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## Section Two

Fourteen Pages

# The Indianapolis Times

SUNDAY, APRIL 3, 1949

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## For Women Counter-Spy— New Dolls' Tresses May Be Set Beauty-Shop Style

New Products Range From Perfume  
To Left-Handed Corkscrew

By LOUISE FLETCHER, Times Woman's Editor  
TODAY'S LITTLE GIRLS grow up without being beauty conscious, it won't be the fault of the toy-makers. On the market now is a doll whose hair can be shampooed, then set in pincurls or waved with an iron. After dolly's coiffure is dry, it can be sprayed with brilliantine, just like that of a "real, live" person. Also like real, live persons, the doll can go shopping for additions to her wardrobe. They've put in what amounts to a ready-to-wear department for dolls at Strauss' where they have the Terri Lee Toddlers.

The dolls themselves look like their chubby, big-eyed owners-to-be. That's because they were designed by a sculptor who used her own daughter as a model. The dolls, 17 inches high, are guaranteed to be unbreakable and never to chip, mar, crack or peel. Jointed, they can sit in any position and even stand alone. Since she is making her debut here in springtime, Terri wears a spring outfit of dotted swiss. Complete outfits for other seasons or events include beach and playclothes and a boudoir ensemble (with bedroom slippers). Terri has a brother, Jerri, dressed fit to kill in cowboy regalia—sombrero, chaps and boots. Also available is an assortment of playmates. Cost of the original doll depends upon what it's wearing at the time of purchase. In a swiss dress, Terri is \$12.95. In a sequin-spangled ballet dress, she'd be \$19.95. Additional outfits start at \$2.

There must be a lot of kids around town convinced that Santa Claus runs a branch office in Ayres' Tearoom. All the youngsters who eat there get a crack at a treasure chest as they leave. The chest holds tissue wrapped gifts. Those for girls wear red ribbons and those for little boys are tied with blue. In a year's time, I'm told, about 6000 boys come out of the chest . . . all for free.

That may account for the small girl who was seen (and heard) recently as her mama dragged her through a downtown restaurant foyer. She was shrieking like a covey of bantams. "I don't want my lunch here," she yelled. "I wanna eat in Ayres' Tearoom!"

### Need a Left-Handed Corkscrew?

MAYBE IT'S MEANT for hosts who want to discourage a too bibulous guest . . . a left-handed corkscrew. It's a gadget they have on Strauss' first floor and, sure enough, the squiggly part of the thing squiggles in reverse. It has an eight-ball knob and that is just where anyone trying to use it for the first time would find himself. It costs \$1.50. . . . For hosts who aren't checking up on the liquid intake, there's another gadget, coming up at Block's. This one is a cap-fitting the top of a beer bottle and is said to give bottled beer the creamy taste of draught beer. The beer splashes through a filter-like opening. "Keggy" (that's the name) is cleaned under a faucet, lasts a lifetime they say, and costs \$1.

For \$245, an Indianapolis woman can assure herself of a flock of male escorts. Nope, it's not a new gigoise service. The escorts are printed on an Adrian-pose, they have at Block's. The little men, about seven inches high and wearing Diamond Jim Brady duds, are scattered over a gray background. Name of the dress is "Lady Surrounded by Wolves."

### Navy It Is for Spring Shoes

THEY SAID IT WAS going to be a "navy spring" and it is, right down to the ground. The two most popular women's shoes of the season, according to Ayres', are both navy and both suede. The ones they've sold most are a duo of DeLiso Debs. One is a slingback platform style with open toe. The other is a V-throated opera pump with closed toe and heel. Price on this is \$12.95 while the slingback is \$15.95. There will be more and more "opened up" shoes as summer approaches, the shoe buyers say. If they don't have open heels or toes, or both, they'll have wide-open spaces in their upper part or open shanks. The open look is all in the interest of hot-weather comfort, according to the shoe designers . . . and they dare you to question the comfort of a sole held solely by thongs. That, they promise, is among the styles coming.

How much, in hard cash, is glamour worth? Well, to each of the glamorous girls here recently to help plug the new John Robert Powers lines of cosmetics, it was worth \$100 a day. That's what their advance agent said—\$100. One day for rehearsal and fittings; three days of public appearances; \$400. (Part of one of those \$400 checks probably will be spent on a layette. Edwina Osborn is the mama-to-be, we hear.)

### Humpty Rolls With the Punch

ONE THING YOU CAN count on: If there's a holiday on which present giving can be pegged, the toilet goods people will be glad to help with the gift suggestions. Coming up is Easter. It used to be, on Easter, that only kids got presents (hard-boiled eggs and indigestion). Not now. EVERYBODY gets presents . . . the toilet goods manufacturers hope. Of course, some of their Easter gift ideas are OK. Spotted at Watson's yesterday was Elizabeth Arden's Humpty-Dumpty purse-size container holding three-fourths of a dram of "My Love." That's a new fragrance just imported from Paris.

