

If the Ladies Won't Go Along, Designers Can't Raise Hemlines

By HELEN BRUNSON
Special Writer for The Birmingham Eccentric

We suspect that if a certain big fashion designer's short styles are ignored, they won't get to first base. And the odds are against him.

He did succeed, in the fall of '47, in upsetting the entire fashion world by suddenly decreasing that we wear long dresses. At that time, women threw out whole wardrobes and bought new. College girls wrote home that they'd die if their parents didn't somehow rake together the cash for complete replacements—long and buggy.

Mr. — (You all know his name, but we don't want to give him any free publicity) precipitated many a family row with his ultimatum. One woman told me that if her husband could buy expensive binoculars for hunting (unnecessary, she said), she didn't have to wear her last year's knee-length coat.

AND IF PA had just broken his bank account to buy Ma a fur coat, he was flabbergasted to figure out why he had to right-away put out more dough for expensive remodeling.

Many small fashion shops were badly hurt financially, for they'd already invested all their cash—and credit, in short fall clothes when the word came, and couldn't stand the gap as the big retailer could.

Of course it would be easier for women to hem up dresses now and make them short than it was then, to make them long. At that time we sewed bands on the bottom of dresses, let down hems (it wasn't quite enough) and put flounces on slips. But the things didn't look right, so we had to buy new clothes.

NOW WOMEN realize that the 12 or 13-inch hemline adds balance to our costumes and is a sensible and becoming length. We can cross a knee without revealing any more than a suggestion of a lacy petticoat, and we don't have to pull our skirts down when we sit, in the ungainly way we used to.

WE REALIZE how had short skirts make women look. The skinny ones look spindly, showing a bony knee now and then, and the fat ones look like sawed off boxes, completely square. If you add the indignity of a low waist line, or none at all, we all look positively silly.

True, Mr. — has persuaded a few movie dolls (with beautiful legs) to come out for his short dresses, but now there are other powerful names in the designing world—French, Italian and American. They've brought out collections of beautiful mid-calf length clothes. And women are buying them—ignoring Mr. No One's edict.

The manager of an exclusive fashion floor downtown says, "I've not had one call for a short dress this fall." And a smart woman's tailor says, "Women aren't accepting the New New look."

JACQUES FATH, himself a big fashion name says, "I've made mine a little shorter, but not too short. I don't like the idea of a very short dress. It has no style. I think a woman in a dress that's too short can't look like a lady."

Well, most ladies don't think so either. And if we women who buy fashions refuse to be led down the path to extreme styles, they'll simply die a natural death. We're the ones who are calling the tune.

Christmas Highlights At Walnut Lk. Bazaar

By LOUISE ROBERTS
Staff Correspondent
MAYfair 6-3022

WALNUT LAKE — Sparkling Christmas tree ornaments of felt? Shampoo mittens? They are among the many items made by members of the Walnut Lake Women's club for their bazaar at West Bloomfield Township hall on Thursday, Oct. 23. A wide variety of articles has been prepared for the event, from handkerchiefs to white elephants; from cookies and candy to plants. Children will be interested in the parcel post booth, which this year has been planned especially for them.

A roast beef and roast pork dinner will be served at the same time and place by the Business and Professional Women's club of Keego Harbor. Mrs. Perry Graber of Putnam drive is handling tickets for the Walnut Lake area. Reservations may be made for 5 p.m., 6 p.m., and every half hour thereafter until 8 p.m.

Beginning a study of township government, the West Bloomfield League of Women Voters will meet at its meeting Oct. 20. The officials and planning board of West Bloomfield township.

An informal office hour will be held from 12:30 to 1:30 at the township hall, providing an opportunity to become acquainted with their officials. Superior Hilland M. Thatcher will speak on West Bloomfield township, after which members of the planning board will discuss the proposed zoning ordinance. A question and answer period will follow. The public is urged to attend.

Mrs. R. C. Banker, finance chairman, said that area residents had supported the finance drive splendidly, putting it over the top.

