For Bridal Retreads

Businessman Cashes In on Advice To Second-Time Matrimonial Clients

By DICK WESST

Washington – (UPI) – You would think, considering all that you have to read about it, that the recent Rockefeller - Murphy wedding had been covered from every angle, wouldn't you? I mean, there have been stories about its political significance, social significance, romantic significance and several dozen varieties of insignificance.

West

It would appear to the casual observer that the subject had been exhausted, but some events apparently never run dry.

Yet another aspect of the celebrated nuptials has been turned up by Max Hess, a publicity - shy department store operator in Allentown, Pa.

He has just weighed in with a report on the commercial significance.

Some time ago, Hess opened in his shop what was described as the world's first bridal fashion counseling service for widows and divorcees who are planing to remarry.

He noted that more than 140,000 divorces were granted last year and that an even larger number of husbands had severed matrimonial ties the hard way, by kicking the bucket.

This swelled the population of one - time losers to something of the magnitude of 1.9 million divorcees and 8.3 million widows.

Hess reasoned that a sizeable percentage of these females soon would be taking the plunge again and, in preparation, would be unleashing a sizeable chunk of cash for clothes and stuff.

It was the hope of channeling some of this currency in his direction that prompted him to establish the counseling service for bridal retreads.

"While there is a wealth of etiquette and fashion advice on first marriages, there is a dearth of reading matter and counsel on the nuptial arrangements for second-time-a-rounders," Hess observed.

His store therefore began offering matrons planning to revisit the altar instructions on such matters as announcements, invitations, engagement parties, rings and wedding gowns.

The significant thing about this is that since the wedding of Gov. Nelson Rockefeller and Mrs. Margharita Murphy, sales made through the remarriage service have doubled.

Apparently, the gubernatorial nuptials caused a number of widows and divorcees who had planned to remarry unobtrusively to decide to make a ceremony out of it.

I wouldn't be surprised if big splashy remarriages became the fashionable thing to do.

Be that as it may, it is obvious that the governor's second marriage has been good for business in Allentown. And what's good for Max Hess is good for the U.S.A.

Morford Sentence Hearing Scheduled

Reno, Nev. – (UPI) – Confessed slayer Lester Morford will appear before a panel of three district judges July 15 to learn his fate.

Date of the "sentencing hearing" was set Friday in Washoe District Court.

Morford, 18, kidnaped Mr. and Mrs. Jack Foster of Medford, Ore., about a year ago while the newlyweds were honeymooning here. They drove to Lake Tahoe where Morford shot Foster, dumped his body from the car and drove away with the woman who said she was raped twice before she could escape.

Morford admitted the killing. The three judges will consider the evidence, determine the degree of guilt and set the penalty which could be execution in the gas chamber.

HANDICAP TOO GREAT

Worthing, England– (UPI) –A team of West German marksmen finished last Sunday in a shooting match against four British teams. The Germans competed with borrowed rifles because their own had been seized at Dover by customs officials.

Wave Capsizes Boat at River Bar

Tillamook –(UPI)–Five persons were knocked into shallow water at the Nehalem river bar Sunday when a large wave capsized their 18-foot outboard motor moat.

A 22-foot Coast Guard boat picked up Mrs. Robert S. Wright, 39, Portland. The other persons made it to shore on their own.

They were Wright, 42; their son, Mike, 16, and Jack L. Child, 39, Portland, and his wife, Doris, 22.

Klamath Hospital Escapee Sought

Salem – (UPI) – State police today were looking for an 82-year-old escapee from the Oregon State hospital here who was committed in 1957 following the fatal shooting of a Klamath county welfare worker.

Being sought was Guy Earl Cramer of Klamath Falls, who walked away from the hospital Friday afternoon. He was not considered dangerous.

Cramer was placed in the hospital after he shot and killed Fred Peterson and wounded two other welfare workers during a welfare meeting at Klamath Falls. He told police he was angry because he was refused welfare.

Cramer also escaped from the hospital last August. He was captured at Klamath Falls last January and returned to the hospital.

PILOTS FIGHT WEIGHT

Manchester, England – (UPI)– Several British airline pilots have been grounded and others have gone on a diet because of a two-month campaign against flyers who are overweight, a spokesman for the Ministry of Aviation said Sunday.

Portland Selects Entry for Pageant

Portland – (UPI) – Jodie Ray, 2, will represent Portland in the Miss Oregon Pageant at Seaside.

Miss Ray, a 1962 graduate of Reynolds High school, was chosen Miss Portland Saturday night.

Ann Nielsen of Portland and Donna Ailport of Vancouver, Wash., were named as the first and second runners-up.

ADDITION PLANNED

Portland – (UPI) – The Oregon Museum of Science and Industry will add two wings and a planetarium to its building, it has been announced.

FIRST FOOD—Bearded Juan Santos Reus, 69-year-old Cuban fisherman, gets his first food in two days after he brought four younger men to Miami, Fla., from Matanzas Province in Cuba in a small sailboat. The Coast Guard rescued them off the coast of Florida. (UPI)

School News

By PIXIE GRAHAM

Another successful operetta in McLoughlin's list of five plays, "Babes in Toyland," was presented for the public recently.

