

THE COMMUTER'S WIFE

# Women Today Dress Smartly, Demand Sensible Fashions

By HELEN BRUNSON  
Special Writer for The Birmingham Eccentric

"Women dress the way they do because of what goes on in their heads," Elizabeth Hayes, American designer once remarked. And she's seen them all. The fat ones and the thin ones, the vain ones and the mousy ones—in her years of making beautiful and timeless clothes for the New York trade. But if what she says is so, there's some strange things going on underneath that parade of hats going down the street.

"There's that woman with the screaming all-purple outfit (so relief in sight), the heavy-weight with the pin-point hat, and the tall thin girl wearing the ston jacket with three-quarter sleeves and looking like she'd just grown a foot. Then there's the woman who can't make up her mind about the color or style of her outfit, and ends up looking like the net result of a rummage sale.

BUT THESE BADLY-DRESSED individuals are the exception. Most women today have found how to be smartly dressed: And with today's mass-produced clothes it's hard to tell the sixty-week steno from the gal with the check-book and the charge-account. Eighty dollar dresses are quickly "copied down" to \$16.95 by smart manufacturers and synthetic fabrics at tiny prices tailor as well as expensive wools.

There are some fashions brought out by designers that women generally will not accept. For instance the straight riddy styles and floppy hats brought out last year. The fashion people foisted these shapeless dresses and overwhelming hats on women during the 'twenties and made them look the ugliest that they had in all history. But a woman now knows that a fuller skirt minimizes the size of her feet and that a small waist makes her look like what she is—a woman.

And having learned the sleek appearance she can present in a tin hat with filmy veil over her hairline, she hesitates to look like a caricature of Greta Garbo in a billowing outside model.

ONE DRASTIC STYLE-CHANGE that the designers did get away with was the 1947 New Look. They decided that the little woman needed a change from the knee-high skirts and skimpy dresses of wartime. And besides, with her fat post-war pocketbook, she could afford it.

Although The Look called forth screams of protest from a few women whose closets were loaded with short-skirted outfits, the average wife was happy to throw out the whole lot of her clothes and get new, with what she considered a clear conscience.

Looking back over those top-heavy wartime styles that revealed the curve of the upper-leg and the knee—a most unbecoming part of the female form, it was just as well to change. Now that the New Look has settled down and been modified, clothes have the best lines they've had in years.

EDUCATED BY THE WOMEN'S magazines, movies and TV and store promotions, today's wife knows line and color. She even feels guilty when she's wearing a brown hat and black shoes. Widely read and widely traveled, she knows that she need not wear any style that's unbecoming. If one designer doesn't invent clothes to become her, another will.

She drives her own car and will not be encumbered with excess panels, lowering fenders or dragsy skirts. And she wants go-everywhere clothes for she may step into a plane at luncheon. She's a well-dressed woman.

It ought to be assumed that all babies come into this world with the potential of growing into well-adjusted adults, capable of being good citizens. There they are diverted from their paths, partly they rightly can debit their elders.

## BIRMINGHAM BUSINESS BRIEFS

### Local Firm Wins Honors at Toy Experts Conference

NEW YORK, April 10—Aluminum Model Toys, Inc. of 222 East Maple avenue, Birmingham, Mich., won special commendation today when the Guidance Council announced that three toys from the firm's 1953 line were each voted outstanding examples of their type for 1953.



Helen Brunson

The voting took place at the 15th annual toy selection conference conducted by Toy Guidance Council to select the best toys being made in the United States. Each winning toy will be included in the annual Toy Yearbook, called by Forbes magazine, and made available free to parents and children in late October.

AMIDST OPEN, and frequently heated, debate, the Toy Guidance Council experts voted on over 7,000 different toys submitted by 834 American toy manufacturers.

When the smoke had cleared, 250 toys had passed the rigid tests, 103 including examination for safety, durability and functional contribution to a child's proper development.

### Sahn Vice President Earns National Honors

Francis J. Sahn, recently named vice president of Sahn Engineering company, has been appointed national chairman of the book committee of the American Society of Tool Engineers. The appointment was made and announced by Roger W. Wainde, president.

Sahn heads one of 13 national committees of the 25,000 member, 103 chapter technical society. Members are from the United States, Canada and 11 foreign countries.

### Rochester, N. Y. Firm Appropts O. W. Leving To Management Council

O. W. Leving, 1822 W. Lincoln, recently elected to the management advisory council of the American Society of Tool Engineers, has been named to the council's first subcommittee.

