

### New Clothes Have 'Milltown Look'; Long Sleeves Good

By UNITED PRESS  
The softness in the fall and winter fashions prompted one wag at the New York Dress Institute to refer to the silhouette as "the Milltown look"—clothes which "tranquelize."

New York designer Tina Leser fancied up blue jeans or levis for at-home clothes in what she calls "Texas Tudor" pants. One set of jeans is in sapphire blue silk satin, double stitched in white. Other at-home pants in velvet are edged with mink just about the ankle.

Lenore Brundige, fashion editor of the Pittsburgh Press, tells this one on herself, after covering a Sally Victor fall hat show during the July Fashion Press week in New York. Miss Brundige said she had purchased in Pittsburgh a copy of one of Mrs. Victor's "hit" hats from her summer collection—a large-brimmed job with flowers decorating the whole hat. Lenore walked into Mrs. Victor's showroom with a 100 or so other fashion editors to have the milliner look at her and only comment, "That's a darn good copy."

It looks like longer gloves will be a "must" with the new fall and winter clothes. Most designers show sleeves on both suits and coats at bracelet length, or even shorter.

There is a revival of the classic, long black evening dress for fall and winter. It's usually and minus any frills. Above elbow length black gloves also are returning for formal occasions.

The three-quarter length coat gets a new title this season. Now it's the "car coat." Originals of New York shows it, for instance,



The sheath takes on new elegance in softly pleated cotton velveteen. Designed by Greta Platry, it goes all day—over a blouse — or alone out on the town.

in camel's hair with an oversize sailor collar.

It looks as if the word "simple" will disappear from a woman's fashion vocabulary this season. Clothes haven't been so complicated since the day of the bustle and laced corset. There are bows and sashes, panels and folds everywhere. Skirts are draped, wrapped or slit. And trim ranges from jewels to ostrich feathers.

### Home Economist Says Organization Aids Housewife

Morgantown, W. Va. — U.P. — Organization—it wins wars and elections and it can help take the drudgery out of housework.

That's the word from home economists at West Virginia university, who have mapped out a complete battle plan for the beleaguered housewives of the nation.

Their approach is that planned housework goes a lot faster than the hit-and-skip variety. The first step, they say, is to decide what jobs should be done, and follow this with a decision on when they should be done. Next is to determine what equipment, cleaning materials and supplies are necessary for the job.

Finally, decide what jobs can be done on the same day, so that repeated effort is eliminated. The specialists say you should go so far as to outline your work system on paper—heading one page, daily chores; another, weekly; still another monthly, and so on.

The program is designed to provide just one hard job a day instead of devoting one whole day each week to heavy cleaning. It results in sort of a light cleaning day, each day.

The experts say another way to make house cleaning easier is to use the correct tools. Long handled mops and brushes prevent stooping. And the cleaning equipment should be kept in good condition. A clean dust cloth, for example, does a better job than a soiled one.

The home economists say correct posture makes all work easier and conserves energy. For this, they recommend sitting down to work, when possible. Sitting takes only one third as much energy as standing does. Use two hands on any chore. The specialists say two hands work twice as fast as one.

### Girls' Ready-Made Dresses Subject of Survey by OSC

Corvallis — Lack of adequate allowances in girls' ready-made dresses often causes mothers to discard them before they're worn out, according to an Oregon State college study.

In a survey conducted by OSC home economists, mothers reported that at least three-fourths of the dresses purchased for their grade-school daughters are outgrown before they are worn out because manufacturers do not provide enough expansion in garments for the growing child.

The OSC growth allowance study is part of a project to improve the wear and fit of cotton dresses for girls 7 to 14.

More than half the mothers questioned said they pay between \$3 and \$5 for younger girls' (ages 7 to 9) cotton dresses while about one-fourth of mothers spend \$5 to \$10 for them. They reported, however, that more expensive dresses did not wear any longer than less costly ones because all lacked added growth features. At least half the dresses purchased, regardless of price, were worn between one and two years, but none was worn longer than two years.

