

Scalp Doilies Available From Sears, Roebuck, Men

By EVERETT R. IRWIN
CHICAGO (UPI)—A mail order house plunged headfirst into the toupee business today.
Sears, Roebuck and Company published a catalog of hairpieces for men.
It offered made-to-order crew cuts or Ivy league hair styles by mail.
With the catalog goes a tape measure, a paper pattern for measuring head shape, an envelope to send along samples of your remaining hair and full instructions on how to take the dimensions of your balding pate.
Sears said it's climbing aboard a fast-growing market.
We estimate that there are about 15 million bald men in the country today, said Wilma Forrer, who buys wigs for the mail order house.
Fifteen years ago an estimated 70,000 of the 15 million wore toupees. Today five times that number—or about 350,000—wear them.
Miss Forrer, a natural red-head with wavy locks, figures that more than 1,500,000 women wear "problem hairpieces" and five million others sport fashion hairpieces ranging from tiny pin-buns to Paris-inspired full colored wigs.
She said those in the know,

hairpiece-wise, claim that at least 90 per cent of the top-flight male actors on TV and in the movies wear some form of addition to their own thinning hair.
Many men, women and children could help both their morale and their appearance, Miss Forrer said, if they'd restore what nature, illness or injury has taken away.
From the new catalog men can order "a crisp, cropped crew cut for that young look," an "up-to-the-minute version of the Ivy League haircut," a regular pompadour (part left or right side) or even a curly "Hollywood-type" toupee.
These—and other—styles come in black, auburn, blonde, brown and shades of gray.
What does it cost a bald man to "find the answer to a happier life" by mail order? Well, prices range from \$109.95 for regular-size toupees up to \$224.95 for a full-size wig. Shades of gray come somewhat higher.
Like almost anything else you order from a mail order house, you can buy hairpieces on easy terms—20 per cent down and so much a month.
Sears advertises that each hairpiece is carefully made to order, with "painstaking care being taken to match the original hair color." It says a new double-faced adhesive tape is built in to hold the hairpiece firmly in place "even in high winds" and some toupees are further secured with special formula liquid adhesive.
The mail order house was selling hairpieces more than a half-century ago. A 1902 catalog offered waves, bangs and wigs for both men and women—at prices ranging from \$1.50 for a "melba bang" to \$21 for a full gentleman's wig, plus 50 per cent additional if ordered in red, blonde or gray.
The business dwindled away to a special-request basis until the current renaissance. A few months ago Sears published a hair fashions catalog for women and "soon found that men, too, had hair problems."

B-25 Lands In Field

LA GRANDE (AP)—A converted B-25 bomber, its landing gear jammed, made a crash landing in a wheat field here Saturday. No one was hurt.
Eldon Down, pilot of the big Blue Mountain Air Service plane, said the landing equipment failed to function when he tried to let it down after a flight to test fire fighting equipment.
He dropped a note onto the field asking that equipment to make repairs be sent up. Twice a pilot in a light plane tried—but failed—to lower the needed equipment in to the larger plane with a rope.
Down decided to try a crash landing in a wheat field near the airport. The plane skidded to a standstill within 75 feet after touching the ground. The only apparent damage was to the two propellers.
Lyle Flick was co-pilot of the big plane. Sylvian Hewitt of La Grande was pilot of the smaller plane that tried to lower the repair equipment.

Animal Auction Results Told

REDMOND, Ore. (AP)—Forty-nine animals, sold at the Oregon Polled Hereford Assn. show and sale here Friday, brought a total of \$22,345.
The Grand Champion Female, shown by Ralph Cook, Medford, was sold to Bill Wolfe of Wallawa for \$400.
The grand champion bull, shown by Claude Williams, Prineville, was sold to Jay Harris, Paulina, for \$300.
Leo Barnett of Condon was re-elected president of the association.



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BASIN BRIEFS

Returned—to Malin after a trip to Hawaii is Mrs. Margaret Jacob, who also visited for several days in Portland on her return.

At Home—after being in the hospital for several days is Mrs. Teresa McComb of Malin.

Malin Grange Plans Dinner

MALIN — The monthly social meeting of Malin Grange No. 707 will be held March 24 with a potluck dinner starting at 6:30 p.m. Don Macken will be in charge of the program.
Mrs. Mary McAuliffe was elected to fill the vacancy created by the resignation of Mrs. Richard Kruger, who is moving from Malin.

Illustrator Dies At Rest Home

SANTA MONICA, Calif. (AP)—Lee Roy F. James, magazine and motion picture artist, is dead at 80.
James, who died Sunday at a rest home, was an illustrator for Colliers, Red Book, Ladies Home Journal and other magazines. He was a member of the Metro-Goldwyn-Mayer motion picture studio from 1935 until he retired in 1947.

Recent Guests—of the Fred Gordons in Malin were their daughter and her family, Mr. and Mrs. Holbrook Bonney and children, Mark and Ann of Los Angeles. They flew here in their own plane.

Injured—in an automobile accident was Eddie McElroy, butcher at Kalina's Food Market in Malin. He is recuperating at his home in Klamath Falls.

Vacationing—in Arizona and Southern California are Malinites Mr. and Mrs. Howard Henderson.

Moving—to a farm on the State Line Road which they have purchased from the Clarence Hundleys are Mr. and Mrs. Robert

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Meek, formerly of Brookings. Mrs. Meek is the former Elizabeth McVay, daughter of Mr. and Mrs. Earl McVay of Malin.

Coffee Parties—for the benefit of Crippled Children are being held by the McCloud Junior Women's Club through the month of March. Mrs. Eula Ray is chairman and Miss Ariene Bianchi, school nurse, is working for her.

Midland Grange—will have a birthday dinner with a no-host potluck dinner on Wednesday, March 18, at 6:30 p.m. Members who have birthdays in January, February and March will be honored. After the meeting, Midland officers will practice the third degree and Alice Hoover, degree captain, urges all Midland officers to be present.

Cedarville—Surprise Valley High

School senior government class recently spent two days visiting Virginia City and Carson City, Nevada. Mr. and Mrs. Francis Page, Mr. and Mrs. Bob Cicle, Mr. and Mrs. Nettie Rollman and Mrs. M. Leonard were chaperons.

Alturas—Bonnie Hickerson, basketball tourney queen chosen by the Alturas A team, reigned over the weekend tournament sponsored by the Alturas 20-30 Club. Queen's

attendants were Bonnie Seamore and Sharon Chandler.

Tonight—Clifford Harter Post American Legion, is holding a meeting.

birthday anniversary potluck dinner at 6:30 tonight in the Veterans Memorial Hall. Commander W. E. Hamilton will conduct the

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