The first Walnut Lake Cub Scout pack meeting of the year will be Oct. 20 at 7:30 at the Sub. 2 clubhouse, 5384 Putnam drive. The opening of weekly den meetings has been postponed until Oct. 27, the first Tuesday after the pack meeting.

The newly-formed Walnut Lake branch of the Woman's National Farm and Garden association met Oct. 5 at the home of its president, Mrs. R. C. Banker. At this second meeting of the group 21 den presidents, Mrs. Frank Webb, a member of the Birmingham branch, spoke on bulbs and their care. Mrs. William McCallan, also a member from Birmingham to help with problems of organization.

The garden group of the Walnut Lake Women's club met on Oct. 8 at the Westmoor road home of Mrs. G. H. Bueley. Mrs. Bueley, in attendance. Mrs. D. J. McCormick of Detroit showed slides of her gar-

den to accompany her talk, "Color in Your Garden the Year Round."

A tea for Walnut Lake PTA room mothers will be held Oct. 23 at home of the most vice president, Mrs. S. Koskinen. Serving as room mothers this year are Mrs. Joseph Ollar and Mrs. C. S. Roberts, kindergarten; Mrs. Ernest Murray, and Mrs. John A. Smith, first grade; Mrs. Donald Kipp and Mrs. Robert Smith, second grade; Mrs. Francis Williams and Mrs. James Sanborn, Jr., third grade; Mrs. Henry Wildeman and Mrs. Albert Moore, fourth grade; Mrs. Reginald Smith and Mrs. Perry Graber, fifth grade; Mrs. William Stout and Mrs. William Nech, sixth grade.

Girl Scout Troop 360, composed of seventh graders, held its first meeting of the year on Oct. 8 at the home of the leader, Mrs. J. B. Roberts. The girls made plans for a cook-out and hike at Kensington Park on Oct. 15. Monday was chosen as the regular meeting day.

A new member is Patricia Bunn, who is transferring from a Detroit troop. Emilia Quick, who plans to join the troop, was a visitor. Members of Troop 360 have volunteered their services to assist in the care of children of blood donors while the parents visit the Red Cross Bloodmobile at West Bloomfield Township hall on Oct. 27. A room will be set aside for that purpose at the Township hall, with an adult in charge. Donors may indicate their need for child care when making appointments for giving blood. Mrs. S. Koskinen of Bloomfield Glens drive is making appointments in the Walnut Lake area.

Boy Scout Troop B-17 spent the weekend of Oct. 4 camping at Metamora. Ed Sinis was one of the adults accompanying the Scouts.

Mr. and Mrs. George Beaudry of Langham drive announce the birth of a daughter, Michele Simex, on Oct. 4 at C.M. Carmel Mercy hospital, Detroit. Tiny Michele, who weighs 8 pounds 9 ounces, was welcomed home last Friday by her sister and brother, Susan and David.

The Richard McKays of Walnut Lake road plan to move to Detroit at the end of October. Sharon and Randy McKay already are staying with grandparents in Detroit while they go to school. Mr. and Mrs. Verne Richards, owners of an auto house now occupied by the McKays, will come to Walnut Lake to live next spring.

The Melvin G. Autens, formerly of Sunnycrest drive, have moved to 1400 S. Bay, Mich., north of Traverse City. Autens is engaged in setting up a plant protection organ-

It is generally true that most people succeed best when they are engaged in an activity that is suited to their talents and temperament. Which only suggests that the wisest guidance parents can provide their offspring is to help them vocationally.

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SECTION 4

Fall Fashions Modeled by Beverly Hills Women



MRS. RICHARD S. TERANES

Metallic-striped taffeta accented with plain sash. (Eccentric Staff Photos)



MRS. WILLIAM R. RITCHEY

Mink cuffs trim this black velvet gown.

Black Velvet and Fur Trim Highlight of Autumn Styles

Fashions for 'round the clock wear were seen by the ladies of the Beverly Hills Association Friday afternoon at the Community House.

The style show was highlight of an afternoon social luncheon which found Mrs. Henry J. Guenther in charge. Mrs. Alex Chekaway took care of tickets. The luncheon included the sewing, bowling and garden groups of the organization.

