



MR. AND MRS. JOHN PIERRE WATTS
(The Former Erna Ethel Bleak)
— Photo by David Molatore

Mom Parlays Necktie Into Big Business

There is always a market for a good product—even though the supply apparently exceeds the consumer demand. Proof of this is the outstanding success of a New England woman who invaded the necktie industry five years ago, when she made her first gift necktie.

Julie Taylor is a small, bustling New England housewife, mother of three sons, who stitched up a gift necktie five years ago and now has a national business on her hands.

Today she and 50 employees turn out 150 dozen ties a day in a converted butter-tub mill in Ludlow, Vermont.

"I got bored with the usual neckties I saw in the stores," says Mrs. Taylor, "so I thought I would try making some out of unusual fabrics. I tried them out on family, friends and neighbors, and then took a box of them around to a few stores in Vermont and Connecticut. Before I knew it I had more orders than I could turn out on the old family sewing machine."

Mrs. Taylor branched out into the big-business bracket when she was approached by various manufacturers' representatives who offered to sell her distinctive ties to stores throughout the country. She first bought a farmhouse in Vermont as a base of operations, then moved her business to a grist mill and then to the larger and even more picturesque butter-tub mill.

"I use all kinds of fabrics," says Mrs. Taylor—"decorator fabrics, dress fabrics, anything I can find that looks interesting and unusual. Many are imported, and now I'm starting to design some fabrics of my own."

"The first ties I made were special-occasion ties—designed for wear at Christmas parties, cocktail parties, special sports events and so on. Then I made some ties keyed to men's occupations, sports and hobbies—ties for golfers, fishermen, sailing enthusiasts, farmers, bankers and various other categories. These were highly successful as gifts."

"I discovered that a lot of people were collecting the ties—trying

to get one of every design I made. That gave me the idea of making limited editions."

"That's why I make only a few of each design, and turn out new ones almost every day." Among Mrs. Taylor's most enthusiastic fans are her three boys—Justin, 17, Lee, 12 and Jonathan, 9.

"They think it's fine," says she, "to have an over-normal supply of new neckties on hand."

MERRILL

BPW CLUB

Ten members of the Merrill Business and Professional Women's Club met at the Mar-Max Cafe on Wednesday, October 16, for a 7 p.m. dinner meeting. Guests attending were Mrs. James Kirby and Martha Beasley.

An informal meeting was conducted by Bessie West, president. Discussion of a float for the Potato Festival parade was held. A menu to be served at the next Lions Club meeting was planned by Kathleen Brickner and committee.

The next meeting date is November 6 at the home of Mrs. Della Hodges.

DUNSMUIR

HALLOWEEN PARTY

Members of the Rotary Club and their ladies are planning a Halloween party at the Hotel Dunsmuir on the evening of October 26.

A feature of the evening will be the auctioning of sandwiches and cakes provided by the women in the old-fashioned "box social" style. Proceeds of this event will go toward support of the foreign student project of the Dunsmuir Women's club and for Rotary projects.

Dancing and games will also be a part of this no-host, informal affair.

SILVER TEA

A silver tea was a recent social event of the Ladies Aid of the First Lutheran Church. The tea was held at the home of Mrs. Martin Schabacker, with Mrs. J. M. Jones presiding at the tea table.

Mrs. Leif Loney, Mrs. Al Butters and Mrs. L. L. Griffith were hostesses, and Mrs. Schabacker played organ music as the afternoon's entertainment.

The purpose of the tea was to promote the activities of the group and interest others in participation.

Couple Exchange Vows In Sacred Heart Church

Sacred Heart Catholic Church was the setting for the recent wedding of Erna Ethel Bleak to John Pierre Watts, when the couple exchanged vows in an afternoon service on September 21. Monsignor T. P. Casey, officiant.

The bride is the daughter of Mr. and Mrs. Elmer L. Bleak, 3308 Altamont Drive, and her father gave her in marriage.

For the 1 p.m. ceremony the bride wore a ballerina-length dress of pink lace and taffeta. The lace bodice was designed with below-the-elbow sleeves and a modified sweetheart neckline. The skirt was of lace with a taffeta insert bordered with outline embroidery in a floral motif.

She wore a small white half-hat with a very brief veil, and carried a bouquet of pink carnations with red roses. For something old she wore on her right hand the 60-year-old wedding ring of her grandmother, Mrs. J. W. Quibell.

