

# Styles understated and sporty

Those who have deplored the recent trends to trash will welcome the latest fall fashions.

This season, designers are urging women to dress up in sophisticated style. But, its a sophistication that's understated and wonderfully sportive.

Suits, for example, are soft in structure...or softened with sweaters. Jacket interest is

high here, with blousons, cropped jackets, waiters' jackets and capelets among the ways to top off the newest suits.

In dresses, the coattress emerges as an important look, both for day and night.

Skirts are full and long, often cut on the bias, pleated or softly gathered as well as slim.

The double-breasted look is

everywhere...it's seen in dresses, pantsuits, suits, sweaters and coats in addition to jackets.

Sweaters dominate the fashion scene this season both day and night, often replacing jackets, sometimes dressed up with a belt.

As for the new sweater dresses, they sum up fall's dressed-up yet sportive feel-

ing in perfect fashion. Jumpers are revived for fall and they go great with the new big sweaters.

Multilayered looks inspired by the Orient are another trend to watch this season.

The bottom line is pants; easily cut from haberdashery fabrics and going everywhere, anytime with new panache.

Women who love pants will be delighted with this message from fall collections: wear the pants!

This season, pants go everywhere — from sunup to sundown. By day, they're cut from haberdashery fabrics such as wool flannels, worsteds and tweeds; by night, from rich cashmeres, velvets and silks.

## Hate the chores?

Are you cleaning more and enjoying it less? Household chores have always taken up much of a woman's time, but experts say it doesn't have to be that way.

Many working women set too high a standard for themselves with others who might have more time to spend on cleaning or who simply like to clean!

Experts advise a realistic appraisal of your family's needs and your own available time. Take a good look at some of the time-consuming chores you now do routinely...which ones are necessary and which are not.

Daily pick-ups help keep clutter to a minimum and bigger jobs can be reduced to a manageable level by systematically tackling them.

# Today's Woman

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Cynthia Smilovsky, here at work in her Unionville store, has successfully managed to blend a busy business life with a family.

Currently expecting her second child, Mrs. Smilovsky is also a senior flight attendant with American Airlines and has been

involved in producing a promotional film on boating.

— Francis King

## ACTIVE, INVOLVED

### Busy lifestyle suits this wife, mother

By FRANCIS KING

Can today's woman juggle a lifestyle that includes helping deliver a baby on a plane, running a children's store, putting together a movie and taking on the dual responsibilities of being a wife and mother? Certainly she can, at least if she's Cynthia Smilovsky.

The 32-year-old Gormley resident, who's second child (or children — it could be twins) is due at Christmas, runs the Kids General Store in Unionville and is currently on maternity leave from her position as a senior American Airlines flight attendant.

And it was on one of her flights that she met her future husband.

"I'm a rarity, a flight attendant who married a passenger," said Mrs. Smilovsky, an American citizen and now a Canadian landed immigrant, in an interview last Thursday. "I met my husband on one of the worst flights of my life."

#### SEVEN TIRES

That trip, in October, 1974, saw a 747 blow seven tires upon landing at Chicago's O'Hare Airport. The plane was in danger of either losing a wing or going up in flames had the landing gear collapsed. But as it turned out, the flight was only held up for seven hours while the tires were replaced.

"We were really in a festive mood," Mrs. Smilovsky recalled, noting she was "rather glad we didn't have to evacuate the whole plane."

As for husband Peter — owner of California Glass Marine, which produces Sidewinder boats — Mrs. Smilovsky related their courtship was brief.

"It was immediate. We met in October and were married the following March."

Her position as senior flight attendant — gained through 12 years with American Airlines — allowed her (before the maternity leave) to basically work when she wanted. That also meant allowing maximum time with five-year-old daughter Marlena.

"No one wants to work weekends, and I do," she explained. "Therefore, I normally group my flights around weekends so Marlena's always had one parent with her."

Mrs. Smilovsky sometimes brings her daughter along on flights. Marlena usually enjoys the experience, and "they're usually light loads so I'm not intermixing flight responsibilities with motherhood."

Mrs. Smilovsky has also shared a Manhattan apartment with another stewardess for the past nine

years and her husband sometimes flies down to stay with her.

"I actually have the best of both worlds," she said. "A little bit of singleness, of being a mother, and being a wife."

Perhaps the only aspect of the job that Mrs. Smilovsky dislikes is the commuting involved. Since she worked about 10 days each month, every Thursday or Friday would mean driving to Toronto International Airport, flying (with American) to New York's La Guardia Airport, then taking public transit to Kennedy Airport.

#### STORE

Mrs. Smilovsky's position with the airline has allowed her to branch out into other areas of interest, chiefly her store.

