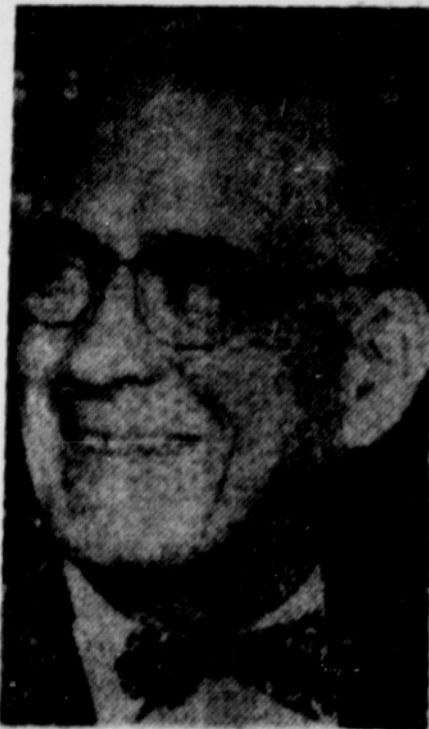


Computer Chatter for Women

Fashion Personality of the Week It's More Mixi than Mini or Midi

Ed Hamilton Celebrates 50 Years of Doing His Own Thing



Through 50 years, no matter what trends came and went, Hamilton has remained true to his vision. At his level, fur fashion becomes art, and it is that concept which is really "doing your own thing."

By VERNA HENDERSON

In a time when many fine fashion names have been vanishing, and only last October one more, Stella Sloat, closed up with the comment that the new generation didn't want her kind of quality, Ed Hamilton has been successful for fifty years.

When he opened his fall collection it marked his 50th year in the fur business. He is not just a man in the fur business. He is something different, this garrulous old man. He has heart body and soul in his business. He makes every customer feel like he is a true couturier.

The term "couturier" has gotten so vague in American fashion that it's worth nothing here that it should mean one who designs his collections and makes everything only for private customers, with private fittings, the best of everything, and as much fine work as possible.

Every time you purchase Hamilton's furs you realize that the "American Public" is his private customers, with the personal attention you get private fittings and the best of everything and as much fine hand work as possible.

Furs Are Universal For Rich And Poor

During his 50 year career, he has brought in many innovations, but has never had a bad year because he says "furs are universal, furs are like music and love." They are for the rich and the poor and with his merchandise anyone can purchase

Look for new elegance in spring fashion trends...

By Dorothy Spencer

LOOK FOR new elegance in spring fashion trends...

...in dresses moving with pleats, but stitched down over the hips for a smooth silhouette, the bodices soft and belted, necklines often bowed.

...the return of color, in prints of soft pink, white and grey, or of Dutch tile blue and white, and in tweeds of red, pink and white.

...the acceptance of pants as part of wardrobes, sometimes as suits, at others replacing dresses for all but late-day hours.

...the beginning of dressmaker detailing, with here some gored skirts, there some bias cuts, always pleats, tucks, billowy cuffed sleeves.

...the quieter look for evening, in cool columns of crepe, in light organzas whose flounces speak of a modified gypsy look.

...the different lengths, with each house using its own version of long, some at calf-top, others mid-calf, a few dropping to nearly the ankle.

...the waistline emphasis, always soft, with belts, inset mid-ribs and an occasional blouson doing the trick without constrict-

some of the world's best furs. Hamilton admits that he does fifty per cent of credit business. "But once the woman gets out in her new fur piece a few times with her friends she would rather give up her grocery bill than the fur coat," he says.

Ninety per cent of his business is mink, then Persian lamb and broad tail. He has stores in Seattle, Denver, Portland, Spokane and other cities. There has been a time that he admits when he did more than a \$1-million worth of fur business a year.

It Pays To Advertise

Mr. Hamilton says "It pays to advertise" there is no mystique to Hamilton's sales. "I do 50 per cent more advertising than anyone else," he says, seven radio stations, two television stations and three newspapers. That does it.

True American Pace Setter

Mr. Hamilton is one of those loyal Americans who as the now children call the establishment is a pace setter because he does seek to do business with every segment of the community, with all ethnic groups. He is a great humanitarian opening his full-some purse and heart to spend some money with the black community by advertising in a black paper and many other good deeds too numerous to name.

Mr. Hamilton is an expert in the fur business starting back in his father's fur store in Denver and 50 years of his own shop puts him way over the level where today's young think anybody can operate, how has he done it?

"I was doing my own thing long before anyone had invented the phrase," he said. There was a twinkle in his eye as he said it.

"After all, even during the depression there was always some women who bought furs." He has had glowing success year after year. Despite the high price of such exquisite custom furs as his, every woman can afford some type of fur at Hamilton. Women who buy are always happy with their investment. Many of faithful clientele keep his furs for an astonishing number of years.

