

Now, Sew Your Own YSL!

NEW YORK — The name Yves Saint Laurent has the drawing power of a magnet for fashionable women of all ages. But the price tag prohibited all but a fortunate few to do more than just look. Until now.

Soon anyone who can sew can wear a Saint Laurent design, complete with label. A unique series of YSL sew-to-wear fabric boutiques will be launched in about 100 leading stores across the country early next year.

The steel-and-glass modular boutiques (similar in mood to Yves' own Rive Gauche) will be uniform in decor at every store. There will be four round tables of varying

heights, a book of fashion sketches by Saint Laurent to choose from, an easy-to-follow silhouette pattern and an array of specially designed fabrics — all approved by the designer himself.

The fabrics will spill over the tables, under the tables and over chairs in a riot of color.

"These sew-to-wear fabric boutiques are a new approach to fabric merchandising," said Theodore I. Felner, president of the Burlington Retail Division of Burlington Industries, who conceived the idea.

"Most home sewers are young people," Felner continued, "But when these kids go into a fabrics store, the bolts

of cloth are displayed in dull stacks on the counters, just as they were in great-grandma's day. The boutique is more exciting.

Saint Laurent also approved the fabrics to be sold.

"Buyers can't buy any separate part of this new concept. They have to take the whole boutique setup and everything that goes into it," Felner said. "It was a big chance to take, perhaps. But we have been overwhelmed by the favorable response."

Yves' sketch book even gives his suggestions as to what color fabric to choose for each design and what accessories to wear with the finished product.

The boutiques combine a new and interesting way to display fabric with the plus of giving women in varying economic brackets the opportunity to wear a Saint Laurent at a fraction of the original cost.

The stamp of the internationally famed couturier can be authentically attached as soon as the costume is complete. His label comes with the purchase, to be proudly sewed into the dress, suit or coat.

Whites Flee Poverty Core of Inner City

WASHINGTON (AP) — Whites are continuing to flee the inner city leaving behind a core of black families with little chance to improve its lot, a new United States government study shows.

Particularly in metropolitan areas of 1,000,000 or more people, the census bureau reports, the population in poverty areas is becoming increasingly black "as the proportion of whites among the poor in these areas diminishes."

Rockwell Livingston of the bureau's poverty statistics program drew the conclusions from a study of the 1960 census and a 1968 population survey. His findings were further confirmation of the evidence easily visible in any big city and its surroundings.

But at the same time Livingston's findings underscored another social problem that hasn't received as much recognition: More and more, the poor, black families trapped

in the slums are headed by women unable to earn enough money to drag their income above the government's poverty line of \$3,600 a year for a four-member urban household.

Those left behind, he reported, are too old, too young or too burdened with family to earn a good living. More than 70 per cent of the poor remaining in poverty areas—most of them children—fit into this category.

"About half of the poor residing in poverty areas in 1967 were children under 18 years of age," he said. "Two-thirds of these children were Negro" and other non-whites.

He reported the number of families living in poverty areas had dropped 15 per cent in the eight years between the two surveys. Although some blacks got out, most of the flight was by whites, and the difference was even more pronounced in the largest cities.

The Oratory of Negro Leaders

The compelling personalities and rhetorical styles of the great twentieth-century black activists are examined in THE ORATORY OF NEGRO LEADERS, 1900-1968, now being published by Negro Universities Press of Westport, Connecticut.

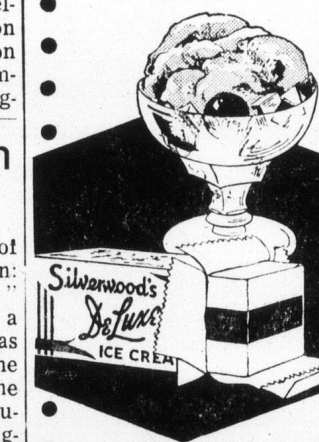
The book is the first comprehensive study of the impact of oratory on the civil rights movement. It analyzes the conversations of Booker T. Washington with Presidents and socialites as well as the Harlem street rallies of Malcolm X. Marcus H. Boulware surveys more than 30 leaders—from Marcus Garvey to Martin Luther King, Jr.—and examines the influence of each in directing the Negro revolution.

The study includes excellent introductory chapters on the nature of oratory and on twentieth century Afro-American history. Important segments are also devoted to black women orators including Sadie Mossell Alexander, Nannie Helen Burroughs and Charlotte Hawkins Brown.

The author studies politicians, labor leaders and church orators from Oscar Staton DePriest, Frank Crosswaith and Father Divine to Adam Clayton Powell, A Philip Randolph and the Black Muslims.

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O Earth! throughout thy borders
Re-don thy fairest dress:
And everywhere, O Nature;
Throb with new happiness;
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Awake, and doth gainsay,
For death is swallowed up of life,
And Christ is risen today!

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English Spring Fruit Cake

Here's an old English recipe that is easy to make, jolly to taste—and you'll be the first in your group to greet the spring with it. Be sure to bake this cake at least two weeks in advance of serving—then age it in your cake saver for spritely, spring-like flavor!

2 cups granulated sugar
1 cup brown sugar
½ tsp. cloves
2 cups water
1 cup brand (or rum)
(if spirits are omitted, increase water by one cup)
1 lb. seeded raisins
3 tbs. shortening
4½ cups flour
1½ tsp. baking soda
1½ tsp. baking powder
¾ tsp. salt
½ cup chopped walnuts
¾ cup chopped citron
1/3 cup chopped candied orange peel

Combine granulated and Brown sugar, cinnamon, cloves, water, raisins and shortening. Bring to boil; boil 5 minutes. Cool, add brandy. Sift together flour, soda, baking powder and salt, add to first mixture. Add nuts, citron and orange peel; mix well. Line 9-inch tube pan with greased waxed paper, pour in batter. Bake in slow oven (300°F) two hours. Let stand until cold; remove cake from pan. Age in Superseal cake saver; serve in thin slices.

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