

### 'Why Don't They' Asked On Variety Of Subjects

By GAY PAULEY  
UPI Women's Editor  
NEW YORK (UPI)—The man in Pittsburgh gets irate on the matter of poorly-made buttonholes on shirts.

The woman in Omaha complains that back-zipped dresses have to go.

A reader in Honolulu advises that one manufacturer already has followed one of the "why don't they?" suggestions this column occasionally compiles and has put a raised, easier-to-open edge on evaporated milk cans.

Frank L. Bogart of Pittsburgh, Pa., wrote that he once overheard a man say, "If I ever become a dictator, the first order would be to shoot all buttonhole makers."

Bogart says he can understand

such drastic action. "I have never yet owned a shirt that had the buttonholes the proper size," wrote Bogart. "Always too large... always coming unbuttoned."

And what about flashlights, he continues. "Did you ever have a flashlight that the batteries did not shake and float around?" he complains.

Mrs. G.H. Tangeman of Omaha, complains about back-zipped dresses. "I live alone and so do many others," she wrote. "And we find it impossible to trust getting into and out of them... this means I've cut my dress-buying in two."

Missing a Bet  
Manufacturers, maybe you're missing a sales potential with this

group of women who want front and side openings on garments.

From Mrs. Maurice King of Honolulu comes word that one manufacturer is packing evaporated milk in containers with a raised edge so that an ordinary can opener will work on them.

The suggestions from the users on how manufacturers might improve their products go on and on—and today we've a new list compiled from our own observations from readers, and from the 85,000 women who serve as part-time consultants for National Family Opinion, Inc., a consumer research firm.

Some Suggestions  
Why don't they?  
—See small loops of fabrics in the center back of women's coats

and jackets as they do men's and boys', for easier hanging.

—Make the liner for the shower curtain a protective six inches longer than the curtain itself, and weight the hem of it as they do draperies? I'm tired of the updraft in the shower wrapping net vinyl around my soapy sides.

—Make all white touches (collars and cuffs) on dresses of the button-in, button-out variety for easier removal and re-attachment after laundry.

—Make longer stems on the sprayers in spray bottles. There's always some of the contents left in the container that the stem doesn't reach.

—Half-sole shoes with a material that doesn't leave black marks

## Women's Activities

By Helen Bechen

Switzerland was the first country to mint a coin of pure nickel, doing so in 1881.

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on all exposed floor surfaces.

—Put a rest room in super-market for tots and emergencies.

—Put waxed, or otherwise waterproofed, paper under cuts of meat which are packaged in cardboard containers.

—Pack dog food in smaller cans for the owners of toy-breed dogs.

—Make children's slacks and shorts with double-patch seats: These are the sections which usually wear out first.



**VALENTINE COURT** — Rosanne Lehigh and Burt Warrall were chosen queen and king at the Klamath Temple Young Overcomer's annual Sweetheart banquet in the Cedar Room of the Willard Hotel. Fifty guests enjoyed the affair in a setting of Valentine decorations using red and pink streamers on the tables and silver heart and cupid on the walls. The Rev. James Ringseth, pastor of the Chilquin Open Bible Church, was guest speaker. The court members, shown, left to right, are Janice Turner, Evelyn Stafford, Queen Rosanne, King Burt, Richard Mitts and Jim McDonald.

### Fashions Decree Wide Shoulders, Sleeves

By ALINE MOSBY  
United Press International  
PARIS (UPI)—Paris designers have launched wider, higher shoulders and sleeves, but today's question is — will women wear them?

The parade of spring fashions ended Monday with Yves St. Laurent, 26, the youngest and most off-beat of the designers, and Cristobal Balenciaga, 68, considered one of the best, both displaying a wider shoulder.

During spring fashion week, shoulders and-or sleeves ranged from the puffed sleeve of Marc Bohan at Christian Dior to the

puffed shoulder and bell-shaped sleeve of Jacques Heim.

Store buyers from various countries were reported to have bought dresses with the new shoulders. But whether they will be modified back home or reproduced as is for department stores could not be determined.

