

1922

What Will Differentiate This Spring From Last

Opal Milligan
Iowa State College

Follow this and additional works at: <http://lib.dr.iastate.edu/homemaker>



Part of the [Home Economics Commons](#)

Recommended Citation

Milligan, Opal (1922) "What Will Differentiate This Spring From Last," *The Iowa Homemaker*: Vol. 2 : No. 12 , Article 3.
Available at: <http://lib.dr.iastate.edu/homemaker/vol2/iss12/3>

This Article is brought to you for free and open access by the Student Publications at Iowa State University Digital Repository. It has been accepted for inclusion in The Iowa Homemaker by an authorized editor of Iowa State University Digital Repository. For more information, please contact digirep@iastate.edu.

What Will Differentiate This Spring From Last

By OPAL MILLIGAN

A GAIN Dame Fashion steps from behind her silken curtain, and dictates the styles for the coming Easter season. What shall it be? What will be the mode that will differentiate this spring from last? And again we have to answer truthfully, there is nothing new, just old things re-done in a different way. so, as I reviewed the shop windows I found the old redressed in a charming manner; simplicity seemed to be the key note of the spring fashions.

When one thinks of Easter one naturally thinks of the "bonnet," that makes its debut on Easter morning at church. If one were in Paris or Vienna one would find millinery shops to be little places, where seldom more than one or two dozen hats are on display. There are no long counters heaped with hats for women to try on. No indeed! One orders a hat, just as one orders a portrait of herself. Milady sits before a three-sided mirror for hours, where an artist tries different materials, ornaments, and colors on her, selecting only those which bring out the coloring of the face, hair and eyes and suits her own personality. In Paris and Vienna hats are marvelous creations inspired by artists, as they should be. Hats make the European women beautiful.

But in America we are very different. Very few women will spend one or two hundred dollars on one little hat for one short season. No, we would rather have a number of hats each season and have them cost much less. So the hatters in our country have made beautiful hats for the Easter season. There will be bonnets of all kinds to choose from. The small hat however will be mostly favored. The styles give hints of the quaint, so the little poke bonnet which does poke way out in front and turns up in the back is coming to life very rapidly.

Flowers, both large and small, fruits and even nuts of bright colors will decorate the chapeau. Tiny ribbons will find their rightful place too, among the other trims.

Veils are of great importance for spring, and this is good news for every woman who finds this little, but important detail of dress particularly becoming. There are the real lace ones which fall just over the brim of the hat. These shade the eyes a bit, and extend from side to side on the brim. Veiling bought



The styles give hints of the quaint, so the little poke bonnet which does poke way out in front is quite in favor.

by the yard is draped over the top of the hat and tied in an interesting bow at one side, with the long ends hanging down over the shoulder.

It is interesting to read about fabrics and one becomes mildly enthusiastic through pictures of them, but it takes a tour through the shops to see them in all the gorgeous colors and unusual patterns, and to experience that satisfying sensation of rubbing between the fingers the soft, silky or woolly texture of the new fabrics, to become really excited over them.

And oh, such fabrics! Or one should say such designs. No one can go downtown now-a-days with a clear predetermined idea of what one wants in fabrics for her new frocks. Nay—for if she does—she is sure to get all muddled up. That is if she has a limited means, and can have but a limited number of frocks—as is, sad to say, the case with most of us.

One merchant said that in all his years of experience in the silk business he had never before seen so many novelty fabrics on the market. And prints—everything is printed, and he fears that such materials will be very common, and pre-

dicts that the esteemed plain crepes and satins will become quite exclusive. These plain materials are ornamented in Egyptian embroideries and Bulgarian cross-stitch designs.

Capes still hold a place on the fashion plate. They are of duvetyn crepe backed satin, veldynes, marvella and other rich looking woolens.

Sport togs are always interesting. This season tweeds both plain and plaided will do their part in the way of skirts, jackets, and sport coats. Another favorite fabric is the knitted wool jersey made up in the three piece suits, slippers, and jackets. The brushed wool is popular, too, and is very becoming to the slim miss. Felt and suede sport hats of neutral colors are contrasted with the frock of brighter color.

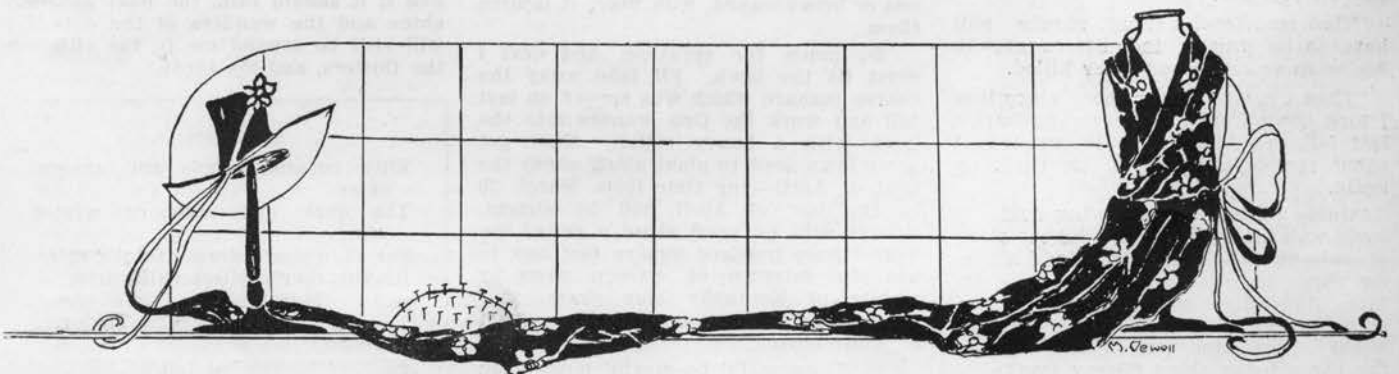
Many shops are featuring the knitted sweaters, in all sorts of styles. They are plain or of contrasting colors, and are worn with a woolen skirt which makes an effective outfit.

