



MR. AND MRS. ROBERT I. FARIS were married March 24 at Park Wedding Chapel in Reno. The bride is the daughter of Mr. and Mrs. Albert Lewis of Forest Grove and her husband is the son of Mr. and Mrs. Irvin L. Faris of New Pine Creek.

Chapel Rites Unite Couple

NEW PINE CREEK—A double departmental secretary at the University of Oregon Dental College where her husband is a student.

Rotary Dinner Meeting

The bride is the daughter of Mr. and Mrs. Albert Lewis of Forest Grove, who were present for the ceremony.

For her wedding, the bride chose a tailored beige silk suit with veiled hat of brown flowers and orchid corsage. She was attended by Mrs. Susan Vincent, sister of the bridegroom.

Fred Davis of Portland, dental school classmate of the bridegroom, was best man.

Present for the service were the parents of the couple and Janet Faris and Donald Vincent. Following the ceremony a dinner was served at Eugene's to members of the wedding party.

The newlyweds visited Virginia City before returning to New Pine Creek on Saturday to be guests at a reception in the Grange Hall given by Mrs. Susan Vincent. Approximately 100 relatives and friends were present to greet the couple. A short program included vocal solos by Mrs. Vincent and Mrs. Betty Smith, accompanied by Beverly Vincent, and accordion numbers by Mrs. Barbara Baker.

Mr. and Mrs. Faris left Sunday for Portland where the bride is a

Bardot Influences U.S. Fashion Industry

By GAY PAULEY
UPI Women's Editor

NEW YORK (UPI)—It'll take some doing to make all of us dames look as sexy as Brigitte Bardot, but the U.S. fashion industry certainly is busy with the project.

Take first the gingham influence. When the French actress was wed to Jacques Charrier, she wore gingham and within weeks French women were gingham-mad. The passion spread across the Atlantic and this spring, this old-fashioned fabric is worn by customers of all ages and in every type of apparel from bathing suits to evening dresses.

Now, Miss Bardot's influence will be even more direct. She has endorsed numerous apparel items, and her American representative, Jay Emmett, who has a merchandising organization, is signing up more manufacturers by the week.

The first manufacturer to get the Bardot label was the Lovable Brassiere Co. Bardot went on sale this week on the West Coast and by mid-April will be national, said Arthur Garson, president.

Bra Like Lipstick

Garson said Miss Bardot assured his representatives she

wore this intimate apparel item, although most movie goers are more apt to visualize her draped provocatively in a turkish towel. According to Garson Miss Bardot commented, "In everyday life, I am like every other girl. A bra is like lipstick. No woman

who values her looks would be seen without either."

"We believe her," said Garson.

"This girl is a lusty 36-C, and doubt if she'd dress without one." For Garson's firm, Miss Bardot also has endorsed a line of girdles, garter belts, panties, and outer bra and pants set for beach wear.

"We expect this year to sell 1.5 to two million items with the

Endorse Many Items

The actress also endorsed three combination sleepwear - lounging wear sets in gingham check for top form—one of them with pants brief enough for a company spokesman to call them a "ruffled G-string," hosiery and leotards from Rudin & Roth.

And Emmett said that endorse-

ment of dresses, blouses and bathing suits are in the talking stage.

Miss Bardot does none of the actual design, but receives for a personal test every garment made in her size (35½, 20½, 35½). She also checks all promotional material which the various manufacturers supply to retailers, Emmett said.

Why is the fashion industry looking abroad to BB instead of

World's Best Known

"She is a symbol of sex which no one else represents . . . even Marilyn Monroe at her peak," said Garson.

"She definitely is a fashion pace-setter," said Emmett. "She probably is the best known girl in the world. People've heard of her although some of them might never have been to a movie."

Emmett estimated that manufacturers will gross at least \$15 million from Bardot-endorsed products this year. Of this, Bardot gets a five per cent royalty, a slice of which goes to her representative.

Emmett said numerous manufacturers wanted to capitalize on the star's popularity but "we intend to keep things basically at the fashion level."

Flower Show Chairmen Told

YREKA—At a joint meeting of the afternoon and evening groups of the Yreka Garden Club preliminary plans were made for the annual flower show to be held in May. Mrs. Ed Matthews was named general chairman.

Other flower show chairmen are Mrs. Roy Townley, schedules; Mrs. Dalton Terrill, staging; Mrs. Harvey Foster, properties; Mrs. Floyd Taylor, entries; Mrs. L. E. Georges, classifications; Mrs. Edson Foulke, clerk and judges; Mrs. Joe Thomason and Mrs. George Bray, publicity and posters; Mrs. D. H. Hager and Mrs. Ralph King, hospitality; Mrs. Kenneth Whipple, dismantling.

Following the business session, Julie Townley, American Field Service exchange student, showed slides and talked on Denmark where she spent last summer.

CHRISTIAN SERVICE SOCIETY GREENVIEW

—The Cecile May Harris Circle of the Woman's Society of Christian Service was held last week at the home of Mrs. Pearl Hammer in Fort Jones. Mrs. Thelma Owen read the opening prayer. Get well cards were sent to Mrs. Bertha Grimes and Mrs. Hollie Semple. Present were Mrs. Cleo Kopf, Mrs. Maud Baker, Zelmor Bolinger, Ruth Hughes, Callie Gordon, Hollie Semple and Thelma Owen.



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