

Lois Claypool presents:

A new concept in ready-to-wear

Convalescent Casuals™

Easy care separates that are easy to put on and take off.

As comfortable as loungewear - as presentable as sportswear.

Three sizes for easy fit.

Washable, natural fabrics for comfort.

Color coordinated for utmost wearability.

U.S. DEPARTMENT OF HEALTH, EDUCATION AND WELFARE  
Public Health Service  
Office of the Assistant Secretary for Health  
National Center for Health Statistics  
National Center for Health Services Research  
Center for Health Statistics  
4925 L. Johnson Highway  
Hyattsville, Maryland 20781

(Data in this report are preliminary.)

December 1978

Table 56. Selected chronic conditions causing limitation of activity, according to degree of limitation, sex, and age—United States, 1978

(Data are based on household interviews of a sample of the civilian non-institutionalized population)

Persons with activity limitation because of chronic condition											
Activity limitation, sex, and age	Number of persons limited in activity	Arthritis and rheumatism	Heart condi- tions	Hyperten- sion without heart involving myocardium	Diabetes	Maniac and nervous conditions	Asthma	Impair- ments of back or spine	Impair- ments of lower extremi- ties and hips	Visual impair- ments	Hearing impair- ments
All degrees of activity limitation	Percent of persons limited in activity because of specified condition										
Both sexes, all ages	30,175,062	18.8	15.7	8.9	5.1	4.9	4.8	7.6	6.1	5.4	2.5
Under 17 years	2,286,896	11.8	2.4	10.3	11.8	8.7	20.1	3.2	6.9	2.7	5.2
17-44 years	7,512,876	8.8	6.8	3.4	2.3	5.9	5.9	13.9	8.0	4.2	2.7
45-64 years	10,526,888	18.6	19.0	9.0	6.8	5.7	3.4	7.9	5.8	4.0	1.3
65 years and over	9,849,204	24.9	23.4	9.5	6.3	3.0	2.1	3.3	5.8	8.2	2.4
Male, all ages	14,584,509	11.4	18.7	4.8	4.8	4.4	4.9	7.2	6.7	5.7	2.8
Under 17 years	1,279,349	10.4	2.5	10.4	11.1	8.1	21.2	11.5	7.4	3.8	5.2
17-44 years	3,777,280	4.9	3.9	2.4	1.8	5.5	5.3	13.2	10.2	5.7	3.2
45-64 years	5,182,145	14.0	22.7	6.8	4.5	4.7	2.1	8.8	6.3	4.8	2.8
65 years and over	4,325,695	18.3	25.3	6.1	4.2	2.8	2.3	2.7	4.0	7.8	2.0
Female, all ages	15,610,553	21.7	16.8	8.9	5.2	5.4	4.6	7.9	5.5	5.0	2.2
Under 17 years	987,308	11.8	2.2	10.2	10.9	5.0	18.6	5.4	6.2	3.6	5.1
17-44 years	3,735,196	8.8	5.7	4.5	2.7	6.3	6.5	14.5	5.8	3.8	2.1
45-64 years	5,322,848	24.2	15.9	11.1	6.7	6.6	4.0	7.9	4.9	3.2	1.2
65 years and over	5,585,509	31.8	22.0	11.1	6.4	3.8	2.0	3.8	5.1	8.6	2.7
Limited but not in major activity											
Both sexes, all ages	1,495,791	15.0	8.7	5.2	3.2	3.4	7.2	8.0	6.7	5.1	4.6
Under 17 years	1,087,543	11.3	3.0	10.5	11.4	6.1	19.1	5.4	9.2	4.3	5.6
17-44 years	2,843,867	7.2	3.1	2.9	2.4	3.7	8.7	12.2	10.8	5.6	4.1
45-64 years	2,364,576	18.4	8.8	7.8	4.9	2.8	3.8	8.8	6.5	4.7	4.2
65 years and over	1,298,579	25.7	14.0	9.6	3.4	11.6	10.9	3.0	4.9	11.7	5.6

### The Concept

There are, by conservative measure, some 2,000,000 stroke victims in America today. According to the Department of Health, Education and Welfare, about 1,000,000 persons in wheel chairs. Another 4,710,000 persons are untold, uncounted others recovering. In total, a market of convalescents, as maternity wear or children's wear.