Leving is one of eight men selected from various portions of the midwest section of the United States. They will investigate and discuss and recommend improvements in existing policies and advise the board of directors and company officials on the formulation of new policies.

### Engineering Firm Opens Bloomfield Hills Office

LeRoy F. Steiner of Detroit and Lawrence O. Saitz, 3312 N. Westfield Circle, announce their newly established office, Steiner and Saitz Associates, in the Swanson building on West Long Lake road.

Steiner has been associated with Albert Kahn as well as Graham, Anderson, Probst and White and Halabick and Root, in Chicago. Saitz was chief electrical engineer with the H. E. Beyer corporation, in Detroit.

The firm will conduct a consultant electrical engineering service, working with architects throughout this area.

### Insurance Co. Honors Harry J. Altick's Agency

Harry J. Altick, 1018 Komesau, general agent in Detroit for the State Mutual Life Assurance company received the 1952 President's Cup from Pres. H. Ladd Plumley for having the best over-all record in agency management.

This was among the awards presented for exceptional agency achievements at the company's annual three-day meeting held recently in St. Petersburg, Fla.

Permanent installation. Only one tank. 10 inches by twenty inch.

## NATURE NOW

# Few Credit Blue Jay For Any Good Deeds

By LYDIA KING FREHSE  
Special Writer for The Birmingham Eccentric

Even the most casual observer cannot escape the splendid coloring and the noisy behavior of our familiar blue jay. At no season is he absent from our wooded back yards and gardens. Many artists call him our handsomest bird.

With the approach of our first warm days has strident "jay-jay" increases its intensity and soon we see him with his male busily constructing a careless nest of leaves and twigs in some high maple or oak tree. After it has been securely lined with interlacing rootlets, the female jays from four to six olive-tinted eggs spotted with cinnamon-brown, and the brooding season begins.

The blue jay's coat of soft blues and greys with contrasting patches of black and white and a line of blue on its neck is so designed as to be scarcely visible in the dappled shade of the trees just as it is in the leaf. Further to protect himself and his young, he becomes silent until the strenuous task of brooding and rearing his family is completed.



Mrs. Frehse

DURING THESE weeks, he continues defending his territory against any intruder and will chase another bird from its half finished nest and complete it hurriedly for a week or two. Each year he may feed his young with eggs and half-hatched birds which he steals from another's nest.

As the season advances he will include in his diet an assortment of insects, berries, and nuts. The blue jay's greedy habits impel him to bury more acorns and beech nuts than he can eat. He thus becomes an important agent in dispersing these valuable trees.

ALTHOUGH HE is the rascal of our bird community, a bully, a snare among birds, he too has his place in nature's economy.

Grasshoppers are a staple of his diet, and he feeds his young with huge quantities of eggs and larvae of the brown-tail moth and the tent caterpillar which is very destructive to wild cherry and apple trees.

He also eats many harmful beetles and weevils. In fact, he is not only a predator but he, in turn, is preyed upon by a host of enemies which include cats, dogs and rodents. This establishes a balance in nature which keeps any one form from becoming a menace.

When the important task of rearing his young is completed the blue jay is free to spend the summer days fighting and flying through oaks and woods in company with hoards of his fellows. With the approach of autumn he gathers his winter's store of nuts, hiding some of them and boring into them with his long bill to satisfy his immediate hunger. After he has detached an acorn from its cup, he can often be seen perched on a low limb enjoying the contents of the nut.

ALTHOUGH THE blue jay is a FOR THE BEST . . . STOP AT THE

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## Vernier Makes 67th Parachute Jump

FORBES CAMPBELL, KEN TUCHEY—Sergeant First Class Vernier makes his 67th jump at this post.

Sergeant First Class Vernier has 25 months overseas service and is a qualified jump-master and Senior Parachutist. S.F.C. Vernier has served with the 11th Airborne Division for over 5 years, having been in the division both at Fort Campbell, and in Japan.

## Home On Leave

Pvt. Paul F. Trichel, son of Mr. G. W. Trichel, 616 Puritan, is home on leave from Fort Devens, Mass. On his return to his base he expects to be sent to Europe for a two-year tour of duty.

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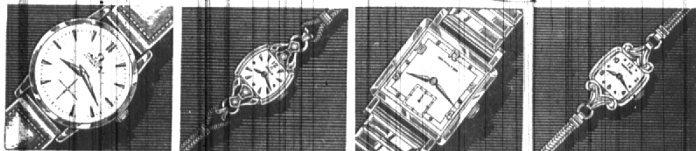


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