1953

Your Dress-- Before You Buy It

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A FEW MILLION WORDS are written each year about fashions, the new silhouettes, the new colors, the new fabrics, but there is seldom any mention of work which precedes the first public showing of the new season's line of clothing which is brought to you.

Designing

A dress is born when it is first put on paper by the manufacturer's designer who has reviewed the coming trends from imports and reproductions which are shown in the East. Each manufacturing company has its own type and style of clothing, so each company's designer takes from the new styles the characteristics which best fit his company's needs.

All designers have to modify the designs from famous fashion pace-setters and make them acceptable to you, the public. For instance, when Christian Dior introduced his new fall line sporting the just-below-the-knee hemline, Leo Sonkin, fashion consultant for Arthur Weiss Originals of Chicago, said, "I don't think the skirts will go as high as Dior would like, and I know that our collections for next spring will not include the shorter length; however, I wouldn't be at all surprised to see them in next fall's line." He stated that the fashion industry strives to serve the American women and must manufacture clothes wearable and acceptable to the greatest number.

When the designer has her drawing completed, she selects the fabric she desires for the garment and begins draping and sewing it on a dress form. She makes a sample garment from her design. A designer must know fabrics and their capabilities as well as be able to draw and have a sense of style. Joseph Goldberg of Queen Dress Company in Milwaukee says that some of the best designers started their careers by operating a sewing machine in the industry. It is there, he says, that they gain the practical experience with fabrics.

pattern-making

When the designer has made the original garment, the pattern-makers take over. They make a pattern from the design, then adapt it to fit the measurements of every size. They grade the patterns to misses', junior and women's sizes, depending upon which type or types the company manufactures. This is one of the most important phases of the industry as every garment must conform to the specified measurements and sizes.

After the pattern makers have finished their work, the cutting begins. The fabric is laid out on long tables in layers of 25, 50 or 100 pieces, and the patterns are placed on top of the material and fastened securely so there is no slippage. Then very sharp, electric-cutting instruments are used to make the individual pieces for the garment. Both straight and rotary-bladed instruments are used, each for a different purpose. A rotary blade is usually used for cutting straight pieces, while a straight blade seems to work best on the corners. The cutting process is done in such a way that the bottom layer of fabric is cut exactly the same as the top, and the garments are produced in uniform size, fitting the standard measurements.

Stitching

The actual sewing of garments is done in two different ways. Some manufacturing firms have their machine operators do a complete dress in the rough, and some firms prefer to have their operators do only piece work. In the second method each operator does only one job, like setting in sleeves or attaching skirt and bodice.

Depending upon the style of a dress and the amount of the detailed work, the machine operator will spend from 1 to 3½ hours on each dress. When a garment is finished in the rough it is sent to the finishers who are in charge of putting in hems, pinking seams and putting on the trimmings and buttons.

The next phase in producing a dress takes place when the garment goes back to the designer, then called the draper, to be marked for the final finishing and pressing.

Each manufacturing firm has a large network of sales representatives who work directly with the retail stores and their buyers. There are two main markets or meetings each year which are held in major cities: New York, Chicago and Minneapolis, to name a few. At these markets the garments are displayed, some are modeled, and all are out for the buyers to see and order for the season.

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Your Dress  
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The fashion industry is one which is always working against the calendar. In mid-winter it is designing and producing garments you'll be wearing when the temperature reaches its summer heights. While the rest of the nation is sweltering in summer's heat, it is ready to sell you the coat you'll wear to next fall's football game.

In the first part of June is held the fall market. Buyers make their trips and select the fall and winter clothing then. It is November that the spring clothes are ordered for the retail stores. Summer and holiday clothes are sold at smaller markets.

The buyers order clothing about three months before actual delivery. By the time a new line is delivered in Ames, the designers are hard at work on the line for the next season. Besides at the main markets, garments are sold right in the retail stores. Salesmen travel around the country and help the retailers supplement their current stock.

The fashion industry works at least three months to create a new style and at a season which seems least logical. It works to manufacture clothes that are both simple and smart—to please you—the consumer.

Dinners -- Short Orders
For those dinner dates or coke dates, the best place in town to eat is —

Frango's Restaurant
210 Main Phone 1800

Music and Photography
In Ames it's the Eschbach Music House
for everything in
MUSIC,
PHOTOGRAPHY SUPPLIES,
RADIO and TELEVISION

ESCHBACH MUSIC HOUSE
302 Main Phone 474

alums in the news:

Home Hawaiian

by Kay Scholten
Home Economics Sophomore

A GAINST A BACKGROUND of pale green mountains stands the Mid-Pacific Institute on the island of Oahu. Here, in Hawaii where windows are never closed except for washing, in a modern dining hall, Miss Martha Bunge has her office.

To this blue and beige, maple-furnished dining room, 300 Hawaiian, Chinese, Japanese, Korean, Philippine, Portuguese and Caucasian students, ranging from ninth to twelfth grades, come to eat three times a day. Miss Bunge's job is to plan menus for these students as well as supervise the buying and preparation of the food.

Rice — Favorite Dish

Because of the varied racial backgrounds, Miss Bunge must adapt her recipes to the islands. Rice is an indispensable dish, a favorite of both students and faculty. As Miss Bunge writes, "The other important foods must be worked in around the edges." A rice dish that is "met with whoops of joy" is fried rice. The recipe for this is as follows:

Heat a small amount of fat. In this fry 1 cup of chopped left-over meat (ham is ideal, luncheon meat good). Add 1 quart of cooked rice. Fry this long enough to heat through and impart flavor. Then sprinkle over this 2 to 3 tablespoons of shoyu sauce or enough for a light brown color. Add the equivalent of two scrambled eggs. Last add 1/2 cup of green onion tops cut in half inch lengths. Add salt, stir well and remove immediately from the heat.

More Shoyu Sauce

Some of the other foods that are favorites are rice balls, which are cooked rice shaped into balls with a pickled cherry in the center of each and a sheet of seaweed wrapped around the outside; terriaki steaks, which are thin beef steaks marinated in shoyu sauce with garlic and ginger root; and tawkwon, a pickled radish. But at Mid-Pacific Institute, as at Iowa State, ice cream, but especially macademia nut ice cream, is the finishing touch for any meal.