

GOLDEN ANNIVERSARY OF ELASTIC GIRDLING

In the 50 years ahead of us, women will explore space along with men, in fashions that will be lighter, have more built-in stretch, and be more creatively practical for their exciting life than any

This "way out" prediction comes from an undercover reporting source, The H. W. Gossard Co., which celebrates in 1960 the 50th anniversary of the first appearance of the all-elastic girdle.

Since 1910 women have been experiencing the biggest stretch they have ever known, both in their fashions and in their horizons. In tracing the role of foundations through this golden age, Gossard has found that the lighter and more elastic the fashion, the more active the woman (of the time), and the broader her world.

Although the company hopes to avoid snap conclusions, it feels significant developments in undergarment stretch will precede a woman in the White House, as well as on the moon.

Backing up a bit to explain their theory of stretch, Gossard recalls that the Victorian lady of fashion made herself weak and unfit for useful activity by wearing tight corsets that never gave an inch.

By 1910 it was clear that women in tight lacing couldn't fulfill the exciting promise of the world. The possibility of the vote, the Perry polar expedition, and the first flight across the English Channel were as challenging to women then as housekeeping in space will be 50 years hence.

The confinement of the women, Gossard notes, was in part due to men (who would never admit it). During frontier days in the United States when a wife was carving out new land side by side with her husband, foundation garments were likely to be light, and supporting—often were no more than a corset waist. When the land was won, men counted on women to set up a code for society, to create the aura of respectability. They responded by tight lacing, both in the world of morals and fashion.

By World War I, women began to engage in unprecedented activity—and they closed the doors of the drawing room behind them forever.

Women smoked, they worked, they actually ran after the ball in a game of tennis. Corset strings, as they always must, gave way—first in 1910, and more dramatic-

ly in the 1920's when the all-elastic foundation came into its own.

The next 30 years were to be a proving ground for freedom, and it seemed natural that the most significant symbol in fashion was the corset. Curves were de-emphasized, the ideal figure was flat, the ideal woman ready for anything.

For the slim it was a corsetless age. But for the forgotten souls of fashion (the more generously endowed millions) it was a period of some discomfort. The unsung women who were not flat chested and slim hiped wore garments of heavy elastic and brocade to meet the measure of the free woman.

By 1930 the silhouette signaled more advances in social development. Economic curves dictated women take a more responsible look at life, and the costumes of the time became mannish, with long jackets and padded shoulders. Scientific developments in fibers and elastic made possible easier, lighter corsetry, but generally control was still used to de-emphasize feminine curves.

The post war 40's brought a violent reaction to the masculine look, with full skirts, the wasp waist, and later the "little girl look." Completely dependent on the modern elastic version of the waist cinch, it seemed no other look could have said so clearly

at the time—"we're young, competent and feminine—and we're making up for lost time."

Today, Gossard believes women are surer of their attraction and more confident of their abilities. Having won so much, there is no need to posture or pretend.

A faithful reflector is the foundation of 1960. Dependent only on the play of elastic, girdles support an easy, natural look. It is just such a foundation (Answer), the first to be made of six different elastics, and created nearly 50 years after the first elastic step-in, that symbolizes the enormous strides in stretch. Spandex fibers such as Lycra, which will be used by Gossard for a group of spring

foundations, make possible combinations weighing a slight 4½ ounces.

Gossard designers suggest that in the decades to come these and other new fibers will make possible garments that will weigh only an ounce or two—gossamer shapes in the fashion freedom of the future.

With all the "give" in the future for women—we can expect more women doing bigger things in science, politics, exploring in the world and even out of it. So stand back men—the big stretch is on!

FINE FOR FISH

Add salt and pepper to white or yellow corn meal and dip fish fillets in the mixture before cooking and browning in butter or other hot fat.



MORE STRETCH and more freedom was decreed for women in 1910-1915, an example of the early all-elastic girdles, a great innovation of the time. The control was considered so light some companies recommended these "hip confiners" be worn under traditional corsets. Gossard sold this number in 1914 for \$25. Looks and flapper tales of the 1920's were deceiving. The decade was rigid in its design for beauty and those who didn't come thin and flat wore step-ins of heavy elastic whose principal chore was binding. In the 1950's came the play of elastic upon elastic, boning in disfavor and more freedom in fashion and in the world at large. Sketched here is the Gossard Answer girdle, the first to use as many as six different kinds of elastic to create an unusually light, but effective figure control. The prognostication of the future shows that boning has disappeared, even for the mature figure. Most garments will fold down to glove size and shape without weight will be the key.



A LIGHT GLOBE that is meant to be seen is being introduced by General Electric. Shown is G-E's Celeste bulb, a decorative light bulb, which gives a brand new look to existing fixtures. Styled to be attractive when on or off, the Celeste is available in Dawn Pink or White. The Pacific Northwest area is one of G-E's selected areas for marketing the new Celeste bulbs prior to national availability.

