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We Present With Pride

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Beginning of a monthly Homemaker feature presented in answer to reader demand for real-life examples of job opportunities.

JOAN AHERN DEKTAR, '50, keeps her finger on the fashion pulse of America through daily trips to the fashion market where she learns what "decides" the styles of the day and seeks solutions to the manufacturer's problems of satisfying his public. Joan is a fashion reporter for Women's Wear Daily and Footwear News in the Los Angeles bureau of Fairchild Publications, Inc.

Joan's major in textiles and clothing and minor in journalism opened to her this field teeming with fads, fages and vogues. She works with specialized fields such as footwear (children's and adult's, but only female), sportswear and dresses, knitwear and accessories. Joan writes reviews of manufacturer's fashion offerings in these fields and talks with retail store buyers for both department and specialty stores, to find out their plans for fashion ideas such as the easier silhouette, Shetland sweaters or slim versus pleated skirts for the coming fall.

Mrs. Dektar conducts a fashion acceptance survey called, "They Are Wearing." This gives her a wonderful excuse to attend such exciting events around the Los Angeles area as traditional football games in the city's huge Memorial Coliseum, the yearly "Opera Ball" that begins the opera season, formal parties, movie premiers on occasion, the opening day of the racing season at Santa Anita.