

Fashion's Her Game – newspaper article (1961)

Fashion's Her Game



Art major Arline Merker of Elmont receives one of her prizes, a Lanz swim suit, from Andrew Hooker, manager of Bonwit Teller, Manhasset.

Twenty-year-old Arline Merker of Elmont is one girl who will share the Father's Day gift she presents to her day today.

Arline is an art major at Elmira College. Her father, Murray, designs and manufactures coats and suits. Her gift to him? Art materials.

"We often work together at home," the pretty brunette sophomore said. "So it's inevitable that I'll wind up using some of the gift."

Arline, who recently won a prize in a nationwide fashion contest, plans to be a fashion designer.

The prize, awarded at Bonwit Teller in Manhasset, was for her ideas about Lanz Fashions. She explained why the line was popular with college girls, and developed a complete sketch and layout of how a fashion shop should look to be successful in a college community. A publicity and display plan were also part of her winning entry.