New Light Globes

A newly designed decorative light bulb nine inches long is General Electric's newest household light bulb. Called the Celeste it is styled with clean modern lines ideal for improving the appearance of many home lighting units.

The new bulb, available in Dawn Pink or White, diffuses the light itself. G.E. describes it as "the first light bulb that's meant to be seen."

The Celeste provides fresh, attractive styling to old lamp sockets and fixtures, especially ones using bare bulbs. The attractive design of the new Celeste, when put in bare sockets can add to the decor of the house, improving the appearance and the lighting effect.

The Celeste can be used indoors many existing lighting fixtures serving to modernize their appearance, providing improved styling and better light diffusion.

The Celeste can be used indoors and outdoors. Indoors, it may be burned base-up or base-down. It may be put directly into existing sockets, such as on ceilings of bedrooms, hallways, breakfast rooms, and other rooms. The bulb can also be used in wall sockets (such as beside bathroom and make-up mirrors) in decorative wall units, and over planters.

The Celeste also can be attractively placed in some types of the popular "pull-down" type wall and ceiling fixtures commonly used over dining room tables, game tables or other areas.

Outdoors the new light bulb is expected to be a popular lighting source for patios, terraces and backyards, for porch and door lights, and for other areas where smart lamp appearance can enhance the attractiveness, and provide light for recreation, decoration and safety. When exposed to the weather, the bulb should be burned base-up.

The Celeste is the culmination of extensive study and research

QUICK LUNCH

Chill a can of salmon. Turn it out onto a plate garnished with watercress or other salad greens and lemon wedges. Serve a bowl of cucumber slices as accompaniment to which chopped chives have been added.

GOOD ADVICE

Use a pressure saucepan, if you have one, for cooking artichokes and smoked tongue. Considerable time is saved with this method and the results are excellent.

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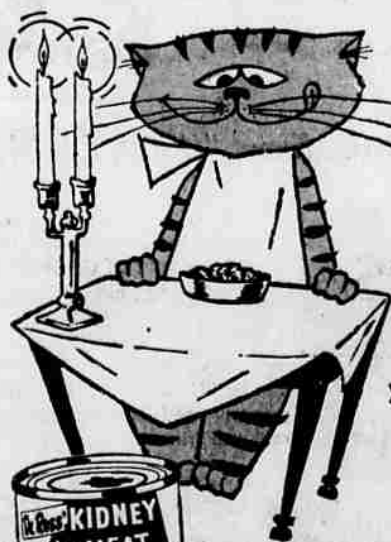
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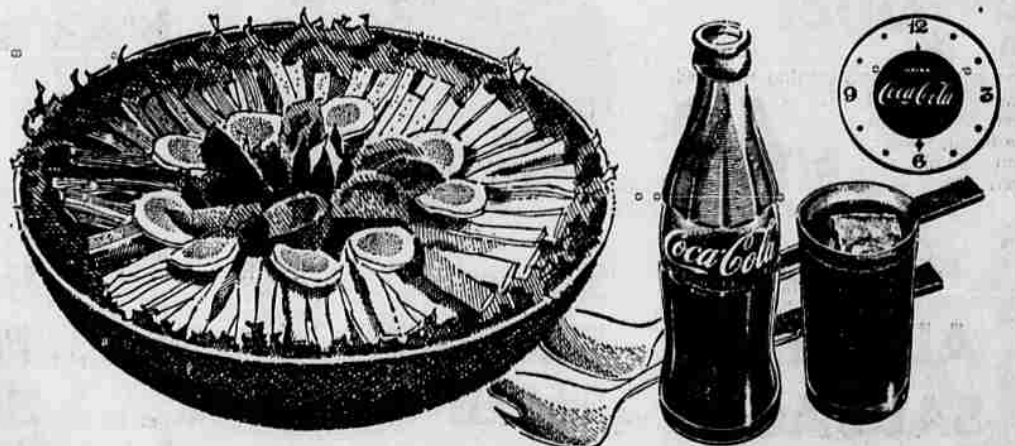
Dr. Ross'

QUALITY PET FOODS



Serve this Seafood Barbecue with ice-cold King Size Coca-Cola for dinner. Broil frozen rock lobster tails on an hibachi or table grill until browned. Make a tangy oriental butter sauce by adding a few drops of liquid pepper to melted butter. Serve lobster tails with butter sauce, slice of lime, heated crinkle-cut frozen French fries and lettuce and tomato.

TRY THESE TEMPTING TREATS WITH BIG KING SIZE COKE



At lunch, serve this "Penny-Checkers" Chef's Salad with ice-cold King Size Coca-Cola. Use strips of luncheon meat, bologna, salami, sliced yellow cheese. Garnish with tomato and hard-boiled egg, serve with greens and French dressing.

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