Table decorations were done by Mrs. W. R. Irvine, Mrs. H. L. Wyatt and Mrs. R. D. Detwiler. They consisted of pumpkins wearing squash hats, trimmed with all kinds of berry twigs, flowers and candies. The rest of the decorations were also in the fall and hallowe'en theme.

IN THE fashion world, velvet is THE thing for fall this year. Black velvet trimmed with ermine or mink at throat and cuffs is good for afternoon or evening.

Next to black, the most popular autumn color is Oxford grey, in either wool or jersey. There are styles for everyone in the tiered skirt, sherry dress and princess waist.

Models for the afternoon included Mrs. John J. Powers, Mrs. Alex Chekaway, Mrs. Robert Allison, Mrs. Chester Guilmet, Mrs. W. R. Irvine and Mrs. Frank P. Smiley, all members of the Association. Also donning the frocks were Mrs. William R. Ritchey and Mrs. Richard S. Teranes, both of Birmingham, professional models.

Fashions were by Hilda's of Birmingham.



MRS. ALEX CHEKAWAY MRS. CHESTER GUILMET
Black and cream taffeta "after-five" frocks for parties.



MRS. W. R. IRVINE MRS. FRANK P. SMILEY
MRS. RICHARD S. TERANES
Stairway trio ready for an afternoon of shopping.



MRS. ROBERT ALLISON

Choir boy collar tops an oxford grey wool dress



MRS. FRANK P. SMILEY

Ballerina length blue taffeta gown with applied petals.

Named to Dean's List

Two Smith college students from Bloomfield Hills were named to the Dean's list for maintaining an academic average of "B" or better during the past college year. They are Marcia Louanne Nance, daughter of Mr. and Mrs. James J. Nance of Lone Pine road, and Patricia Hamilton Hoy, daughter of Mr. and Mrs. Harry D. Hoy of Cranbrook school.

Alpha Phi Pledge

Shella Traynor has pledged Alpha Phi sorority at Northwestern university and was invited to sing several selections at a Mothers club party Oct. 8. She is the daughter of Mr. and Mrs. James Traynor of Pierce street. Shella and her roommate, Sue Watts Zook of Pennsylvania, will attend the Michigan-Northwestern game Saturday.

Have You Met . . .

Mr. and Mrs. John Barrett Burnell and son Byron, age three, 7075 Sherwood drive? A former Detroit, Burnell is staff engineer at the General Motors engineering staff and a member of the Society of Automotive Engineers. They enjoy photography, travel and fishing.

Needed Something for Your House?

There were 11 couples at the Donald Shank home on Oct. 3 for a surprise party honoring Don Brown on his birthday. Mrs. Brown was the skillful manager who succeeded in making the affair a complete surprise. Colleen Davis, daughter of Mr. and Mrs. George Davis, was hostess at a rush tea Oct. 11 at her parents' Old Orchard drive home. Members of her sorority, Kappa Phi, gathered to welcome new members.

PARENT-TEACHER ASSN. NEWS

To be included in this column, items must reach The Eccentric by Friday noon the week before publication.

Rotary Anns Will Meet At Pleasant Ridge Home

Mrs. Samuel Lang, 43 Oxford road, Pleasant Ridge, will be hostess for the Oct. 19 meeting of the Birmingham Rotary Anns. They will meet for a 1 o'clock luncheon.

Have You Met . . .

Former Royal Oakers Mr. and Mrs. K. D. Patrick, 6208 Eastmoor road? They have a married daughter, Mrs. Harold Hudson of Royal Oak. Patrick is a salesman in the sporting department of Morley brothers and a member of Northwood lodge 551, F. and A.M., Consistory and Shrine in Detroit. They are also members of Red Run Golf club.

Mr. and Mrs. Robert M. Barkley, 791 Purdy street, formerly of Pontiac? Barkley is sales representative of Gooderham and Worts Limited. They have two children, Eric, age four, and Susan, age two.