

Business In Flowers Said Big

By Gay Pauley



NEW YORK (UPI)—A new trend has blossomed in big business-executives who say it with flowers.

Many is the corporation president or lesser executive who does his Christmas shopping the lazy way, simply by sending a list of 40, 50 or 60 names and addresses of those he wants remembered to florists like Adolph LeMoult.

Sometimes the executive leaves all other details such as type of flowers and arrangements to the florists. Other times, the executive's secretary delivers the list with specifications and individual messages to be included. The florist does the rest.

"Of course we encourage such sloth," said LeMoult, who bosses New York's oldest florist firm and is regional director of the Florists' Telegraph Delivery (FTD).

Christmas Flowers

LeMoult said his firm alone handles flower accounts for close to 300 corporations; that Christmas is the industry's biggest season—four times bigger than Mother's Day, twice as big as Easter; the poinsettia still is the number one Christmas flower, but the overwhelming trend is to ordering floral arrangements, not simply a box of cut flowers which the receiver has to arrange.

He cited a typical customer: One of New York's largest construction companies which ordered 60 arrangements to be sent to subcontractors, union officials, architects and the like—"people they're beholden to," as he put it.

The florist said the growing numbers of women in executive jobs also has boosted the floral business. They're the ones who consider flowers and plants one of the "niceties" of an office. He cited the woman architect who planned the Park Avenue skyscraper in which he has one shop. She insisted on live greenery as part of the decor of the lobby areas and executive suites.

The LeMoult firm was founded 98 years ago by grandfather Adolph LeMoult, who migrated from Hamburg, Germany. Now a fourth generation is moving into the business—the present owner's son, Michael, a graduate of Villanova University.

Through nearly a century in business, the firm has done flowers for many of the famous. It ran Diamond Jim Brady's

long-stemmed American beauties to Lillian Russell. It furnished flowers for the visits of numerous royal personages.

Honored Lincoln

LeMoult said his grandfather was a pioneer in floral design. He did a chair of flowers, symbol of the highest office in the land, as part of New York's tribute to Abraham Lincoln when the body of the assassinated president made the long journey home from Washington to Springfield, Ill., by way of New York.

His grandfather designed an American flag of flowers for the casket of the Civil War general, George B. McClellan. Grandfather LeMoult was tossed in the jug and nearly brained with night sticks when he crashed through a police cordon to give a bouquet to President William McKinley at the old Astor Hotel.

His grandson said that as older members of the family recalled the incident, Grandfather LeMoult had asked to buy advertising space on the front page of the leading New York paper of the time. He refused ad space, he figured there was another way to get mention. It worked; news accounts of the incident were page one.

The firm has participated in its own way in many history-making events. It had no role, however, in the one which will forever mark 1963.

No floral tributes furnished by LeMoult went to Washington to honor the assassinated President Kennedy.

"Like everybody else, we were just broken up," said the owner. "I closed shop Friday after I heard the news and we didn't open again until after the funeral."

ROBOTS AT HOME

WASHINGTON (UPI) — A self-propelled vacuum cleaner housed in the baseboard, and windows that close automatically when it begins to rain are just two indications of what's to come for the homemaker, reports the American Home Economics Association.

But that's not all. By 1982 many dishes will be of throw-away plastic produced by individual home molding sets. Closets, what's more, will be equipped with ultrasonic devices which will automatically rid garments of particles of dirt.



Models at the Alpha Rho Chapter, Beta Sigma Phi Sorority fashion show December 7 included members of other chapters of the sorority. For the event, held in Rogue Valley Country Club, Mrs. William Hartman, left, president of Xi Mu chapter, wore a white coat in a new light weight luxury fabric by Elinger. Known as Bacaza, it is a wool and fur blend of materials from the Andes. Mrs. L. L. Rowe, Central Point, a Gamma Xi Chapter member, wore a white mohair and wool coat with white mink collar. Fashions were from Burelson's Ladies Ready-to-Wear Store.

Community Problems Being Solved by Women

By MARGARET A. KILGORE

United Press International WASHINGTON (UPI) — The hand that rocks the cradle may be the one that ultimately solves many of the person-to-person conflicts which have arisen over civil rights in local communities.

This is the aim of the National Women's Committee on Civil Rights which was set up at the suggestion of the late President Kennedy last July to give women a place in pushing the race equality movement.

Mr. Kennedy asked the women for help in eliminating school dropouts, setting up human rights committees, training women to lead groups in working together, supporting civil rights legislation and integrating their organizations.

"Clearing House" "We serve as a clearing house for women's organizations all over the country," Shirley Smith, executive director of the committee, said in an interview.

"We have women's groups from Boise, Idaho, or Salem, Ore., write us and say they want to do their bit to further integration. We write back and tell them what they can do," she explained.

Tangible proof of this was shown when a motion picture theater in a small southern town was integrated and business dropped.

