

Pattern Makers Gambling On New Chemise Silhouette

By VIVIAN SANDE
United Press Correspondent
New York — If you're confused about how you feel about the chemise silhouette, you're not alone. The nation's pattern makers are too.

They're betting the woman who makes her own clothes will like the tapered shift, and they are gambling their designs on it.

But they're not altogether sure of themselves, women en masse being an unpredictable as any one woman can be, and the cost of putting new patterns on the market ranging up to \$10,000 a throw.

Not since Christian Dior came out with his post-war "new look" has so revolutionary a style change hit the American fashion scene with such impact. At

the same time, never before in the history of pattern making has "being on top of the fashion" been so important in the industry.

Not Behind Times
For the past five or six years, the American woman who sews for herself has shown she is becoming less and less willing to dress behind the times of the woman who buys her clothes.

The post-war "new look" showed up in patterns a year after the fashion caught on in ready-to-wear, and, at that, was too early for the mass-buying pattern market.

A check with the fourth largest pattern houses in New York which supply most of the 100-million patterns bought across the country each year, shows they all frankly are wondering how far women will go for the chemise silhouette.

"It will give the pattern industry a shot in the arm," said McCall's patterns' Albert Chaiken, the most definitely optimistic of the designers. "The chemise silhouette already is definitely catching on in the ready-to-wear lines, and it is a natural for home sewing where the greatest problem is fitting."

Simplicity's fashion director, Florence Pullman, said, "The chemise look will be big."

Boon To Women
Butterick's chief designer, D. Rabineau said, "It is a boon to the woman who wants to whip something together quickly."

"I like it, but not too many women seem absolutely sold on it," said Eleanor Williams, design director of Vogue. "I think it will catch on, especially with the young people who want to be smart."

All four pattern houses said they are including increasing numbers of chemise silhouettes in their late winter and early spring magazines and catalogues. But with reservations.

Their designers all agree the "all-out" chemise will not sell as well in quantity as modified variations on the look; the introduction of some kind of waistline indicator, bloused tops, draped bodices or a low-waisted two piece look.

They say also it probably never will take over a wardrobe. "It won't ever be the volume dress," said Chaiken. "Most women will limit themselves to one or two outfits."

"American women won't want to give up their figures altogether," said Rabineau. "They'll mix chemise silhouettes with the fitted look."
The designers generally agree the chemise silhouette is easier to fit on slender women, and that with improper design and fitting it can become a "sexless sack."

"I don't know what will happen to the Marilyn Monroes of the country," is how Vogue's Eleanor Williams puts it.

Bazaar, Supper Planned by Group

Phoenix — Women's association of Phoenix Presbyterian church made plans for a bazaar and cafeteria supper at the last meeting, held at the church. The bazaar and supper will be December 6, also at the church, with Mrs. M. A. Williams and Mrs. H. R. Ross in charge.

Another meeting will be held tonight at the home of Mrs. Williams at 7:30 to complete the plans.

Family night will be observed by the church October 25. All church members and their friends are invited to attend, with their children. A covered dish supper will be served at 6:30 p.m.

Richard Traylor Honored at Party

Mr. and Mrs. Richard Traylor, Merriman road, gave a surprise birthday party for eleven-year-old Richard Traylor at TouVelle park, Saturday afternoon. Tag football and ping pong were played by the guests. They were Tommy Hooker, Mike Bloomfield, Dick Breeden, Mike Hurt, Larry Vosika, Gary Momborg, Scott Eaton, Mike Norton, Jerry Garman and Cort Traylor.

Refreshments were served "between quarters."

Bridge Club

Welcome Wagon Bridge club will meet Thursday, October 24, at 8 p.m. at the home of Mrs. O. T. Anderson, 1440 East Main street. Reservations are to be made by phoning Mrs. Anderson, SP 3-4106, or Mrs. John Mast, SP 3-4945, this evening.

Beginning bridge players are welcome to attend, the hostess state.

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PERSONAL GIFT—This is a copy of the oil painting of nine-year-old Prince Charles that President Eisenhower painted and presented to Queen Elizabeth and Prince Philip. The 24x24-inch portrait, signed with the initials "DE," show young Charles in gray suit with a bright all-red tie held against the shirt by a stick pin.

Potpourri

Life seems pretty dull right now. Queen Elizabeth and her Little Rock, the super-colossal party which Movie Producer Mike Todd gave in New York is already history and even Sputnik hasn't been on the front pages for a day or two.

As for us, we like the peace and quiet. We're just enjoying the blaze of autumn colors in gardens and along the roadside, and we're glad that there's nothing more exciting to read about than influenza.