### The Concept

Presently, except for a few men's clothing to measure - as expensively specifically for these people to wear

Nothing for  
Nothing for  
Nothing for  
No fabrics  
for day-long  
No fabrics  
even after

Also, there is currently no one to choose sweaters at the sweater counter, the sleepwear department. And dress-cuffed sleeves, long-enough zippers, are no separates, which because they most desirable.

Lois Claypool 1980

There are, by conservative measure, some 2,000,000 stroke victims in America today. According to the Department of Health, Education and Welfare, about 1,000,000 persons in wheel chairs. There are about 5,640,000 arthritics. Another 4,710,000 persons are recovering from heart attacks. And there are untold, uncounted others recovering temporarily from accidents or surgery.

In total, there is a market of convalescents that has been tallied by the HEW in 1978 as more than 30,000,000. A market which has clothing requirements as special as maternity wear or children's wear.

Presently, except for a few manufacturers or cottage industries who make clothing to measure - as expensively as orthopedic shoes - there is nothing specifically for these people to wear.

Nothing popularly priced.

Nothing fashionable.

Nothing specifically easy to put on and take off.

Nothing in fabrics soft and comfortable enough for day-long sitting or lying down.

Nothing washable enough to bounce back and look good after institutional laundering.

Also, there is currently no central place to shop for clothing for these people. One must choose sweaters at the sweater counter, lingerie in the lingerie shop, night gowns in the sleepwear department. And dresses wherever one can find one with properly cuffed sleeves, long-enough zippers, button-front closures, etc. And currently there are no separates, which because they are the easiest to put on and take off, are most desirable.

Lois Claypool 1980

TM  
Convalescent Casuals for 1981:

The Line

<u>The nightie</u>	<u>Present Mfr.</u>	<u>Price</u>	<u>Color</u>
cotton-poly blend	Colony Club	\$15	Floral or -----

The robe  
cotton-poly blend

The camisole  
batiste and eyelet

Convalescent Casuals TM for Summer 1981

The Line

<u>The nightie</u>	<u>Present Mfr.</u>	<u>Approx. Price</u>	<u>Color</u>
batiste and eyelet			
cotton-poly blend	Green Manufac. Greenville, Tenn.	\$20	Floral or pastel.

<u>The slippers</u>	<u>The robe</u>			
Poly plush with rubber soles	cotton-poly blend	Green	\$24	Floral or pastel.

<u>The shawl</u>	<u>The camisole</u>			
Acrylic or cotton- poly blend.	batiste and eyelet	exclusive	\$12	White with white pink, blue, or yellow ribbon.

<u>The lap-robe</u>	<u>The petticoat</u>			
Acrylic or cotton- poly blend	batiste and eyelet	exclusive	\$12	White, with white, pink, blue, or yellow trim.

<u>The sweater</u>	<u>The slippers</u>			
Acrylic or cotton- poly blend	Poly plush with rubber soles	Several manufacturers.	\$6 to \$8 a pair.	Pastels, white, and silver.

<u>The shawl</u>				
Acrylic or cotton- poly blend.	Several manufacturers	\$8 to \$10	Pastel, white, or pearl gray.	

<u>The lap-robe</u>				
Acrylic or cotton- poly blend	Several manufacturers or to match shawl.	\$8 to \$10	Pastel, white, or pearl gray.	

<u>The sweater</u>				
Acrylic or cotton- poly blend.	Goldworm, or to match shawl and lap robe.	\$20 or more	Pastel, white, or pearl gray.	