Parents of the bridegroom, Mr. and Mrs. David L. Watts, are residents of Hillsboro, Oregon, and were here for the nuptial event.

The bridegroom's sister, Mary Louise Watts, was maid of honor, and Elmer Watts, the bridegroom's brother, was best man. Both are of Hillsboro.

Both mothers wore blue for the important occasion. Mrs. Bleak wore a light blue street length dress with a yellow gladioli corsage—and the senior Mrs. Watts wore a darker shade with a corsage of golden-brown gladioli.

The only bridal attendant also wore blue. Her light blue ballerina length dress was complemented with a white hat and pink carnations.

Gladioli and chrysanthemum decorated the church, and the same floral decor was used for the reception in the parish hall.

Organist, Doris Hesley, accompanied vocalist, Phyllis Slowey.

The bride is a graduate of KUHS Class of '56. She was a member of Latin Club, Girls Athletic Association and Future Nurses. She is a fourth term student at Oregon Technical Institute, studying X-ray technology. On the mile-high OTI campus she is a member of Omega Sigma Rho, Oregon Society of X-ray Technicians, District No. 7; and was assistant editor of the Owl in 1956-57.

John Watts was graduated from Hillsboro High School in 1950; and was active in Future Farmers of America. He is also a fourth term student at OTI, studying diesel mechanics.

The couple honeymooned along the Oregon Coast, and they are now at home, 1230 MonClaire.

A special guest at the wedding was the bride's 80-year-old grandmother, Mrs. J. W. Quibell. Wedding guests from Beaverton were Mr. and Mrs. Anton Schlessner and Mr. and Mrs. Jim Schlessner. Others were Mrs. Catherine Frieden, Hillsboro; Mrs. E. F. Luderman and Mrs. John Quibell, Roseburg; and Mr. and Mrs. James Quibell, Jimmie and Paul, Daly City, California.

OSC Mothers Annual Tea

The Oregon State College Annual Tea honoring mothers of OSC students is scheduled for Thursday, October 31, from 2:30 to 4:30 p.m., at the home of Mrs. H. O. Juckeland, 2043 Lavey.

The invitation, as usual, also includes any other women who are interested in college affairs on the Corvallis campus.

The forthcoming tea is the first social event given by the OSC mothers this fall, and all members and prospective members are urged to attend.



JULIE TAYLOR, housewife, combined imagination and sewing skill to produce her first original design necktie. The consumer demand for her ties has put her into big business as a volume manufacturer. In the picture, she tries out a new model of her male neckwear on her son.

PARTY FOR VISITORS

Mrs. Lula Penner gave a party at her home in Langell Valley on October 16, in honor of Mrs. Nellie Quick of Tacoma, who is visiting her daughter Mrs. John Sullivan. Pinochle high prize was won by Mrs. John Sullivan, low Mrs.

George Fernlund, and Mrs. Paul Monroe won the traveling prize. Refreshments were served by the hostess to Mrs. George Fernlund, Mrs. Mae Gale, Mrs. Quick, Mrs. Sullivan, Mrs. Monroe, Mrs. Leland Harris and Mrs. Lloyd Gift.

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- 1. It's proportioned for YOU, the Junior Woman (5'5" and under)!
- 2. It's styled with narrower shoulders!
- 3. Its waist is higher!
- 4. It's fuller in the bustline, waistline and neckline!
- 5. It's longer in the skirt, deep hems!
- 6. It's designed with generous seams, deep hems!
- 7. It's carefully detailed with suspender pads!
- 8. The result—no waiting for alterations, no paying for alterations!
- 9. AND—the flattery only perfect fit can give!

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A. The costume look is a cunningly-styled one-piece acrilan and rayon step-in dress . . . a deep pleat creating a bolero effect on the club-collared, buttoned bodice . . . the skirt slim with set-in hip pockets, fly-front effect, double pleats in back. Grey, plum or brown. Sizes 10-plus to 20-plus.

B. You'll enjoy going places in this rayon and acetate step-in rhinestone pin . . . a relaxed, slim skirt with set-in pockets dress with velvet-framed pointed collar adorned with . . . three-quarter sleeves. Brown, blue or wine, all with black. Sizes 12-plus to 22-plus.

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