Humpty, finished in silver and gold tone metal, has a weighted base like the tumbler toys of your childhood. Given a shove, he rolls with the punch and comes back into vertical position. He will nicker your Easter gift budget to the tune of \$5.

At Charles Mayer's, they'll give you a "Nest Egg" if you want one. That is the Easter package holding a vial of perfume put out by the Herb Farms outfit. The lower half of the nest egg is pastel plastic filled with shagreened cellophane. This reveals a dram of any one of Herb Farms' seven scents: Green Moss, Royal Purple, Lilac, White Phlox, London Mist, Audley 37 or Night Scented Stock.

## Accent on Youth in Narcissus Show



Tom Fox, James Posner and Jim Cleffey (left to right), pupils at School 80, are working on their exhibit in the Narcissus Show to be held Saturday and next Sunday in the Brookside Community House.

## 'Springtime in Indiana' Theme Of Annual Show Next Week-End

By MARGUERITE SMITH  
WHAT'S THE difference between a narcissus and a daffodil? Is a jonquil the same as narcissus?

If you want to keep two jumps ahead of Junior on these and kindred matters you'd better pile into the family car next week end and drive out to Brookside Community House. That's the place. The event? The eighth annual narcissus show. The time? From 4 p. m. to 9 p. m. on Saturday, the 9th, and from 11 a. m. to 6 p. m. on Sunday, the 10th. And it's free. For the Central West District of the State Garden Club puts on this big flower show as a civic project. Members of the various clubs have worked for weeks on "Springtime in Indiana," the theme that ties the whole big event together.

This year the youngsters of junior garden clubs, scouts, and other groups will have a big part in the show with their exhibits of bird houses, feeding stations, and plenty of flower arrangements.

THE ADULT part of the show has two large divisions. One is the exhibit of individual specimens of the eleven classes of narcissus with names attached. "An easy way to learn the varieties," says an exhibitor. The other section will be quantities of flower arrangements.

The number of women who've worked on the project. Shows the countless hours that have gone into this free flower show.

Mrs. Ray Thorn is the general chairman. Mrs. Burke Nicholas and her scheduling committee took care of preliminaries. Then Mrs. Thomas Ayton and her helpers got busy on the setting for the show. Working with her are Mrs. W. L. McCoy, in charge of the flower arrangements; Mrs. L. R. Groendyke, for the various classes of narcissus; Mrs. H. L. Hays, in charge of the show and decoration of the stage background; and Mrs. Norvin Strickland, the junior section.

HELPING MRS. MCCOY are Mesdames W. D. Kautsky, W. F. Krass Jr., Merlin King, O. M. Enyart. Mrs. Groendyke's assistants are Mesdames Otto Mahrt, Wallace Clark, Ralph Soth, L. C. Litten, F. E. Artist, C. E. Griener and S. G. Wilmer. Mrs. Haysbrook's committee are Mesdames W. H. Best, Hugh Thompson, John Donagh, E. F. Madinger and Jules Zinter.

## For The Homemaker— New Labor-Saving Devices on Market To Make Annual Housecleaning Easier

Liquid Paint Cleaners  
Cut Dirt and Grease

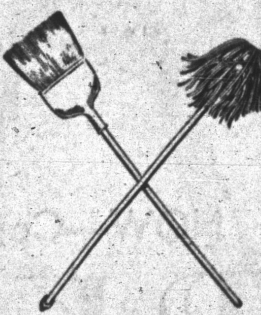
By JEAN TABBERT  
MRS. HOMEMAKER'S annual spring headache—housecleaning—should be easier this year. Certainly it will be if she uses new labor-saving products concocted by up and doing manufacturers.

Traditional starting place is the ceiling and walls. They'll emerge sparkling clean when papa applies liquid paint cleaner. It removes dirt and grease, but paint remains fresh and color constant as the day it was brushed off. Soapless suds, which dirt away from bath, kitchen and laundry painted surfaces, walls and woodwork. Simply wipe it clean, no rinsing needed.

NON-CRUMBLING wall-paper cleaners work up in the hand like a hunk of dough. Apply to walls, including flat or water painted surfaces, and use also for lamps, pictures or window shades.

If a refurbishing job is on the spring cleaning list, try enamel paint. They give a luster finish. The paints come ready for use and brush on easily. Some of them dry in only three to four hours. Woodwork, furniture and walls all will look slick after a coating.

PAINTED woodwork will shine from special washing powder. It's easy on the hands and is a water softener. Dry cleaning the upholstery and rugs so the results will smell fresh as well as look clean can be done with a liquid deodorized cleanser. The odor floats away almost as soon as it's applied.



KEEPING FACE with home building materials is a new asphalt tile cleaner. It will refresh and condition any type synthetic floor covering, marble, concrete, asphalt, ceramic or rubber tile or terrazzo. Works in either hot or cold, hard or soft water and doubles as a water softener. There's no extra elbow grease needed and the compound entirely eliminates scum from the floor, the last step of the cleaning job.

