

Spotlight on Women

Few Midis Sold

Whither Hemlines?

By MARGARET MILLER
Women's Editor

Paris has spoken on the matter of skirt lengths. "It's long," says the decree. "Those long lengths are no longer a subject for debate."
Does Observerland agree? Not on your life.

We tried an informal survey of several women's wear stores and departments in this area. "ARE WOMEN buying midi skirts and dresses?" was the question we put to saleswomen and department managers. Almost unanimously, they said no sales or very few.

"The midi-dress is the flop of the year," emphatically stated Harvey Goldberg, owner of Harvi's stores in Farmington and Plymouth. "We're not stocking them because our customers won't buy them. They don't like the look."

That was the general opinion of the mid-calf look.

BUT THERE WERE several new trends evident in the report on styles coming in from the manufacturers and going out in shopping boxes and bags.

One is the skirt lengths are a little longer.

"All our dresses are a bit longer," said Goldberg.

"They're showing that nice length, right about at the knee," added Mrs. Mary Hartz, manager of the ready-to-wear department in Demery's of Farmington.

ANOTHER TREND is that

the younger shoppers, high school and college age, are predictably more bold about trying the new and startling length.

"Quite a few girls want to have one 'midi,'" one representative saleslady put it.

"We've only sold a few," reported a sharp young saleslady in a department store high school shop. "But I think the girls will be buying more. I think they're kind of cute."

ALSO A STRAW in the wind is the fact that midi coats are selling far better than the dresses.

"They do make sense when it gets cold," one customer put it.

"We're moving quite a few midi coats and coat and pants sets," confirmed Goldberg.

However, Naomi Frederick, manager of Harvi's of Plymouth, pointed to a long rack of short coats she said are finding the most favor with her customers.

"A winter coat is a big investment," she said, "and this is the kind the girls are buying. They don't think the midi length is coming soon."

ONE STRONG PROPONENT of the midi-look was a saleslady in the J. L. Hudson Co. Westland store. She recently spent several weeks in Europe and said the new silhouette was more in evidence there.

"It's lovely, so feminine," was her opinion. "It's being accepted in Europe, and women will come to like it here."

But there was sharp

disagreement from a customer in a different store. She felt sure women here won't give up the freedom of short skirts.

"I won't wear midis and I my

high school daughter won't wear midis and my 26-year-old daughter won't wear midis," she said. "We just aren't going to be told what to wear."



LINDA JACKSON, mmi-skirted member of our circulation staff, wonders how a midi skirt would look. (Observer photo by Gerald Gazda)

m. m. memos

This is the day when many women across the country are striking for a better life.

I've talked to some of them about their reasons for so commemorating the anniversary of the women's suffrage amendment.

I find I support completely many of the aims of women's liberation — those that increase the opportunities for women to reach their full potential. I also must disagree with others — those that try to wipe out differences between the sexes.

But as for Wednesday, August 26, I'm sticking to the job. Both jobs.

Because, for me, the fact that I can do so is the greatest proof that I'm a liberated woman right now.

I have the womanly joy of motherhood and the satisfaction of being at the center of a family.

I also have enjoyment and pride in work that brings me into contact with a bigger slice of the world and makes use of my particular abilities.

And while I've found with many other women that combining the two jobs can be hectic, I have one more priceless asset. That's the opportunity to choose for myself whether I want to work or stay home.

It's a choice not open to the man of our house — or hardly any other house. Men in our society have economic responsibilities from which liberation is rare.

So I'll stay with my chosen role on this day. It seems to me that's what liberation is all about.

—Margaret Miller



MRS. GLADYS RYDER Gladys Ryder Is State Fair Senior Of Year

The school children of Livonia know Mrs. Gladys Ryder well.

So do the community's senior citizens.

And anyone interested in the history of Livonia can't have missed knowing about her.

Now the fame of this remarkable lady is spreading, for she has been named "senior citizen of the year" by the 1970 Michigan State Fair.

MRS. RYDER, who makes her home at 36725 E. Ann Arbor Trail, Livonia, will be honored at the fair on Monday, Aug. 31, along with Ernest A. Chamer of Flint.

