

Italian youngsters able to sit at the back of unfriendly "Yo-Yo," little Alfredo seconds on a cowboy, attached to the Texas Room company, first to visit Italy in 40 years.

Says His Job Never Easy

Salesman for Half-Century Tells Story

By BARBARA BUNDSCHU
United Press Fashion Writer

NEW YORK—"It was never easy to sell a woman," Isaac Ginsberg said. "They're as tough as nails." But the smiling, little, 74-year-old man was only bragging. He's been selling women house dresses for 50 years.

GOLDEN ANNIVERSARY

That's almost as old as the house dress business itself. With nine other manufacturers, Ginsberg will be honored for it next month when the National Association of House Dress Manufacturers celebrates its own golden anniversary.

There still were horse cars on Broadway, Ginsberg recalled, and the conductors were friendly enough to trust a struggling young man for his nickel when he was broke.

"I did my own designing and cutting and selling and book-keeping," he said. "I didn't have the time to really design, so I bought other people's dresses and copied the way they did it."

He took his first six dresses to Macy's—"It was on 14th street then"—with a sales talk that brought tears to his own eyes, he was so afraid they wouldn't sell. They did. In the years since then the manufacturer has parlayed his \$500 original capital into a yearly business of several millions.

SHAPELESS AT FIRST

The first house dresses were shapeless things that sold to most women simply because they were so inexpensive—many just \$1—that they weren't worth making at home. By 1917, however, the cotton house dress had to have some fit to it to make it saleable. Ginsberg figures a lot of his success was built on his well-fitting patterns.

We got them by trial and error. Today there are government statistics on the average shape of a woman. But in those days bust measurements weren't public property.

"I'd just make a dress and try it on different women," Ginsberg said "—as many as I could get hold of."

By 1924 the women wanted style as well as fit. Ginsberg's \$1.95 to \$8.65 house dresses were modeled by the stars of the famous "Music Box Revue." And the house dress started on its way out of the kitchen. The dressier ready-to-wear business was coming into its own.

FOLLOW STYLES

"We follow the style trends of better dresses," Ginsberg said. "If they make tunics, we make tunics; if they have flounces, we have flounces."

Some of them have followed right along into the sportswear departments.

Many of the 75,000,000 brand-name dresses turned out by the association's members this year are as suitable for lunch parties as they are for dusting the stairs, but three-quarters of them still are cotton. They range in price from \$2.95 to \$17.95.

"It's just like the country has grown," said Ginsberg.

Barns Destroyed

ALMA, P.E.I.—Fire yesterday destroyed the three barns and

Business Said Still Good Despite Weak Showings

Mixed Trend in Six Regional Areas Shows Easing in New England, Middle Atlantic States

NEW YORK—Business as a whole is still good despite signs of weakness in several important directions, an Associated Press survey of strategic regions showed today.

STUDY TRENDS

Business leaders studied anxiously such straws in the economic wind as these:

- (1) A decline in department store sales.
- (2) Scattered shutdowns or layoffs by small companies.
- (3) Easing agricultural prices.
- (4) Some business expansion plans either cancelled or postponed.
- (5) An uneasy inertia in textiles and other soft goods.

The question was: Are these real danger signals this time? Or are they false alarms, like the one which early in 1947 and again at the beginning of this year caused recession worries?

TREND MIXED

A check of the business pulse in six regional areas of the nation showed a mixed trend.

Layoffs, for example, were becoming more frequent in New England and the Middle Atlantic States—but employment was still swinging upward in the southwest.

Prices were easing in the south, but still edging higher in the midwest.

2 Japs Given Prison Terms

Torturers of Airmen Get Life for Crime

HONG KONG—A war crimes court today sentenced a high-ranking Japanese officer and a sergeant to prison terms for atrocities against Allied personnel, including two American fliers.

Lt. Gen. Eiichi Konishita was given life. Sgt. Bunzo Yoshida was sentenced to 12 years.

Among their victims at the infamous bridge house prison in Shanghai were William Hutton, Shanghai police inspector who was tortured to death.

The Americans who were tortured by the Japs were members of Jimmy Doolittle's Tokyo raiders who crash-landed near Shanghai.

Librarian Visits

NIAGARA FALLS, Ont.—Johanna Wolff, head of the children's department of the public library at The Hague will visit here Tuesday. She is in the United States from The Netherlands on a U.N.E.S.O. fellowship to study North American libraries and will make a short visit to Canada.

GRAND OPENING

of
ROSE'S

Dry Goods and Household Furnishings

Tuesday, November 30
213 Wyandotte Street East

Shower excitement in perfume

INDISCRETE

Indiscrete Perfume, from 2.50

Indiscrete Dusting Powder, from 2.00

Indiscrete Cologne, from 1.50

The delicate beauty of chillon expressed in fragrance crystallized in the renowned Lucien Lelong design of grapes flacon. A perfume you will cherish for its sheer excitement and wear for its finesse.

LUCIEN LEONG

BY A LANDSLIDE! THE '49 FORD

...the CAR of the YEAR

'Magic-Action' King-Size Brakes
The '49 Ford's new brakes turn car's momentum into stopping power, to give smooth stops. Pedal pressure is 35% easier.

New V-8 Engine
New 'Londomatic' ignition, improved crankcase ventilation, 'Deep Breath' manifold and new 'Equa-Flo' folding and new 'Equa-Flo' cooling cut gas bills up to 10%. New 'top mounting' of all accessories.

New Ventilation System
Built-in dual air ducts and adjustable vent windows give controlled fresh air supply. For real winter driving comfort a Ford fresh air heater unit can be installed.

Seats are Sofa-wide
It's a full 37" across front seats. Rear seats are 60" wide. Plenty of room for six passengers.

'Mid-Ship' Ride
All passengers ride safely and comfortably amidships between the wheels of the '49 Ford. There is 59% more strength in the new 'lifeguard' body and frame structure.

White sidewall tires optional at extra cost.

FORD - MONARCH DIVISION
FORD MOTOR COMPANY OF CANADA, LIMITED

ON THE AIR!
"FORD THEATRE"—Dominion Network, Friday Evening
"FRED ALLEN"—Trans-Canada Network, Sunday Evening

There's a NEW Ford in your future!

'Hydro-Coil' Springs
They're completely new for new comfort! New 'Hydro-Coil' springs in front with built-in shock absorbers. New 'Para-Flex' parallel rear springs need no lubrication. Aircraft-type shock absorbers all round.

Overall height of new Ford only 65" from road to rooftop.

Lower centre of gravity means road-hugging safety and the look of the year.

WEBSTER MOTORS (WINDSOR) LTD.