GADGETS help the homemaker no end in simplifying her routine tasks during housecleaning time. One of these sketched is the "panobroom," a full-sized broom over which a dust pan fits just like a jacket. Storage solved, steps saved. The "jacket" slips off, ready to double for maid service. This item, \$1.99, is at Block's.

At Ayres' they praise a sponge-type mop, say they sell twice as fast as the conventional. The one illustrated, with the look of Raggedy Ann's hairdo, is \$1.99. Dirt falls off the highly absorbent sponge retains more water, is easily wrung out. Another sponge rubber job by Spartan sheds water like a duck.

## Two Local Girls To Model in N.Y.

Barbara Witham, Ann Beck  
Of Ayres' Join Powers Agency

THOUSANDS of girls, intent on modeling careers, have made their way to John Robert Powers' office in New York's Park Ave. Only a small percentage of them meet the exacting standards, but the stream of hopefuls keeps flowing.

Two Indianapolis girls, however, have pulled a switch on the formula for becoming Powers' glamour girls. Right in their own bailiwick, they have been tapped for New York modeling jobs by Mr. Powers himself. It happened when the model agent, here recently for the introduction of his new cosmetic line, took a busman's holiday by looking at more models . . . the ones who show fashions in Ayres' Tearoom.

### Return Engagement for Ann

THE TWO who will be heading east, probably during the summer, are Ann Beck and Barbara Witham. For brunet Ann, it will be a return engagement. She was with the Powers agency in 1945 and 1946, and when Mr. Powers saw her again he said, "You look wonderful . . . wonderful. Why don't you come back?"

Her chance to come back arrived sooner than either of them expected. One of the seven Powers models here for the cosmetic show, Caroline O'Connor, became ill on the third and last day and Ann went on in her place with only five minutes' notice. When the cosmetic troopers moved on to Dayton, O., for another show, Ann went along for the three days there just this last week.

### Fair for High Fashions

ANN MODELED at Ayres' both before and after her first period as a Powers' girl and is known for her flair in showing high fashion styles. She lives with her parents, Mr. and Mrs. William H. Beck, in Kiesel Road near Zionsville.

Barbara has been an Ayres' model for a year and a half, usually showing the sportswear favored by the "typical American girl." She is tall and auburn-haired and, because she's near-sighted, wears glasses. The latter fact entered into Mr. Powers' selection of her for a job. Not only is she pretty, he said, but she wore her specs with charm and poise.

### Photo Queen at I. U.

FOR MRS. ELIZABETH PATRICK, who heads the Ayres' Fashion Bureau, this was a personal triumph. Almost before every show in which Barbara has modeled, Mrs. Patrick has heard the question, "Do I HAVE to wear my glasses, Mrs. P.?"

Barbara is the daughter of Mr. and Mrs. H. B. Witham, 3338 Guilford Ave. Her father is dean of the Indianapolis Division, Indiana University Law School.

Barbara spent a couple of years at I. U. where she was an Alpha Chi Omega pledge . . . and was one of the five winners in a photo contest staged by one of the I. U. publications. Oddly enough, Mr. Powers was the judge for the contest.

### Others Are Ayres' Alumnae

THE TWO girls are not the first of Ayres' models who have gone on to jobs in New York.



Photos by Lloyd B. Wallen, Times Staff Photographer.

Barbara Witham . . . Powers model-to-be

Mrs. Patrick says that in her 15 years with the store's fashion bureau, there have been a number of Ayres' "alumnae" who have done Manhattan modeling.

Some of them have been with Mr. Powers, too. Dede Woods (Mrs. B. R. Woods) left six months ago and is working as a Powers model now. Also with the Powers agency before her marriage to William B. Ansted Jr. was Virginia Judd.

Back in 1935, Charlotte Twitty, now Mrs. Robert G. Shirley of Brentwood, Cal., went from Ayres' to New York. Others were Helen Pleisticker, now Mrs. Robert Cline of Hammond; Marjory Graham, married to James O'Connor and living in Shaker Heights, O.; Margaret Geyer who became Mrs. Robert Jackson of Hartford City; Lucinda Smith, now Mrs. Charles Sulzbacher of New York; and Dorothy Fitzpatrick, who is Mrs. Edward Galahue of Indianapolis.

### Not A Bit Excited

ANN AND BARBARA already have their plans started for the New York trek. They'll live in the Barbizon Hotel for Women, where so many New York models park their hat-boxes.

Are they excited or quaking at their "big chance?" "No," they say, as if trying to convince themselves.

Ann admits she was "scared" when she made her short-notice appearance here, but she's calmed down a little since.

Barbara, whose first answer to Mr. Powers was "I COULDN'T leave Ayres," still has moments of trepidation.

"I'd come back to do an Ayres' show . . . if I had to walk from New York!"



Ann Beck . . . ready for New York's fashion photographers.