

House Model



House model Joan Ferchaud, 19, and her roommate fix dinner in their apartment.

THE JANE-OF-ALL-TRADES of the fashion industry is the house or factory model. Instead of living in a Park Avenue apartment and earning several thousand dollars a month like many of the glamorous free-lance mannequins, the house models live in modest flats or furnished rooms and earn anywhere from \$45 to \$75 a week.

When they are not having clothes fitted on them by designers or modeling clothes for buyers, they frequently double as typists, file clerks or bookkeepers and do just about

everything else but sweep out the showroom. Some stay with a firm a year or two. Others work for a few months, study ballet or acting in their spare time, and wait with stars in their eyes for the big break that usually never comes or for the letter from the boy back in Dubuque or Paducah, begging them to forget their careers and come home and get married.

Most of the house models, of course, are as pretty as a picture. And one of the prettiest of all is Joan Ferchaud, a 19-year-old Georgia beauty (5' 7" tall—36-22-36) who was modeling in Rich's department store in Atlanta when a bathing suit and sweater man from New York saw and hired her. She brought a girl friend along and the two found an apartment, took turns cooking and cleaning. Joan didn't mind the work because in high school home economics had always been her favorite course. And her wholesome home-town kind of beauty proved to be just right for her modeling job.

As a salesman explains it, "Our models can't be too sexy. Most of our buyers are women, and they are likely to get so jealous of the model that they get resentful of the clothes she is wearing and decide not to order them." While Joan enjoyed her work as house model, she recently decided to put her beauty to fuller use and went home so that she could compete in the preliminaries of the Miss Universe beauty contest.

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Like Joan, some 6,000 girls work as low-paid model-clerks and hope for a big break.