The designers seem to be almost out-doing themselves in producing an endless variety of beautiful collars and cuffs. Just as lace is a distinct note in veils, so it is in collars. The Bertha collar is still in demand, but the true Irish lace ones are more in favor. These are exquisite on dresses and occasionally on sweaters. Organdie too as a favorite. So much can be done with this fabric. One designer produced a charming set by alternating the colors lipstick red, copenhagen blue and almond green.

The old fashioned jabot is back, and some French designers are making good use of it. One dress was shown featuring a jabot which hung from the neck to the hem.

Fancy hosiery has become very popular the last few years. The fashion is another revival of an old style. The present fad originated in Paris, where the demand first asserted itself for a narrow clock. When the craze for embellishment for all articles gained momentum, a desire for wider clocks and more elaborate hose was created. Now we have every sort of a fancy hose and it takes rare judgment and good taste to choose a pair or hose that will not be out of harmony with the costume. When one is in doubt purchase a pair of good

(Continued on page 12)



What Will Differentiate This Spring From Last

(Continued from page 2)

quality, plain color hose, having the color match the shoes.

A small neatly clad foot is a woman's greatest pride. Some women will even grow corn for the sake of making their feet appear smaller, by wearing shoes too small for them. But the styles are such now that she will not have to suffer. The handsome colonial tongues gleaming with steel cut beads, and the strapped front on the present day pump

gives one the appearance of having a small dainty foot, when she truly has a large one.

Silk gloves have replaced the hot kid ones for spring wear. The silk glove has come to stay, and manufacturers realizing this are making them more and

more attractive. Silk gloves in color to match the frock are always in good taste.

Beaded bags are replacing the one time expensive hand tooled leather ones. And one can readily see why. Beaded bags in colors add cheer to the dullest suit or dress. The hand made ones are

The New England

Marshalltown, Iowa

Buy your Spring Wash Goods White Goods and Art Materials from us. We believe we show a larger assorted stock and sell at lower prices than usually maintain.

Our new Royal Society and Pacific Embroidery Co. packages are on sale in our Art Department.

Give this store an opportunity to show you.

Mail Orders Filled Promptly

E. R. LAY

Whitman's

Crane's

Huyler's

The Chocolate Shop

BOX CHOCOLATES

Luncheonette

Fountain Service

J. D. PALMER & CO.

MARSHALLTOWN, IOWA

The Store Behind the Goods

Your Spring Suit Is Here

Wonderful Creations. Authentic Styles at prices you'll appreciate. Always remember that if you buy your Suit here the Quality must be right.

AMES PANTORIUM

MASTER CLEANERS

Phone 231

We Call for and Deliver

AMES

IOWA

very expensive, but the machine made ones are very good substitute for the more expensive ones.

Yet it is always said that there is nothing new, just old ideas made over. When I had seen the beautiful new spring offerings I decided that the old ideas must have been very charming or the present day designers exceedingly clever.

A. M. Norris

CASH GROCERY

The House That Quality Built

Phone 311 Ames, Iowa

In these days of harsh winds, coal dust and smoke, and hard water, treat your face to massage with the right cream.

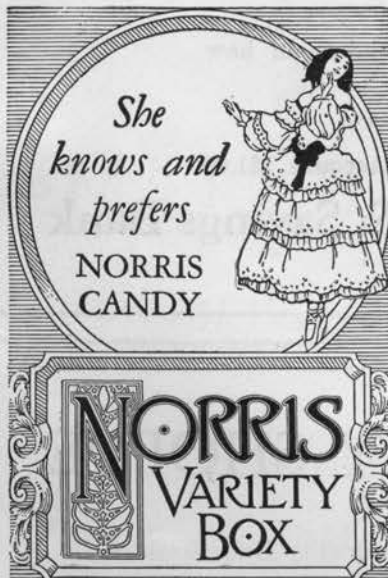
MARINELLO CREAM can be used by anyone. Let us help you select yours.

Marinello methods and Marinello preparations at the

MARINELLO COMFORT SHOP

Commercial Bank Building

Ford's Luncheonette



She knows and prefers
NORRIS CANDY

NORRIS VARIETY BOX

Cigars Cigarettes
Southern Candies Exclusively

When in need of HOSIERY

Do not forget

PHOENIX

All Qualities—All Shades

Also

Wool Vests for Ladies

Two Stores

215 Main and Campustown

GUS MARTIN

GIRLS---

Write your notes with a

Remington or Corona

the Two Leading Portables

Student Supply Store

Next to Theatre

We give you twelve months to pay