Leading players were Marali Stedman, Curt Smith, Vicki Harris, Patti Adair, Greg Smith, Carole Pesenti, Tom Hampson, John Pruitt, Mike Allen, Lloyd Clark, Dick Howsley, Tom McGraw, Linda Dorrell, Sandy Rupp, Anne Bannister, and David Doolen.

The eighth and ninth grade select choruses were in the background.

The play was directed and produced by Don Darneille, with music by Michael Johnson, and dramatics by Miss Sandra Lien.

Ushers were Lida Keplinger, Christie Ayers, Charlene McCormick, Sandra Ekberg, Charlotte Martin, Nancy Edmonds, Ilene Mitchel, Theresa Edwards, Carla Paulson, Cheryl Gardner, Kay Pawlowski, and Julie Hoxworth.

McLoughlin's ninth and eighth grade homemaking departments held a Mother-Daughter Tea and Fashion Show, May 21, 1963, in the McLoughlin girls' gym.

Every girl in the ninth and eighth grade homemaking department participated in some way in the program. The ninth grade girls modeled for their mothers the garments they had made.

Punch and cookies were prepared and served by the eighth grade students.

The hostesses and directors for the fashion show were Linda Kepliger and Beti Zawadzke.

The supervisors for the program were Miss Ruth Osborn and Mrs. Sandra Denman.

A seventh grade party was held recently.

The planning committee was made up of all seventh grade home room teachers and class officers. The party consisted of a floor show, fun dances, and games. Many guests and parents were present. Refreshments were served during and after the party.

Music groups of McLoughlin performed for the PTA and parents recently.

The groups were the C band, the B band, the varsity band, the orchestra, and the seventh grade select chorus.

There were projects and displays in the cafeteria done by the pupils in shop, and arts and crafts.

Career Day was held recently. It was planned for girls who are thinking of nursing careers. McLoughlin's Dean of Girls, Mrs. Gladys Van Dyke, escorted 13 girls to Sacred Heart hospital where they observed hospital activity.

Girls attending Career Day activities were Becky Coltrane, Sirleen Hueners, Sue Christian, Marilyn La Fleur, Rhonda Hess, Patty Malott, Brenda Powers, Linda Wertz, Karen Spafford, Beti Zawadzke, Linda Smeltz, Karen Waldron and Carolyn Howe.

there's only one SKIPPY

BEWARE OF IMITATIONS

LOOK FOR THE HAPPY LITTLE DOG

TOPS IN QUALITY!

LOW IN PRICE

PIGGLY WIGGLY

Plymouth **Mayonnaise** Smooth and Creamy Quart Jar 29¢

Arden **Ice Cream** Assorted Flavors Half Gallon 49¢

Hills Bros. **Coffee** 2-lb. Tin 97c 1-lb. Tin 49¢

Win Cash at Piggly Wiggly

$100 AWARDED EACH WEEK

Plus Five $2.00 Consolation Winners

There's nothing to buy, no cards to collect . . . just ask for your free entry at Piggly Wiggly. The $100.00 winner plus the five consolation winners will be selected in a special drawing Saturday. (Children under 18 not eligible to enter.)

Last week's winner:

Mrs. Delores St. Martin
Route 4, Box. 412
Medford, Oregon

Pictsweet Frozen **Meat Pies** Chicken, Turkey or Beef 8-oz. Pie 15¢

Coca-Cola or 7-Up **Beverages** 6 28-oz. bottles 79¢ Plus Deposit

All Varieties **Campbell Soups** 8 10½-oz. tins $1.00

PIGGLY WIGGLY

"Backyard Specials" from Piggly Wiggly!

You'll find everything you need for outdoor meals featured at Piggly Wiggly . . . low, low prices plus the added saving of S & H GREEN STAMPS.

Piggly Wiggly Open Memorial Day 9 am-7 pm

Prices effective thru Wednesday, May 29.

Briquets Cliff Char barbecue briquets at a special low price. 10-lb. bag 49¢

Blue Bell **Potato Chips** Fresh and crisp chips . . . regular 69c. Triple Pak 49¢

Dundee **Tomato Juice** Cooling and refreshing juice . . . 25c each. 4 46-oz. tins 89¢

Madera **Gem-Size Olives** No. 1 Tall Tin 6 tins 99¢

PAPER PLATES

Bondware 9-inch paper plates . . stock up and save on this big value.

Package of 80 69c

18c each **Dundee Apple Sauce** 6 No. 303 tins 95c

35c each **Welchade Drink** 3 32-oz. tins $1.00

Farm Fresh **Frozen Strawberries** 5 10-oz. pkgs. 89c

Roast Beef, Fried Chicken or Turkey **Birds Eye Dinners** each 49c

Regular 79c Sea & Ski **Sun Tan Lotion** 2-oz. size (plus tax) 69c

Wizard Charcoal **Lighter Fluid** Pint tin 39c

Fisher's **All Purpose Cheese Loaf** 2 lb. loaf 49c

Heinz Ketchup Rich and full-flavored. 14-oz. bottle 17¢

Wesson Oil For outdoor salads 24-oz. bottle 29¢

Garber Strained **Baby Foods** 10 4½-oz. jars 69¢