



The Phi Journal



ISSUE 24

Editor - Wendi Beeman

MAY 1987

COMMENTARY ON SEX -- AFTER A FASHION

It is often said that clothes make the man. We won't dispute the merits of this bit of popular wisdom, but we want to state unequivocally that clothes do reveal the woman. Fashion is a language in itself, and if you "read" its fluctuating styles you will discover a critical form of communication as well as a cultural statement.

In *In Fashion and Eroticism: Ideals of Feminine Beauty from the Victorian to the Jazz Age*, author Valerie Steele says that clothing is "both to preserve modesty and to accentuate the wearer's sexual beauty."

Steele's look at English, French, and American fashions from the mid 1800's to the early 1900's focuses on the ever-changing cultural definitions of women's beauty, which are basically sexual. She maintains that changes in hemlines, waistlines, and bustlines reflect changes in attitudes about sexuality.

A feminist writer, Ms. Steele sees corsets and other confining garments as a glaring reminder of how women have been kept as second-class citizens. She maintains that the adoption of society's standards of beauty represents more a "personal choice" than a part of their oppression.

Despite Ms. Steele's contention to the contrary, the definition of beauty may change over time, but it's still men who look and it's still women who are looked at. And don't we know it!

IN THIS CORNER WEARING THE SHEER ENERGY HOSE

We have had the cola wars and the burger wars. Are you ready for the pantyhose war?

It seems that L'eggs, a division of Sara Lee Corp., was upset when No Nonsense, a division of Keyser Roth, claimed in its advertising that tests showed more regular Sheer Energy wearers preferred No Nonsense Light Support over the L'eggs brand. L'eggs Sheer Energy is the L'eggs sales leader with more than \$200 million in sales in 1986.

L'eggs sued in U.S. District Court, claiming the advertising was false and misleading. No Nonsense responded by saying that it could substantiate its claims through independent research.

Judge Richard Erwin said that No-Nonsense's consumer testing supported its claim, although he criticized some wording in No Nonsense's ads.

Naturally, No Nonsense was pleased with the ruling. But did anyone ask us what we preferred?

Wendi

TREASURER'S REPORT

On hand after 28 March meeting \$25.00

25 April receipts

attendance fees - 9 x \$15	\$135.00
donations	27.00
prepayment for 30 May dinner	106.00
total	\$293.00

25 April disbursements

Selma - 9 x \$12	\$108.00
newsletter postage	52.00
to Tara Dinner Theater	96.00
total	\$256.00

Balance forward after 25 April meeting \$37.00

Emily

FINALLY

For those who have signed up for the 30 May meeting in Downingtown, here is a map provided by Emily. The show promises to be a good one, and I expect that many of us will be there as sister. There will be no more meetings at Selma's until fall. I expect to put out newsletters in July and early September. Have a great summer!

Jane

PENNSYLVANIA TURNPIKE

HARRISBURGH ←

BY-PASS US 30

Downingtown Farmers mkt.

TABAS HOTEL

100

EXTON

US 202

US 30 → Phila

DOWNINGTOWN

BUSINESS US 30

LANCASTER

US 322

Brendywine Hotel + Resort

**Phi Chapter
at Tara Dinner
Theater**

WILMINGTON & NJ. via Commodore Barry Bridge

May 30th
1987
10:30 pm