade.

Annual UN Contest Opens For High School Students

The thirty-seventh annual high school contest on the United Nations was announced here today by Mrs. Eloise Winklebeck, chairman of the education program of the American Association for the United Nations.

The contest is open to all high school students in the United States, which includes the ninth grade of junior high schools. Last year, more than 75,000 students from 4600 schools participated. The contest consists of an examination which tests the student's knowledge of the history and structure of the world body and his understanding of the issues facing the UN.

The examination is based on two booklets, "The UN - What It Is" and "The UN in a Developing World." The latter is a new publication by Vera Michele Dean, well-known authority on international affairs. Both booklets are available from the AAUN.

Mrs. Winklebeck has announced that the examination will be given throughout the United States on March 7, 1963. The first prize for the national winner, the Dag Hammarskjold award, is a trip to Europe, sponsored by American Youth Hostels, Inc., or \$500 toward a college scholarship. Second national award is a hosting trip in the United States, also sponsored by AYH, or \$200 to

ward a college scholarship. Twenty-five regional award winners will receive an AYH hosting card which is honored at hostels throughout the world.

A committee from the Medford chapter of the AAUN will judge the local entries. Students of Jackson county high schools may register with school principals before February 1, 1963. Further information may be obtained from the Medford chapter of the AAUN, by contacting Mrs. Winklebeck, 940 Whitman avenue, Medford, or by writing the American Association for the United Nations, Education department, 345 East Forty-sixth street, New York 17, N.Y.

Ashland Women Plan Meeting
Ashland - During the Wednesday afternoon meeting of Ladies of Elks members discussed arrangements for the February 13 meeting when the Medford club will be entertained.

Luncheon was served in the dining room preceding the business session and afterward cards were played. Winners were the Mesdames Ed Hadfield, Joe King, Howard Pierce, George Ward, Ralph Burgess and Mildred Klum



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