**Dress Problem**  
Mothers reported that as youngsters grow taller one-piece dresses become more of a fitting problem than skirts and blouses. They say that dress hems can usually be lengthened but as girls develop, waistlines hitch up and armholes become tighter.

In the OSC study, 140 ready-made dresses in sizes 7, 8, 10, 12 and 14 were measured in nine stores in the Willamette Valley to learn what growth allowances are made within various size and price ranges in girls' clothing.

Dresses priced from under \$3 to \$10 were measured in variety, mail-order, department and specialty stores to compare manufacturers' sizing specifications with those set up by the national bureau of standards.

Age is of little or no use in sizing girls' clothing because children of the same age vary in weight and height, researchers found. For example, Oregon 8-year-olds ranged in height from 43 to 48 inches and weighed all the way from 46 to 100 pounds.

**Styles Too Old**  
In buying dresses for the 10 to 14 year-olds, mothers felt that most of the styles that fit this age group are too old looking to be becoming. Sub-steen and junior sizes solve some fitting problems but "growing room" in these special sizes is often scanty.

If children have to wear clothes that don't fit properly, they suffer emotionally, home economists explain. Children 9 to 14 years old undergo great mental and physical spurts and need lots of understanding and

### Women's Exchange Operates Under Hundred-Year Old Idea

By GAY PAULEY  
United Press Correspondent  
New York—U.P.—Uncle Sam, who is running a brand new project to help older women find work, might well look in on an old-time one with much the same aim.



This one, dreamed up by a woman naturally, got underway along with the time A be Lincoln started courting. It is the Woman's Exchange, which a Philadelphia socialite originated in 1831 and which since has spread, in varying forms, to just about every city in the nation.

**Provide Display Center**  
The National Federation of Women's Exchanges, with headquarters in Greenwich, Conn., counts 35 members from the East Coast to Texas and Wisconsin. It adds there are countless other non-members operating on much the same principle.

The basic idea of the exchange is to provide a display and sales center for women expert in everything from making fudge to fine needlepoint. Exchanges charge each consignor a small commission. Those belonging to the federation are non-profit and philanthropic—they aim to help those who need money but don't want charity.

Recently, the U.S. Labor Department announced a project called "Earning Opportunities Forum," to help solve the job problem for older women who make up about one-third of the unemployed.

"Well, we believe Uncle Sam can learn a lot from us," said Mrs. Howard Chard, federation secretary. "Other organizations have."

**Everything Sold**  
Typical of the exchanges is the one in New York—second oldest in the land, with approximately 700 consignors... those whose products have passed muster of an exchange committee on the basis of quality and originality. At the exchange, in the heart of the Madison Ave-

**HANGERS IN PERIL**  
Washington—U.P.—The U. S. Department of Agriculture says that some moth preventives will cause plastic hangers to soften and damage garments in storage. The department's agricultural research has found that vapors given off by the moth-preventive paradichlorobenzene will cause the plastic hanger to soften and sometimes stick to the garment. Heat, such as that in an attic during summer, hastens the process. But the department said the vapors from naphthalene (moth balls or flakes) do not affect the plastic.

### Military Order Elects Officers

Rogue's circle, Military Order of Ladybugs, fun and honor group of the Veterans of Foreign Wars, held a meeting Sunday, October 9, at the VFW hall.

Election of officers was held with Mrs. Dale Sawyer, Shady Cove, presiding in the absence of Mrs. Harry Neuman, Ashland.

Officers elected included Mrs. O. O. DeBerry, lady goldbug; Mrs. Amy Randle, lady katydid; Mrs. Cornelius Rost, Ashland, lady butterfly; Mrs. Ivan Lusk, lady firefly; Mrs. Scotty Parrick, lady sharpclaw; Mrs. Richard Schulz, official greedybug; Mrs. Fred Lawrence, secretary; and other officers: Mrs. Merrill Beneka, Mrs. Dale Sawyer, and Mrs. Russell Zundel.

Plans were discussed at the meeting regarding a beauty booth at Camp White domiciliary for the Halloween festival, October 31. Gladioli circle, Grants Pass, will also assist with the festival.

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