We're not even worrying about finding room in the house for all the flowers and plants we can't bear to leave outside to die in the winter frosts. Pappy solved the question. He put his foot down. Every winter for the past eight or 10 years we've turned the family domicile into a sort of makeshift greenhouse for the winter months, but this year Pappy suggested that we use some other part of the farm. He had a good idea, too. We're going to store the fuchsias in the barn under some hay. Some gardeners use sawdust, others piles of leaves, so why won't hay work.

Of course, we're brought in the ones which are still blooming—just until the flowers have all gone—and we did take some slips from the prettiest geraniums, and there's two or three pots of ivy that we can sort of tuck here and there, where they won't really be in the way.

Potpourri will hate to see the frost ruin the Fred Myers' garden, too, for all summer and fall we've enjoyed their flowers as we drove by every morning. The Myers grew some daisies from seed sent from England, and they've been absolutely spectacular. Of yellow and bronze, the plant stand about three feet high and the flowers are enormous. Mr. M. says the blossoms last for days, too.

What were the American scientists doing while the Russians were planning and making Sputnik? According to one TV comedian, Americans were conducting experiments in tooth paste, cigarettes and soap powder while the Russians were fooling around with nuclear physics and guided missiles. A lot of our brain power, it seems, is being used to solve such important questions as what makes Johnny eat cornie-wormies and turn up his nose at rice winkies, why Mrs. Newlywed would rather shop in a big store than a little one, while a lot of older women prefer the smaller stores, and why men shopping in one neighborhood buy cheap candy in expensive boxes, and in another one they buy expensive candy in cheap boxes.

Why did they have to take the fun out of advertisements by starting to dig into the subconscious? It's getting so a person can't buy a new kitchen gadget or change the color of her lipstick without wondering uneasily why she really did it—it just couldn't be because the old can opener wore out or she was simply tired of Torrid Red lipstick and wanted Exotic pink for a change. There has to be a "reason."

Vance Packard, who wrote the controversial book, "The Hidden Persuaders" tells how one motivational analyst came up with the horrible discovery that cake-making is fraught with creative symbolism, in fact "a traditional acting out of the birth of a child." There's probably some deep-seated explanation of the fact that Junior likes chocolate and Aunt Sally would rather have angel food, too.

Worst of all is the news that now they've discovered "the hidden sell" or subliminal advertising for television and the movies. The advertisement is flashed on in such a fashion that the viewer sees it, but doesn't consciously know he sees it, and then he goes and buys pop corn or drinks a certain soft drink without knowing that he's been sold. "Downright sneaky" says Mr. Packard.

Time was when Potpourri sat down and wrote a very firm letter to a certain national company vowing that if they didn't take a certain raspy-voiced female off the air, we'd quit watching their program, as much as we like the dramas they staged. But we're about to change our minds. At least we know we've been irritated, and we can have the fun of talking back and saying "we won't buy your old equipment, so there." And that's better than being persuaded to buy something without knowing we'd been sold.

Potpourri kept an apple core laying on our desk long enough Tuesday to remind us to write this. For that apple was bought from a tray in our favorite grocery store which was marked "Extra Fancy" and it wasn't. It should have been a cull. According to the sign, it was an extra fancy apple from Yakima, and we saved it for several days, trying to find time to mail it back to that apple city and ask how come they allow their cull apples to be sold as the best grade. For at least half the apples in the bin marked "Extra Fancy" were of lower grades.

Last year the same thing happened on potatoes. Potpourri bought a sack of potatoes marked No. 1, and the sack had many poor grade specimens in it. Maybe we'll write a letter to our congressman. Or something.—O.S.

Eighth Annual At Home Planned By St. Mark's Rector and Wife

The Rev. and Mrs. George R. V. Bolster have planned their eighth annual "at home" for Sunday afternoon, October 27. Mr. Bolster is the rector of St. Mark's Episcopal church, and the couple came here from Bend, Ore., September 1949.

The event will be held at the Rectory, 203 North Oakdale avenue and members and friends of the church are invited to call between two-thirty and five o'clock.

Invited to pour and assist Mrs. Bolster during the afternoon will be Miss Ann Livingston and Mrs. John Mann, sister and wife of the late churchwardens emeritus. The list will also include heads of departments and organizations of the church, and wives of church officials. They are Mrs. Shelby Tuttle and Mrs. Victor Milnes, whose husbands are the present churchwardens, Mrs. Sprague Riegel of St. Elizabeth's guild; Mrs. G. W. Allingham, director of religious education; Mrs. C. Elwood Hedberg of the Altar guild; Mrs. Robert Dames of the Woman's auxiliary; Mrs. Eddie Simmons, St. Catherine's guild; Mrs. Raymond Fish, St. Theresa's guild; Mrs. Fred

Carr, wife of the church treasurer and Mrs. Robert Voegtly, wife of the clerk.