Convalescent Casuals™ for 1981:

The Line, continued

	Present Mfr.	Price	Color
<u>The pinafore</u>			
Wash and wear gingham	Coli		
<u>The short-sleeve blouse</u>			
Wash and wear batiste	Jess Gunn San	Convalescent Casuals™ for Summer 1981	
<u>The Line, continued</u>			
<u>The long-sleeve blouse</u>		<u>Present Mfr.</u>	<u>Approx. Price</u>
Wash and wear batiste or shirting.	Jess Gunn San		<u>Color</u>
<u>The pinafore</u>			
Wash and wear gingham		Green Mfr. Greenville, Tenn.	\$21
			Pastels with white trim.
<u>The wrap skirt</u>			
Gingham or cotton jersey	excl		
<u>The short-sleeve blouse</u>			
Wash and wear batiste		Jessica's Gunnies, San Francisco, Ca.	\$25
			White with lace trim.
<u>The tunic</u>			
Eyolot or cotton jersey	Ted		
<u>The long-sleeve blouse</u>			
Wash and wear batiste or shirting broadcloth.		Jessica's Gunnies	\$30
			White with lace trim.
<u>The jacket</u>			
Jersey or quilted cotton	Sev		
<u>The wrap skirt</u>			
Gingham or cotton jersey	exclusive		\$20
			Floral, pastel, pearl gray or stripe.
<u>The wrap dress</u>			
Jersey	Defi		
<u>The tunic</u>			
Eyolot or cotton-poly	Green Mfr.		\$20
			White or pastel.
<u>The jacket</u>			
Jersey or quilted cotton.	Several manufacturers.		\$20 to \$30
			Floral or pearl gray or pattern
<u>The stockings</u>			
100% cotton (over the knee)	Bust		
<u>The wrap dress</u>			
Jersey	Daffodil		\$30
			Stripe or pattern.
<u>The shoes</u>			
	Bernardo Driving shoes with rubber soles.		\$36
			Pastels or neutrals.

(3) Lois Claypool 1980

Convalescent Casuals <sup>TM</sup> for Summer 1981

The Line, continued.

	<u>Present Mfr.</u>	<u>Approx. Price</u>	<u>Color</u>
<u>Shoes, continued</u>	Espadrills, with flat-heels. Cotton duck with rubber soles.	\$24	Pastels or neutrals
<u>The stockings</u>			
100% cotton (over the knee)	Buster Brown	\$2.50 pr.	White or pastels or neutrals.
<u>The Teddy</u>			
100% cotton jersey, with eyelet trim.	exclusive.	\$8 to \$10	White with pastel ribbon trim.
<u>The gentleman's nightshirt</u>	Green Mfr.		
Broadcloth, cotton jersey, or India cotton.		\$24	Neutrals or white, or pattern

camisole



drawstring (front or back)

drawstring

petticoat

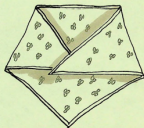


wrap (front or back)

over the knee  
cotton stockings  
(colors to match  
clothing)



shawl



eyolet

lap robe



eyolet with  
solid color lining





eyelid w/ ribbon

ribbon drawstring

eyelid w/ cotton cord

ribbed knit teddy

eyelet blouse

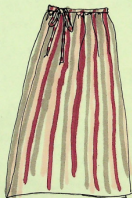


separating zipper  
on each side  
same front: back

smock



wrap skirt



can be worn  
front or back

short sleeve  
blouse



snap closing with  
buttons on top

same front & back



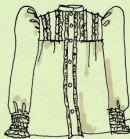
wrap dress



can be worn  
front or back

wide overlap

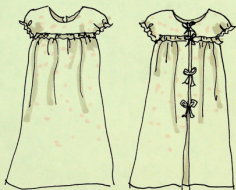
long sleeve  
blouse



same front & back

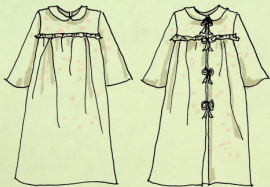
snap closing with  
button on top

thread elastic cuffs



gown with ties  
can be worn front or back





long sleeve gowns with ties  
can be worn front or back

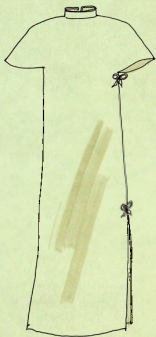
wrist-cropped  
jacket



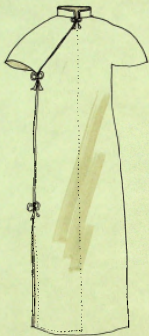
sleeves can  
be folded up



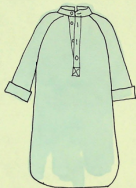
sweater  
snap closing with buttons on top  
same front and back