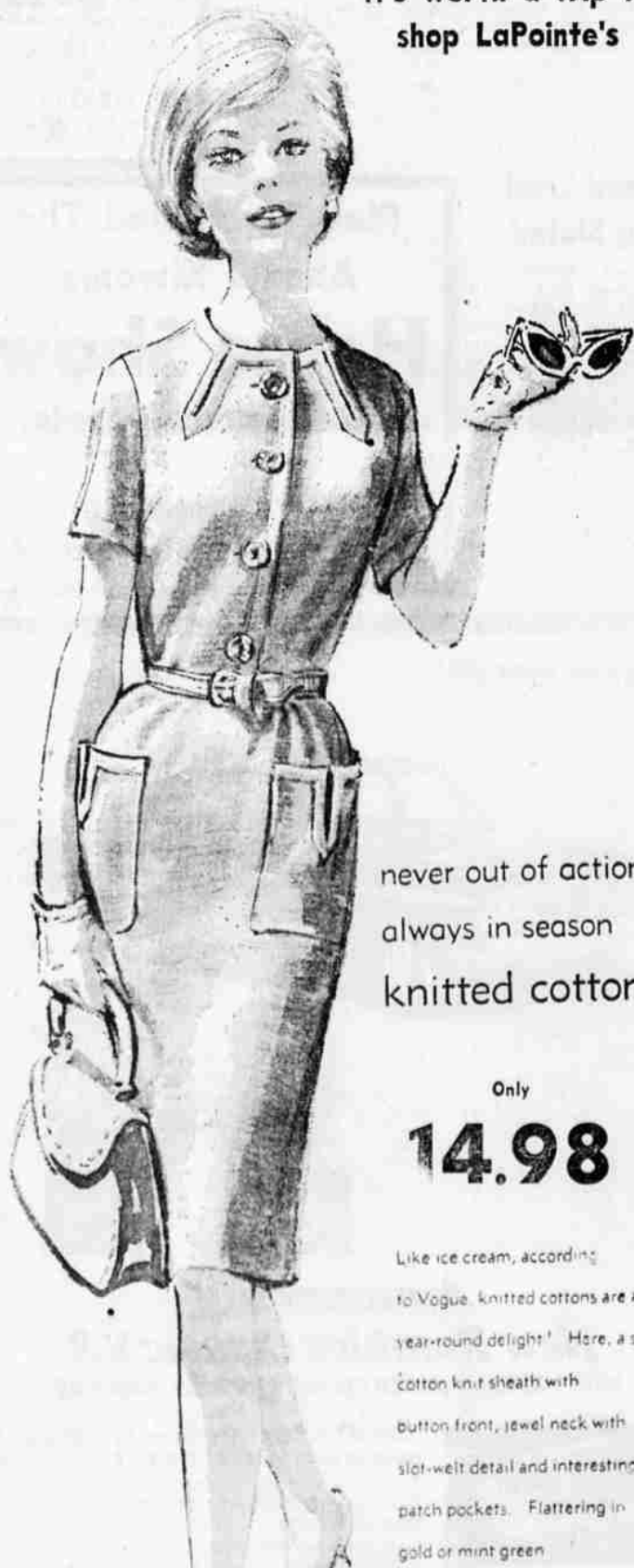
Last winter several designers dropped skirt lengths. But women apparently still want to show their legs, so skirt hems were raised again this spring.

In addition to expanded shoulders, the other main trend in the spring collections was the suit

that did not look like a suit. Balenciaga, Pierre-Balmain and Jacques Griffe made elegant suits as of yore with collars, jackets to the hip and gentle fitting.

But St. Laurent, Guy LaRoche and J. F. Carhay at the House of Nina Ricci offered suit jackets as casual as men's shirts and peasant blouses. Jean Desses eliminated collars and lapels and had suit jackets buttoning onto blouses, with a wide expanse of blouse between the buttons. Bohan used "wide open" low-cut suit necklines that showed a "dicky" or crisp blouse front.

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