Receiving during the first half of the afternoon will be Mrs. J. D. McPherson, the church secretary; Mrs. A. D. Roach, wife of the general superintendent of the church school; Mrs. Ann Wirkkula, representing the church choir; Mrs. C. E. Chamberlain, superintendent of the Junior Sunday school; Mrs. Ward Hammond, acolyte mother and Mrs. Ernest Conrad, organist.

During the last half of the afternoon wives of married lay readers will receive. They are Mrs. Jerome McDougall, Mrs. George Bruse, Mrs. C. H. Barrell, Mrs. R. S. Rix and Mrs. W. E. Duhaime.

Special guests during the event will be the Rev. and Mrs. E. O. Robathan, who are living for the winter at Black Oaks on

the Rogue river; and the Rev. and Mrs. Bruce MacHenry, the Good Shepherd, Prospect, and new vicar and his wife now in St. Martin's, Shady Cove.

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Problems Of Schools PTA Topic

Leonard Mayfield, superintendent of Medford schools, and Otto Ewaldsen, board member, spoke for the first meeting of Roosevelt Parent-Teacher association, held at the school.

Mr. Mayfield outlined the building problem of the system, saying Medford has more children than the schools can handle. He added that the problem will increase in the future. Mr. Ewaldsen spoke on behalf of the board of education, stating the need for approximately 22 new classrooms within the next two years.

The proposed bond issue to finance these schools will be put to a vote of school patrons November 5.

John Childers, Roosevelt principal, spoke briefly about the problem of children riding their bicycles on sidewalks. He also introduced the teachers.

Mrs. William Seibert conducted the business meeting. Mrs. J. H. Hicks resigned from the presidency. The new officers are Mrs. William Seibert, vice president; Mrs. R. M. Sorensen, secretary; Mrs. Melvin Hoover, treasurer; Mrs. Victor Milnes, room representative; Mrs. C. W. Wakefield, program; Mrs. Emerson Anderson, ways and means; Mrs. Robert Dickey, hospitality; Mrs. Dwight Fosbury, historian; Mrs. Richard Pedley, newcomers; Mrs. Lucian Van Gordon, legislative; Mrs. Walter Higgins, Girl Scouts; Mrs. Del Wright, art; Mrs. W. E. Nissen, magazine; Mrs. B. D. Mitchell, membership; Mrs. Tod Tibbutt, round up; Mr. Childers, safety; Mrs. Ray Casterline, promotion; Mrs. Arthur Savard, welfare; Mrs. Robert Dames, parliamentary; Mrs. Donald Hemingway, ways and means; Mrs. Vincent Bevis, health and Mrs. Myers Jones, social director.

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by Alice Brooks

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Rogue River Club Meets at Church; Committees Named

Rogue River—Halloween decorations and members in costume gave a party atmosphere to the latest meeting of Rogue River Garden club, held in Fellowship hall of Hope Presbyterian church. Guests were Mrs. Ralph Dodge and Mrs. H. Breckon, both of Grants Pass.

Hostesses for the day were Mesdames Willard Tenney, Guy Hanley and Lawrence Burkhardt. Mrs. Roy W. Larson, vice-president, presided.

"Showers With Flowers," was chosen as the theme of the spring flower show in April. Mrs. E. W. Shock, chairman, appointed her committees. They are tea room chairman, Mrs. Earl Miller, assisted by Mrs. Tenney, F. W. Shontz and Harold Weed; staging, Mrs. Harry Condray, Mrs. Carl Christensen; arrangements, Mrs. Paul Hughes, Larson, Hanley, Shock; placements, Mrs. Sam Bellah, John Breeding, Henry L. Bonney, William Krauss, Rollin Stiehl; plant sale, Mrs. Louis O. Krepps; juniors, Mrs. Dunham; guest book, Mrs. Paul Knox, Cameron Parr and James Plank; clerk, Mrs. Bonney; ribbons, Mrs. Plank.

Garden tips were given in answer to roll call. One member said, "A worn out bamboo rake still has garden value. Its prongs can support and mark small plants. Its handle is stout enough to stake a tree or shrub."

Mrs. Earl Brooks and Mrs. Larson were named delegates to the district meeting.

Hostess for Meeting
Shady Cove — Eighteen women attended the last meeting of Trail-Shady Cove Extension unit, held at the home of Mrs. Lewis Dusenberry. The program on freezing foods was given by Mrs. Frank Linden and Mrs. Dusenberry.

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