The commission contacted women's groups in the town which persuaded Negro and white residents to attend the theater to show their support and keep the business going.

Adds Program The Young Women's Christian Association long has been

on record to promote civil rights, but recently it has added a two-year action program with emphasis on desegregating all YWCA centers which remain segregated. The commission takes credit for spurring them on.

At an executive meeting held in August, the National Business and Professional Women's clubs decided to concentrate its efforts on school dropouts and leadership training. The committee also voted to disregard sex, race, color and creed in awarding its regular scholarship.

"Our biggest problem," Miss Smith said, "is in a community where there are only one or two Negro families. The whites say 'Why, we have no problem. Those families have lived here for years.' But actually, that is where the problem is the worst because these Negroes are never made a part of the community."

Suggests Church Action She said that in instances like this, churches can come to the fore and urge the Negroes to participate in activities.

Miss Smith said the organization has operated on grants and private donations since its inception, but she admits "frankly we're in financial trouble." The committee was set up to operate for a year, but it could be extended.

The group made its first report to the late President Oct. 9.

With warm praise, Mr. Kennedy told them "even in this short period you have demonstrated how effective and influential the women of the United States can be when they participate in the solution of national problems."

NOW \$119⁹⁵

RCA Whirlpool

2-CYCLE, 2-HEAT AUTOMATIC DRYER

Damp dries clothes ready for ironing!

Model LKE 110-0

Also has two automatic cycles. One for soft, gentle drying of regulars and wash 'n wears, the other for air fluffing bedding and garments. Filters out lint automatically. Satin-smooth drum. Plugs into a standard household outlet (subject to local codes).

FREE BONUS GIFT - 16 piece Queen Marie SHEET AND TOWEL SET

if you purchase and install a new **FLAMELESS ELECTRIC DRYER** between October 14 and December 14 from this local Cal/Ore Electrical League Dealer

\$24.95 Value **\$24.95 Value**

Subject to conditions of dryer purchase as posted with this dealer. This is a Cal/Ore Electrical League sponsored offer. Visit him today!

EADS FURNITURE WAREHOUSE

EADS TRANSFER AND FURNITURE CO.

123 S. FRONT 772-7121

ALLIED

GIVE A LIVING GIFT This Christmas!

A living, growing gift gives lasting pleasure... a constant reminder of your thoughtfulness, from year to year. See our selection of

NEW SHRUBS TODAY!

- ★ Rhododendron (nice assortment that are budded)
- ★ Perneti (Berried)
- ★ Daphne Odora ★ Oregon Grape
- ★ Holly (also yellow-berried Holly)
- ★ Spruce Trees ★ Pine Trees

CUT CHRISTMAS TREES

Elton's FARM & GARDEN Store

Plenty of Free Parking

Corner 4th & Fir 773-8444

Decorations Meeting Theme

Ideas for Christmas decorations were demonstrated at the December 10 meeting of the Jackson County Association of Insurance Women held in the home of Mrs. Ralph Swalling, 2392 Thornoak Drive. Fourteen members and three guests attended.

Mrs. Susan Walsh, president, conducted a business meeting. The demonstrations were given by Mrs. Lorraine Smith, Mrs. Kathy Reich and Mrs. Anne Davis. At the close Mrs. Davis auctioned several items she had made and receipts were donated to the club.

The Swalling home was decorated with Christmas greenery. Refreshments were served by the hostesses, Mrs. Swalling and Mrs. Alice Mills.

Toys Are Forerunners Of Child's Education

By MARGERY McELHENY United Press International CHICAGO (UPI)—To the preschool child, toys are the forerunners of his verbal and written tools of learning, according to Thomas Grimes, director of Playskool Research.

Creative toys help a child develop his senses, practice new skills, and explore his rapidly expanding world, Grimes said. He offered these tips to select proper toys for pre-schoolers.

Choose toys for the child's interests at that stage of development. Remember that a preschooler is growing more rapidly than at any other period in his lifetime, and his interests will change rapidly. Toys should be durable, sturdy, and soundly constructed to withstand vigorous use.

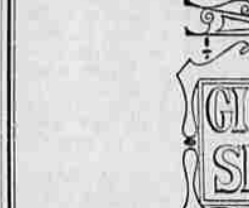
Make sure the toy is safe. Paints should be non-toxic and all edges, surfaces and parts should be finished well. Avoid small parts for the very young who are so eager to taste—and perhaps swallow them.

Look for toys which are challenging but not frustrating to the child. The well-constructed toy "works." If the preschooler takes the toy apart "to see what makes it go," he should be able to put it together again.

Toys which re-create the adult world in miniature have limited play values for the young child. Non-specific toys, like blocks, let a child use his own imagination in creative play.