But how to describe what really matters? Hamilton's furs is the perfection of proportion, the exactly right hang from the shoulders, the classic beauty of cut and the unerring choice of details which are the hallmark of the true couturier that Ed Hamilton really is!

Through 50 years of success, no matter what trend came and went, Hamilton has remained true to his vision. At his level, fur fashion becomes art, and it is that concept which is really "doing your own thing."

tion.

...the hats, sweepingly brimmed, shown even with late-day clothes, tailored for pants, romantically rippling for the dresses.

...return of glitter to evening dresses, but discreetly, as in tracteries accenting print patterns, or narrowly edging sleeves, necks, hems.

...the gentle sportive, in cardigans over pants, in box-pleated light wool "spectator" dresses, in costumes like separates of the Thirties.

Army skirts maxi issue

TEL AVIV (PSS) - The battle over the mini and the maxi looms as a minor army problem here as female soldiers win their battle with the government, but too late.

After several years of red tape, authorities were finally persuaded to permit mini skirt lengths only to find that the maxi is now the length preferred by Israeli youth. Consequently, the young Israeli girls change into a maxi dress on weekends, and back into their minis when they return to duty.



MIXI COMPROMISE HEM LENGTH

Fashion League Photo Mass fashion houses such as Flutterbye have adopted a compromise hem length that might be called the mixi, crossing the kneecap. Here it appears in a jumper of brown or red bonded Orlon acrylic, with an easy A-line torso, low buckled band and box-pleat panel front. Blouse added for photograph.



FAMILIAR JUMPER LOOK IN MIXI

Fashion League Photo The gentle familiarity of the A-line jumper eases the transition to a lower skirt length, in this case a compromise kneecap drop by Flutterbye. Bonded Orlon knit in red makes the body, white knit the sleeves and collar yoke. White buttons and top stitching trim the red.

THE FASHION LEAGUE IN MASS FASHION IT'S MORE MIXI THAN MINI OR MIDI

By Florence de Santis Whenever a definite fashion change finally occurs, great confusion results in the American fashion industry. The reason is easy enough, however, to understand.

The American fashion industry isn't one huge business. It's divided into specialties. There is the high fashion sector of expensive clothes, the coat and suit sector, the sportswear sector, the junior sector, etc., etc. Each sector appeals to a different consumer group, although there may be a lot of overlap between the sectors.

By experience, each sector has learned that new fashion trends are seen in a different way by its customers. High fashion customers are usually accustomed to following fashion and are ready to wear the extreme of a new look. Among these women right now, covering the knee isn't enough. They're wearing the midi, not to speak of the languette and the new maxi.

Sportswear is a divided field. Expensive separates houses follow high fashion, so are midi. Junior fashion houses find that youngsters like extremes in either direction, so some of them are still mini, while others have gone midi. The same is true of the so-called "junior" dress houses, whose collections range from expensive to budget prices. The expensive ones have gone long, while the budget ones are still running a lot of minis.

Betwixt and between all these sectors of fashion lies the mass fashion sector, which is the biggest one of all. Here can be found such labels as Sue Brett, Jonathan Logan, Bobbie Brooks and Flutterbye. When faced with the extremes of mini and midi, what does the mass fashion sector do?

It knows its customers are not only budget customers, they don't follow fashion turns all that quickly. For one thing, they can't or won't change over their entire wardrobes. For another,

they are likely to have notions (right or wrong) of what looks good on them, and they cling to those notions.

The result right now, as in every other fashion changeover that ever occurred before, is a compromise. Call it the mixi, a length longer than the mini but a good deal shorter than the midi. That's the solution for Flutterbye, where the length now just crosses the kneecap.

The drop enables Flutterbye stylists to come up with some of the new softer silhouettes while keeping the easy, unbelted A-line which is always popular in mass fashion. They do a jumper effect in red and white bonded knit with a row of front buttons, or a dropped waistline A-silhouette with a box-pleated panel front.

Where belting occurs, it's in the form of an easy sash crossing a dropped waistline. Bracelet-length sleeves and a jewel neckline also make the mixi acceptable to customers in the mass fashion sector.

Bobbie Brooks does mass fashion for juniors, so here the mixi means a mixture of mini and midi rather than a single compromise length. In either case, the look is sportive, with lots of plaids, sweaters and young touches like the poncho.

Sue Brett, a junior dress house, also offers a mix of lengths, from mini down to the new maxi. Often, much the same style, as in peasant dresses, is offered in both lengths. The choice, in fact, is very wide, so resisters against longer lengths can have all they want of their beloved shorts. Styles, too, range from the newest of ethnic looks to much the same kind of classic jumper looks seen at other mass houses.

Undoubtedly, the mixi compromise seen at Flutterbye will be the most widely accepted length this fall, but the sight of other hem lengths will lead gradually to a further drop in next year's mass fashions. (A Fashion League Feature) Outlines for PHOTO "E" MIXI COMPROMISE HEM LENGTH Fashion League Photo

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