back view



*The Hospital Gown*



men's raglan nightshirt



front



back

men's yoked nightshirt

Lois Claypool  
820 South Greenbay Road  
Lake Forest, Illinois 60045  
234-4092

#### PERSONAL INFORMATION

University of Illinois, Urbana, B.S., June 1953, Journalism and  
Home Economics.  
Chicago Art Institute, classes in design; Harrington Institute of  
Interior Design.  
Special interests: architecture, food, and the great outdoors.  
Activities: Board of Directors, Landmarks Preservation Council;  
Sierra Club, League of Women Voters, Audubon Society.

#### JOB EXPERIENCE

PRG/Cunningham and Walsh, Sept. 1979 to present:

WBBM-TV, local CBS news; Belair cigarettes; John Hancock Observatory.  
Kool cigarettes.

Copy Supervisor, Grey-North, 1978-1979, and 1968-1976:

Avena, Gillette, National Cuts, Armour Dial, Lowrey, Paper Mate,  
Illinois Central Railroad, Greyhound.

Copy Supervisor, Foote, Cone and Belding, 1976-1978:

Sherwin-Williams Co., Armour Dial, Kraft, Sears, Johnson Wax,  
First National Bank of Chicago.

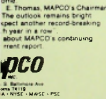
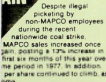
Copywriter, Needham, Harper and Steers, 1967:

Kraft, Meade Johnson, Armour.

Retail Copywriter, Jewel Tea Company.

Food store copy, all media.





## New Products— A Boon to The Disabled

CHICAGO

The 35 million Americans who need special equipment or devices to cope with physical disabilities are spawning sales in one of the nation's fastest growing industries.

"It's a market that is just beginning to be tapped," says one executive, "and one that will benefit at least 1 consumer in every 10 who has some special need because of a physical disability."

Potential dollar sales of equipment to meet these needs are huge. The federal government alone now spends hundreds of millions of dollars annually. This is likely to rise sharply within three years if present trends continue, according to a new Rutgers University study. The amount spent by charitable organizations, insurance companies, families and friends of the handicapped is estimated to be about equal to that of the government.

Innovative new products are being developed for this market. Many were on display here at a recent International Disabled Expo. Examples—

- Self-propelled wheelchairs that can be used both indoors and out.
- Automatic door openers for the home, activated by wall switches, radio controls, photocells or doorbells.
- Telephones that are activated by the sound of a voice and do not have to be held by hand.

• Typing sticks, penbrushes and other articles usually held by fingers, designed to be strapped to the hand or held by mouth.

• Hearing aids that are unobtrusively hidden in clothing.

• Walkers that have retracting posts to grip the ground and prevent slipping when the user rises or sits.

• Directional "beeping crickets" that mount on a tricycle of a seeing child, so that a blind youngster can hear and follow on his own tricycle.

• Televisions written in Braille.

• Eating utensils with large, bicycle-grip handles for those whose fingers can't grip traditional flatware.

• Autos with special features that enable them to be driven without the use of the driver's feet.

The size of the market for such items is said to be growing. More people are living past age 70 and falling prey to geriatric conditions. In addition, some 1.2 million Americans suffer disabling

injuries each year. The life expectancies of the disabled is rising, too.

Federal statistics show that 6.5 million Americans are blind or have impaired vision, 11.4 million are deaf or hearing-impaired, 6.5 million are severely retarded and 2 million children have orthopedic handicaps. But official estimate that there are perhaps 10 million more handicapped people, uncounted because they have not applied for government aid. Many of these suffer from degenerative diseases such as muscular dystrophy or multiple sclerosis. Others are crippled and are being cared for by their families.