The Kids General Store opened on Highway 7 in Unionville last December. The locale, she explained, "is ideal, traffic wise and parking wise. It is also in a home with the right surroundings; a homey atmosphere."

From the time she decided to open a store, Mrs. Smilovsky took only another month to find a location and open.

"I made a decision and in two weeks, I had signed a lease," she recalled. "From that point, it's been trial and error."

The Kids General Store is different because most of the stock sold there is second hand, or "previously enjoyed," according to Mrs. Smilovsky.

"Due to capital and the initial investment involved, it was better to go into previously enjoyed clothing," she explained. "But I wanted to have both new and used."

"And most of the second-hand places lack character so I wanted to make people comfortable buying used clothing," she added.

#### CONSIGNMENT

She built up her used stock by advertising in local papers, distributing pamphlets throughout the community, and simple word-of-mouth. And while the concept of used clothing stores is fairly new in the Markham area, Mrs. Smilovsky stated, "It's cropping up more and more because of our economy and how fast children grow out of clothes."

The used stock is sold on consignment, meaning Mrs. Smilovsky will sell the clothes for those who bring them in (washed, ironed and in fashion), with the store taking 50 per cent of the selling price.

"It's running so smoothly now," she enthused.

"All the kinks are out of it and I could get someone in here now for the couple of days I'm flying."

Even with the store, her job, husband and daughter, Mrs. Smilovsky had things under control enough to take a major role in a short promotional film finished just last week.

The project was undertaken on behalf of the Allied Boating Association, a Canadian non-profit organization of marine product manufacturers and distributors. The film was made to promote boating for women; and Mrs. Smilovsky co-wrote the script and served as a production assistant.

"The film is a montage of several different scenes depicting women doing what has been known as virtually impossible," she explained. "Boating is a male-dominated sport. Most women have a fear of operating an engine or manoeuvring anything."

#### COMMITTEE

Mrs. Smilovsky has great hopes for the film's success, noting it will be shown at the next January's Toronto Boat Show.

"It's probably my greatest achievement, other than starting my store," she said.

Mrs. Smilovsky's commitment to changing the boating industry goes further than that. She was instrumental in forming the association's women's committee, and now serves as its chairman. She also addressed the 1982 Allied Boating Association conference and co-hosted a seminar on women in boating.

"I'm trying to dispel women's fears," Mrs. Smilovsky stated. "It's not a women's lib thing, but they find themselves having to do things due to male absenteeism (from divorce, separation, etc)."

"It's also reaching out for a virtually untapped market," she added.

#### QUALITY

Despite all her activities, Mrs. Smilovsky makes sure she has time to look after her top priorities: husband, child and home.

"I'm a firm believer that it's not quantity of time you spend with them, but quality," she explained.

Mondays, therefore, are set aside by both parents to spend together and with Marlena. Family trips to places like Canada's Wonderland are usually the order of the day, with time set aside to feed the cows, ducks, chickens and horses on their 35-acre farm.

"The one most important fact of all the obstacles I've had to overcome is I fully appreciate my hus-

band," said Mrs. Smilovsky. "He's quite a man, a silent stone wall that doesn't crumble when I need him."

However, a possible conflict between family and professional life could crop up soon, with Mrs. Smilovsky being five months pregnant. Could this mean relinquishing some of her duties?

"I'm hoping not," she answered. "Obviously, if there's a choice to be made, my children will come first."

Her children are also one reason why Mrs. Smilovsky refuses to relinquish her American citizenship.

"I'd never close the door for them to be educated in the States," she explained, adding she and her husband may want to retire in the southern states one day.

"But I'm a real Canadian now," she joked. "I can no longer smoke American cigarettes."

"Canada's a beautiful country and I wish more Canadians would love it," Mrs. Smilovsky continued. "We do not know how unfortunate we are. We abuse Canada and it's a shame."

#### SCHEDULING

Putting together home life, her store duties, her flight attendant position and her boating activities can mean for an arduous schedule.

"Putting things into priority" is the basis for Mrs. Smilovsky's time. "And we judiciously guard our free time. That can be hard living where we are because all our city friends want to visit us."

She notes her lifestyle is not necessarily an example of today's woman.

"I'm a product of today's society. There's a difference, don't you think?" Mrs. Smilovsky said. "I'm not a forerunner, but I've been lucky enough to blend personal and business lives and so far on not too rocky a road. There is a happy bridge for a woman; it's overcoming limitations, but always knowing limits."

She believes handling several 'callings' requires "knowing your own inner strength, being able to put things in perspective, and wisely evaluating your priorities."

As a matter of fact, if one can do that well enough — as Mrs. Smilovsky has — then there's room for even more activities.

"I'd like to get more involved in community work, in helping children," she said with a smile.