Make sure that the size of the toy is such that the child can manage it. A child should have toys which appeal to all his senses. He needs a variety of play materials and toys with which he can imitate, build, create, exercise his skills, muscles, emo-

tions and imagination. Grimes also underscores the importance of providing a creative home environment in which a child is free to play and where his play activities are respected, appreciated and encouraged.



CAN'T DECIDE WHAT TO GIVE HER? HOW ABOUT A \$500 CONFEDERATE BILL. "IT'S REALLY OUR GIFT CERTIFICATE." LET HER MAKE HER CHOICE. YOU'LL BE HAPPY. AND SHE'LL BE HAPPY TOO. NORTHEAST CORNER OF THE OREGON BANK IN THE MEDFORD SHOPPING CENTER

Buying Christmas Ties? Then Pick Out Classics

By WALTER LOGAN United Press International NEW YORK (UPI) — The Christmas season is upon us and with it Christmas ties. So to the women who buy 75 per cent of men's neckties in the United States an appeal to reason and a return to the classics.

The manufacturers load the shelves each year with wild and improbable designs to the point where millions are returned the day after Christmas by unhappy males who would not be caught dead in a tie that was inspired by a chintz slipcover or the aurora borealis.

This does not mean that a man must wear forever the classic paisley prints, the repps in well-ordered regimental stripes, the wool challis with its tiny spaced pattern, the small all-over patterns of floral or geometric design. But if he does he will be well dressed.

Pick His Own If a man wants to wear some bright and vivid tie that is different let him pick it out himself. But if you feel compelled to buy someone a tie stick to the patterns where it is almost impossible to make a mistake.

Perhaps the classic of them all is the ancient madder, made with muted colorings on a heavy foulard napped to give a frosted or dusty appearance and a feel almost like suede. They come in small geometric prints or printed in small geometric designs.

The colors of the pure ancient madder—and the name comes from the madder root which in ancient days was all there was available—are green,

blue, chocolate brown, a soft yellow and a terra cotta. They are muted colors and definitely not loud.

Another classic, perhaps for the older man, is a Macclesfield, named for the London suburb where French Huguenot refugees set up their own looms many years ago. You see them at weddings in a silver grey but you see them at business in neat and shiny patterns. The Spitalfield, similar, is another classic.

For the Conservative For the ultra-conservative man — and that includes the well-dressed college man — there are paisley and foulards and ancient madders for wear with L-ton down collars and natural shoulder suits. They can come in silk or wool—the more successful businessman would run to silk.

Then there is the repp, which refers to the faint diagonal rib effect of the weave and not to the diagonal rib which they are usually made. They can be in solid colors, sometimes with jacquard figures woven into them. But mostly they are in stripes inspired by the old English regimental tie — and some of the authentic regimentals are sold in the United States to the horror of the English.

A tie that is fast becoming a classic are neat and conservative cravats with tiny figures woven into them for what Madison Avenue would call an "individualized" effect—golf clubs for golfers, school emblems if college memories are fresh, dividers for an architect, a caduceus for a doctor.

SINGER

DELIVERED TO YOUR ORDER for as \$59⁵⁰ little as \$5⁰⁰

Economy straight-slit model. You can depend on it for years of smooth sewing.

\$59⁵⁰

\$5 RESERVES the finest of its kind for Christmas... from **SINGER**

SINGER Zigzag portable. Gives her basic zigzag stitches for mending. Straight-stitching, too. **\$139⁴⁰**

SLANT-O-MATIC Automatic Zigzag—We'll arrange easy terms and gift wrap machine! Exclusive Slant-needle lets her see better, sew better.

FREE with any purchase over \$10 with this coupon. Or, use this coupon to your SINGER SEWING CENTER and get value \$2.00. Valid through Dec. 31, 1963.

BUY NOW—LITTLE OR NO DOWN PAYMENT—FIRST MONTHLY PAYMENT IN JANUARY

Prices include sturdy, attractive carrying case (excluding SPARTAN model)

SINGER SEWING CENTER

318 East Main Street—Open Mon. Thru Fri. 'Til 9 P.M. Medford 772-7153 • Grants Pass 476-4343

Lerner Shops

IN THE MEDFORD SHOPPING CENTER

OPEN SUNDAY

December 15 & 22

Noon Till 5

For Your Christmas Shopping Convenience

CHARGE IT! Use our revolving credit plan... No money down—take months to pay!

BE SANTA THIS CHRISTMAS GIVE MERCY FLIGHTS Subscriptions!

The gift that's deductible. Give a Mercy Flights family subscription (\$6). It shows that you really care. If the recipient already has a subscription, we'll extend it, and send YOU the renewed subscriber card for gift mailing. Use the blank below to subscribe for yourself—or to order a gift subscription.

PLEASE PRINT

Your Name

Address

Gift subscription made out to:

Name

Address

Mail with \$6.00 Check to: Mercy Flights, Box 522, Medford, Ore.

COURTESY MEDFORD MAIL TRIBUNE