

KNITTED COSTUMES CONTINUE IN VOGUE

Plans of Designers Include Formal Creations.

The vogue has been partial to styles of smart knittedness for a rather long time. And indications point to their being even more fashionable during the spring months.

The many reasons why knitted suits, dresses, sweaters, bathing suits and accessories are being favored so unmistakably by smartly groomed women are quite obvious: Knitwear appears to suit the modern trend, theme, tempo and temperament admirably. It does away with the need of frequent costume changing. A knitted suit or dress has the distinction of being multi-occasional. It makes the wearer appear to good advantage at almost any function but the most formal.

And, it is no longer a secret that, behind the scenes, clever designers are busy creating knitted styles of even demiformal and completely formal persuasion. Furthermore, it must be admitted that a knitted suit or dress and, still more particularly, a knitted bathing suit, does set off the figure.

Frille (thrill) boucle, zephyr and chenille are the major fabrics exploited in knitwear for the new season. And the most favored colors are grape green, dusty brown, granade melon, French amethyst, talisman blue, copper tint, fandango rose and Princeton orange.

Mental Blindness

If one doesn't read, nothing much, after all, seems to be going on.



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Shoppers Seek Personality Styles

By **CHERIE NICHOLAS**



A "PLUMP, fair and forty" lady who is "all dressed up" in a kittenish, flapperish way—youth clad in fashions sophisticated beyond its years—colors that make blonds look anemic and ashen or tones and tints that cause brunettes to lose glamour—hats with impossible head sizes, too little for the unbobbed, too big for shorn locks—well, what of it, why paint so crude, so unkind a picture?

Merely by way of contrast, dear reader, for the new spring and summer fashions are a direct denial to everything we have said in the foregoing paragraph. What is actually happening is that our fashion experts have sensed the need of gently, firmly and subtly leading women in the direction they should go in the fine art of dress. Which is why we are hearing so much these days in regard to the outstanding importance of personality fashions.

Among our modern fashion educators personality in dress ranks as a theme of major importance. Have you not noticed the signs of the times yourself? The courtesy and class-you-at-a-glance manner with which you are ushered to this or that specialized department the moment you step foot in a fashion emporium?

This is, indeed, a happy era which is dawning for shoppers in that dress-designers and coat and suit makers have become that personality-conscious they are making it their goal to create fashions that will tune perfectly to each and everybody's particular type. The modes here pictured are an outgrowth of this noble endeavor. They silence the lament of the middle-aged and matron who for years have been voicing complaint that they are not having a "fair deal" when it comes to clothes they "can wear," and that all the attention is concentrated on ingenue types. Here

they are right before your very eyes, fashions that couldn't possibly be more perfectly tuned to the needs and demands of gentle women who have graduated into the alumnae of fashion's smartest smart set.

These stunning models for the up-to-the-minute-in-style matron were selected for our illustration from among a galaxy of fascinating styles as shown during a "personality fashions" revue which the Chicago wholesale market council presented at a midwest conference gala dinner. The fashion themes included clothes for the youthful matron, for matrons more advanced, for slender girlish ingenue types, for the larger young woman, for the outdoor and sports girl, for tall blond types and for medium-tall brunettes. The moral to this story on personality fashions is, if while en tour in the shops fashion-seeking you do not see what you want, ask for it. It's there tuned to your individuality, simply awaiting your call.

Describing the trio of fashionable costumes for the matron as here pictured, the model to the left is a travel and street outfit especially designed for the youthful matron. It is tailored of a brown and white "broken-check" tweed in standard English cut. It may be worn equally well with dark or light accessories.

The street ensemble to the right of navy and white print silk with check sheer redingote coat is designed along simple slenderizing lines. The sailor hat adds charm.

Centered in the group is an ultra chic ensemble for the mature woman to wear to afternoon club functions or smart country club affairs. It is fashioned of a white sheer material with white and black stripe trimming.

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Jacket Lengths Will Vary; Suits Are to Fit Easily

There is a softness in the air that prepares one for the spectacle of spring clothes. Necklines are bowed, frilled, or softened, and even with classic tailleur, which is always chosen by certain types, a jabot or some other softening touch

is suggested for the blouse. It is also advisable to have the blouse contrast. Even in the case of linen this idea is carried out.

With the usual exceptions, loose fitting lines prevail in the suit collections for spring, 1935. Jacket lengths vary to some degree, and so do their types.

FITTED VANITIES VERY CONVENIENT

The vanity bag has been revived and is one of the most important affairs that has been seen in a good many moons.

The new ones know a new practicability. In the first place they have been made to a great extent by people who understand vanity—the cosmeticians. They have known what to include. Not only have they done a good job at making them practical, but they have seen that they have that other important requisite, which is beauty.

They are fashioned of velvet, of lame, of fine kidskin, of lovely silks, and even of metals. Their colors are almost unlimited, but women are usually careful or should be, that they choose a color that will go with all party frocks. They may have a one or two sided opening, and usually hold purse, change purse, cigarette case, comb, lipstick, rouge and powder.

Extra Suit Skirt Should Be of Contrasting Fabric

When you buy your suit this year—that you will buy a suit goes without saying, for it's a suit year—be sure to order an extra skirt of contrasting fabric. For instance, a separate black skirt to go with a checked jacket, or the other way around. Stripes and cross bars are the most important note in skirts this spring.

In the matter of accessories a suit year calls for caution and taste. Don't wear high heels with tailored suits. That goes ditto for nose veils, fussy bags and gloves and very low-necked lacy blouses. Those things all have their place—when you put on your silk afternoon suit.

Dresses of Pigskin Seen in Early Spring Showings

Pigskin will not be confined to bags and shoes in the spring wardrobe, according to style predictions. It will be featured on street dresses in the form of belts and as bodice lacing. One of the most attractive frocks recently displayed was made of navy wool with beige pigskin used as a trim belt and as bodice lacing.

Dr. Pierce's Pleasant Pellets are the original little liver pills put up 60 years ago. They regulate liver and bowels.—Adv.

Identified by Scent

Women in the harems of the Far East are distinguished by scent. A new wife is at once taken to the master of fragrance, who, after a careful study of her personality, works out a formula for a perfume that will thereafter identify her.

HOODS ARE FASHION FAD OF THE MOMENT

Spring Debutantes Rush for Them Like Mad.

Little Red Riding Hood would be up among the winners in the spring fashion parade.

For hoods are the fad of the moment, and the spring crop of debutantes is rushing for them like mad.

Hooded evening wraps are to be seen in our best stay-up-late spots this season, recalling the romance of the Far East, or something. These geographical illusions always get us all mixed up. But it seems that the big idea first came from the Hindu girls, who still like to protect their finger waves from the mischievous breezes.

It's a good idea, for more than one perfect coiffure has been ruined by a brisk ride in an open car of an evening. And now you can simply pull up the hood of your cloak and arrive at the ball as unruffled as if you had just stepped from the hairdresser's salon.

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