

Clothing Factory Big Step Forward

Clothing Factory on Chicago's 79th St. Proves a Pace-Setter

From a small building on Chicago's East 79th St., a new fashioning center is being established creating designs and fashioning garments to fittings that are astounding staid, settled members of the garment industry.

Here at 453 E. 79th St. is located a clothing factory, "Temple No. 2," set up under the direction of Messenger Elijah Muhammad.

Even more shocking to the men who have long dictated the styles, patterns and makeup of the black woman in America is the fact that, for the first time, the black woman is seeking to be the pace-setter herself by designing, and making her own clothes.

Temple No. 2 Clothing Factory is being swamped with orders from all over the country.

The original design and expert workmanship in putting garments together is widely sought by women leaders in the social, civic and professional world.

Several wealthy heiresses in chauffeured cars coming from the fashionable north side, are making frequent trips to Temple No. 2 factory seeking designs

and garments in their efforts to be exclusive.

Temple No. 2 factory was kept busy during the entire Christmas holiday season by the matrons who sought holiday wear.

Several fashion editors and buyers from New York's garment industry have made lucrative offers to lure away Ethel Sharrieff, chief designer, from the shop.

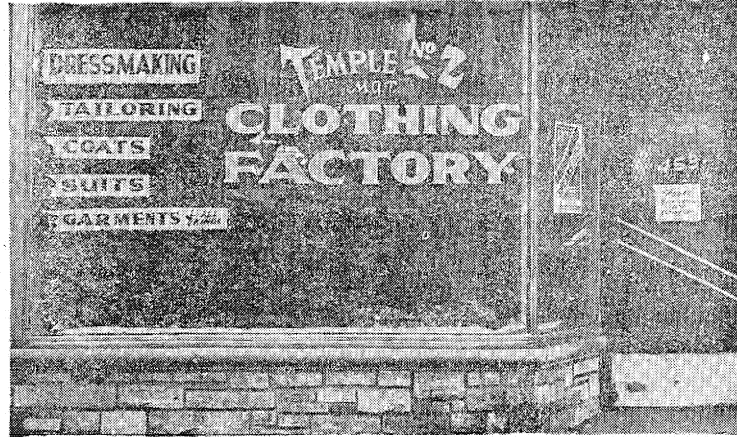
However, Mrs. Sharrieff's desire to provide a trend of style among her own people outweighs the money offers daily coming her way.

One top fashion house in France has a scout making overtures to her.

B. T. Benburger of a fashion house on 34th St., New York, said, "Temple No. 2 Factory is a marked departure from other business enterprises of Negroes.

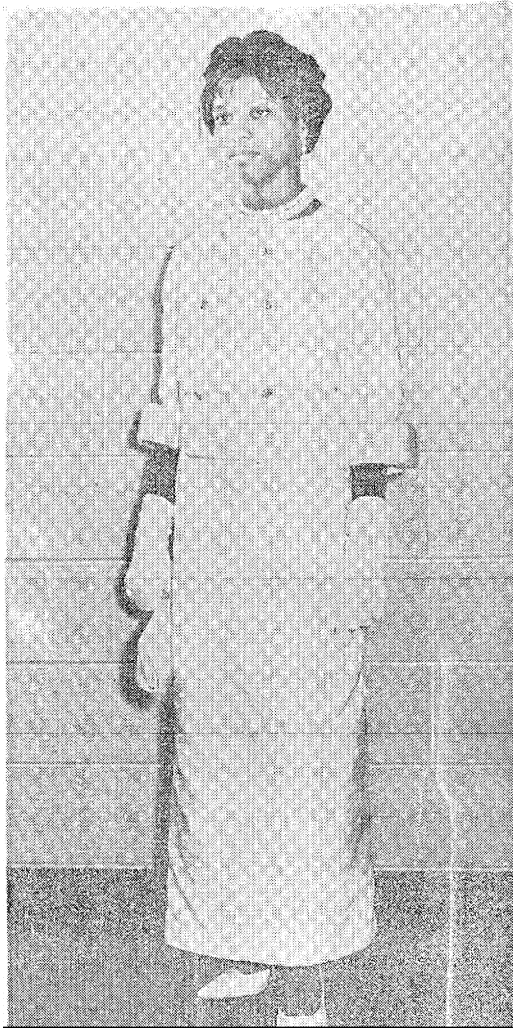
In the past, Negro garment makers have only made choir robes and vestments for clergy. We would add their entire line

to my spring collection if they would sell. Their designer, Ethel Sharrieff is tops and could easily make her mark on drawing boards anywhere."



Temple No. 2's exclusive clothing store on Chicago's East 79th Street where it is one of the very few examples of all- ingenuity in designing wearing so-called-Negro enterprise and apparel.

Look Your Best!



Ethel Sharrieff's desire for the uncluttered look is shown in a dinner suit of white brocade with sleeves cuffed in white mink. Rhinestone buttons add sparkle to enhance the white-on-white worn by Novene Phasha. Simple accessories, white kid gloves and small pocket-book make an entire attire proper.

Dress Modestly



Antonia Muhammad wears a white silk sheath dress draped in back cascading into a train lined with ice blue satin. Silk head covering drapes onto shoulders weaving a picture of arrived fashion. All of these garments were manufactured in Temple No. 2 Factory.