Presentation of special awards to the two senior citizens will be part of Old Times Day at the fair.

Mrs. Ryder, who was nominated by the Livonia Senior Citizens Sunshine Unit, was born in Westland and received her education at Wayne State University.

She retired from teaching in 1960. She has two children, Charles, and Mrs. Doris Turner. Her husband Donald, died two years ago.

Continued on Page 2 C

The Results Are In:

Retain The Mini

You girls in Observerland love the mini and like the top-of-the-knee dresses.

You made your ideas known loud and clear after this newspaper recently reported with spot-on accuracy Koret of California in a poll of skirt-length preference.

The vote from this area was 24 votes for the mini, 172 for top-of-the-knee, 32 for the continental and a lonely 3 for the midi.

ONE FARMINGTON resident put it this way:

"I personally refuse to look like something out of an old cowboy and Indian picture this fall."

"Hopefully, all the clothes designers showing midis and maxis will fall flat on their bank accounts and starve."

"Bell bottoms and pantsuits I think are great—for once you don't have to stare at fat ladies because women can hide them with long jackets."

"But midis!" UGH! Even in a size 10 you look like something out of the comic book. I think all the male designers pushing midis should try wearing midis pants on their suits."

I love minis, but if I were a designer or manufacturer, I'd stick to "top of knee." That way, we mini lovers can cut and hem what we don't like."

KORET'S SURVEY isn't completely tabulated yet, but early indications are that the country as a whole still favors short skirts, though not quite as emphatically as this area.

At this point, the nationwide vote is reported 78 per cent favoring mini skirts and top of the knees.

OUR LADY in Farmington wasn't the only one to send in a letter with her ballot.

One Livonian, who listed herself as being in the 35 to 45 age bracket, opted for the top of knee—if it's three inches above the knee.

I think anything below the knee ages a person, young or old," she wrote.

Another woman from Li-

sonia thanked the manufacturer for "taking the effort to ask women what they want in fashions."

She wrote: "The midi may be great for the five-foot-ten model, but it looks AWFUL on most women."

ONE MIN-FAVORER, also

I know I wore it in high school and still wonder why my husband, whom I dated then, ever married me. I looked that bad."

Besides looking better, the shorter skirt is just a lot more comfortable."

And a combination halft with four tones favored minis for the under 18 and top of the knee—for the 35 to 45 bracket.



FASHION RERUN? -- If you think you've seen today's new styles before, maybe you have. At the left is an elegant tweed and blue fox coat in the Fall Rosenberg-Minter collection. The one above comes from a catalogue distributed by the National Cloak & Suit Co. for the fall and winter of 1923-'24. It's described as a "fashionable silk seal plush coat with moufflon fur collar and cuffs," and the price, incidentally, was \$25.

ST. CLAIR Carpet

Save on colorful, luxurious carpeting - for every room

KODEL SHAG

Many Assorted Colors & Styles By Famous Brand Manufacturer's Values up to 14.50

\$5.50

Prices Begin At Sq. Yd.

ROLL BALANCES and Remnants

UP TO 70% OFF

HERCULON KITCHEN CARPET by Masland

13 Beautiful Colors

Autumn Tweed	Jade Blue Tweed	Regimental Red Tweed
Antique Gold Tweed	Turquoise Tweed	Fawn Green Tweed
Nugget Gold Tweed	Mezzo Bridge Tweed	Bronze Green Tweed
Bluegreen Tweed	Spice Tweed	Lunglow Tweed
	Moss Green Tweed	

\$5.95

A \$9.50 Sq. Yd. Value Sq. Yd.

Stop in and see the beautiful 501 nylon tweeds. Completely installed our 3/8" PLUSH PAD for **\$18500** Based on 30 Sq. Yds.

To select your floor covering at home, call GA 7-1400 for an appointment, no obligation. Terms available.

ST. CLAIR Carpet of LIVONIA

MEMBER DETROIT FLOOR COVERING ASSOCIATION

28040 JOY ROAD, between Inkster and Middlebelt

GA 7-1400 or KE 8-1210

OPEN DAILY 9 to 9 TUESDAY 9 to 6