For most of the handicapped, funds are available to pay for products and services designed to help cope with their disabilities—from government programs, insurance and foundations of many kinds.

**Government outlook?** A major worry among firms entering the handicapped market: the possibility that trends to limit taxing and spending, such as those embodied in California's Proposition 13, might put a lid on government outlays for this purpose.

In the past, many disabled people have been alienated from the normal consumer market, says Lally Bruck, director of consumer education for New York City. As the tells it, they had wanted money on items that turned out to be expensive, useless modifications of normal products. And they avoided overly complicated devices because they were fearful of becoming too dependent upon machines.

"But now, technical miracles like the talking calculator are coming on the market at a fast pace and are helping to overcome that fear," Bruck says. "Products in general are becoming smaller in size, less expensive, and suited to varying degrees of disability."

New marketing methods, more appropriate to handicapped consumers, are appearing as well. Ads are being placed in mass-appeal publications, rather than medical-supply magazines, showing disabled persons able to function with a degree of independence.

Under development soon are two new types of products aimed at this market. One is a wide range of "communicators"—keyboards marked with pictures, Braille, numbers and other symbols that can convey communications between the handicapped and the able-bodied. The other device by which appliances and business machines may be controlled by a blink of the eye, a breath or a turn of the head.

As one man in a wheelchair says: "To us, these things are very important. Without a little help, a 6-inch curb is the same as the Berlin Wall." □

Lois Claypool  
820 South Greenway Rd.  
Lake Forest, Ill. 60045

820 South Greenway Road  
Lake Forest, Illinois 60045  
November 5, 1950

Mr. Fred Grossman  
Vice President, Planning and Business Development  
American Hospital Supply  
1450 Washington Road  
McDon Park, Illinois 60085

Dear Mr. Grossman:

This letter will confirm our mutual understanding of the terms under which I will share confidential information with American Hospital Supply concerning a line of clothing for convalescents and other individuals with limited mobility.

I have already called your attention to a potential market for a line of clothing designed for persons with limited mobility due to age, physical handicap, hospitalization, medical treatments and the like. To date, I have researched my ideas and developed designs for a complete line of clothing to be marketed under the brand name CONVALESCENT CASUALS.

I have expended substantial time, effort, and money on this project. American Hospital Supply recognizes that the ideas, information and designs I have developed are my sole property.

American Hospital Supply also acknowledges that I wish to discuss my ideas, information and designs on a confidential basis. Because American Hospital Supply wishes to review my ideas, information and designs it will keep them in the strictest confidence, will not copy or disclose them to any third party, or make use of them in connection with the development of the potential market for such products without my written permission.

The obligations under the preceding paragraph shall not apply to my ideas, information and designs: A) after they are generally available to the public; B) after they are furnished to American Hospital Supply by a source not under a similar obligation to me; C) to any portion thereof which are in the possession of American Hospital Supply in written form at the time of my disclosure; D) to the extent they are developed independently by employees or consultants of American Hospital Supply other than persons to whom they are disclosed under this agreement.

If the foregoing is acceptable to American Hospital Supply, please sign the attached copy of this letter.

Sincerely,

*Lois Claypool*  
Lois Claypool

Agreed and accepted: (date) 11/10/50  
American Hospital Supply, by [Signature]

Mr. Leroy Meyer  
Sears, Roebuck and Company  
2 North LaSalle Street  
Chicago, Illinois

Dear Mr. Meyer:

This letter will confirm our mutual understanding of the terms under which I will share confidential information with Sears concerning a line of clothing for convalescents and other individuals with limited mobility.

I have already called to Sears' attention a potential market for a line of clothing designed for persons with limited mobility due to age, physical handicap, hospitalization, medical treatments and the like. To date, I have researched my ideas and developed designs for a complete line of clothing to be marketed under the brand name CONVALESCENT CASUALS.

I have expended substantial time, effort, and money on this project. Sears recognizes that the ideas, information and designs I have developed are my sole property.

Sears also acknowledges that I wish to discuss my ideas, information and designs on a confidential basis. Because Sears wishes to review my ideas, information and designs it will keep them in the strictest confidence, will not copy or disclose them to any third party, or make use of them in connection with the development of the potential market for such products without my written permission.

The obligations under the preceding paragraph shall not apply to my ideas, information and designs: A) after they are generally available to the public; B) after they are furnished to Sears by a source not under a similar obligation to me at the time of my disclosure; C) to any portion thereof which are in Sears' possession in written form at the time of my disclosure; D) to the extent they are developed independently by Sears' employees or consultants, other than persons to whom they are disclosed under this agreement.

If the foregoing is acceptable to Sears, please sign the attached copy of this letter.

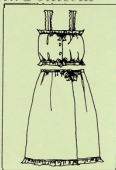
Sincerely,

*Lois Claypool*  
Lois Claypool

Agreed and accepted:  
Sears, Roebuck and Company  
by Leroy Meyer  
Date 11/21/50

## The Camisole and Petticoat

The most comfortable undere things you ever owned. The pretty ribbon closures let you adjust these undies so they're as snug or as loose as you wish. They're made of luxuriously soft, 100% cotton knit fabric because it's hypoxylangenic, and allows your skin to breathe. Cotton washes cleaner than blends, too. It does wrinkle but because it's so comfortable, you'll love it anyway. These undies also come in soft, 100% diaper flannel to keep you warm in winter.



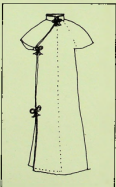
## The Gentleman's Nightshirt



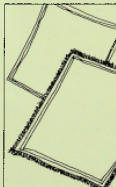
As handsome as a shirt, more comfortable than pajamas. Our nightshirt goes on as easily as a hospital gown, but covers more of you. So you feel more presentable. Comes in soft, t-shirt jersey, traditional broadcloth, or flannel. There are several collar styles to choose from.

## The Hospital Tunic

The good-looking hospital gown. It answers all the requirements of a hospital gown, yet allows your dignity. Styled for men and women, it comes in several different fabrics: t-shirt jersey, broadcloth, pique and flannel. It can also be worn as a robe.



## The Shawl or Lap Robe

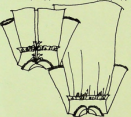


These luxuriously soft flannel squares are marvelous to snuggle in. Wrap them around your legs or shoulders when sitting or lying down, and they'll keep you warm and cozy. Lightweight, they wash like a hankie.

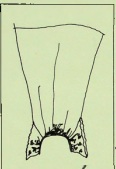
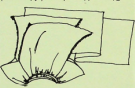


*The Nightie*

At last... a pretty hospital gown with lace and a tie closure that won't leave you scratching. Can be worn with ties in the front or back. Matching long-sleeved gown can be worn as a robe. There's also a matching jacket.



The gathered neckline anduffed sleeves on this gown are pretty whether you wear it with or without the matching blouse. It goes on easily over your head. The matching blouse has zippers down each side so it slips on over your head, too. There's also a matching shirt.



*The Singapore Gown*

An invitation to get comfortable in  
*Convalescent Casuals™*

The first clothes designed especially for your comfort, and all your very special needs.  
Easy to put on and take off.  
Soft, luxurious fabrics.  
Generous fit.  
Washable, throughout.

CONVALESCENT CASUALS™ are made to order. Please allow us to 4 weeks.

	Color	Size	Price
The Nightie			
Long-sleeved gown			
Bed jacket			
The Singapore gown			
Matching blouse			
Matching shirt			
The Pajamas			
Matching pajamas			
The Nightgown			
The Hospital Gown			
The Shirt or Robe			

Total enclosed \$

Name \_\_\_\_\_ Date \_\_\_\_\_  
Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
City \_\_\_\_\_  
Phone where I may be reached: \_\_\_\_\_  
(Area code) \_\_\_\_\_

CONVALESCENT CASUALS  
828 South Greenway Road  
Lake Forest, IL 60045