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Beauty as It Comes

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The College Girl
By Ruth Dean

"Sing a song of college days,"—and tell me what to wear. With the passing of the fashion parade, we are compelled to say goodbye to the bare legs, bare arms and bare backs of vacation and to think more seriously of clothing for the classroom and for recreation at school.

Fashion forecasting is never certain at any time and one can only proceed cautiously, making general observations from what the newspapers, dress shops and fashion magazines offer. Certain localities may accept an innovation wholesheartedly, while others may reject it just as willingly.

In general, soft, feminine, draped lines will be used. Skirts will be definitely longer, emphasizing a longer and more graceful line from the higher waistline to the bottom of the skirt. Silhouettes will have a tendency toward long flowing lines for informal afternoon frocks. This is achieved by the use of the flared skirt, natural waistline and moulded hipline, or as one authority has expressed it, closely fitting the upper part of the body and loosely fitting the lower part and the legs. Skirts become wider as they grow longer either thru the use of circular cuts, godets or plaits.

Princess lines will be much in evidence. Historically, the princess silhouette dates back to before the war. Your mother could probably tell you all about it. The Gibson Girl, of whom we have heard so much, was typified by princess lines. The line itself follows a fitted contour over the body, suggests a fairly normal waistline, holds snugly to the hips and continues in a straight if sometimes liberally cut line, to the hem.

The ever popular ensemble will be back with us this fall in both the short and long coat styles, but this season the short jackets are longer. While not approaching the length of the skirt, they will be two-thirds length rather than hip-top affairs. If the ensemble is of the skirt and jacket type, you will find a tuck-in blouse a very smart note. This also emphasizes the higher waistline, which promises to be one of the high points of style this fall.

Have you ever decided to make your own dress, having in mind just what material you wanted, but when you came to buy it you were captivated by the wonderful array of colors and fabrics and changed your mind several times before buying? Such is the predicament of many this fall. So many beautiful fabrics are on display it becomes increasingly difficult to select the most beautiful and suitable ones.

There are tweeds of all descriptions, from colorful wools to tweed printed silks. Every magazine will tell the prospective college student that her wardrobe must include an ensemble of tweed and possibly a dress or two or a straight, colored coat. Wool crepes and various novelty wools vie for popularity.

Among the silks, heavy satins, supple velvets and the crepes seem to be outstanding. One interesting new material is called travel silk tweed. It is suitable for the all-around dress so necessary to one’s wardrobe.

The fall colors are rich and clear. There is much talk of brown, especially the reddish and rust shades. Blues, greens and deep wine reds are being shown.

As for hats, the newest achievements are designed in felts, velourts, satins and velvets. The beret type of hat so popular last summer will continue to be worn this fall. Draped lines with soft swoops and turns distinguish the newest hats. The texture of the new velour is supple and silky, yet firm and light. Many tassels of satin or velvet are being displayed, some having large drapy bows tied behind the ear and falling to the shoulder. Hats may have wide front brims or may be entirely off the face exposing the forehead.

God put us all upon this earth
That we might serve His ends,
And then, to give the world some worth,
He made some of us friends.

Beauty as It Comes
By M. M.

"Beauty may be only skin deep," said a columnist last year, "but Dad usually has to dig down pretty deep to pay the cosmetologist’s bills."

Just the same, beauty may be applied, sanely and often times wisely. In fact, the matron of the state reformatory for women said that she was of the opinion that when woman prisoners were given beauty aids (powder, cold cream, rouge and hair treatment) they often took more pride in themselves and consequently their behavior improved.

You know, of course, how much better you feel after a shampoo or manicure. Perhaps you have not yet acquired the right knack of applying your cosmetics. Perhaps you still use a too-white powder, or a too-dark powder. The vogue for suntan sent many of us off to the sunshine on the beach, but probably many more of us attempted the use of liquid powder, which sometimes had a discouraging effect. But now, of course, we want to find a powder which will suit our complexion while it is in the between stage of tan and normal color.

A dermatologist whose studio is favored by stage and screen players in the East says that the wrist or the hand is no longer the place to test rouge or powder. Rather the arm inside and just below the bend in the elbow is the proper place to test our powder colors because the skin there more nearly resembles that of the face.

Paste rouge the authorities advocate, but they advise the girl with an oily skin to go lightly with it, and use a shade which will not stand out like a radio light. Rouge should be one shade lighter than the natural coloring of the lips for daytime and two shades lighter for night wear. Apply your rouge, said this dermatologist, in a triangle of color radiating from the base of the nose to the cheek bones and down to the base of the jawline. If you use lip rouge, put a trifle more on the upper lip than the lower one.

An indispensable article for every girl who uses powder on her face is a tiny eyebrow brush. Dip it in hot water and draw it lightly across the eyebrows after your final application of powder. If you must use mascara, use a good grade which will not run (and this grade is imported and costs quite a bit, but you need (Continued on page 15)
Go West
By Marion Chace

The west appeals to thousands every year and this summer Iowa State girls went west to help feed those hurrying, hungry tourists. Yellowstone Park, Estes Park, Colorado Springs all had their share. Minnesota and Iowa had claims to several. From mountain lodge to city tea room, from waitress to dishwasher—every kind of place and work was the lot of the Iowa State coeds.

Every place is interesting and worthwhile, but Colorado Springs attracted the largest number of girls. Miss Stone's tea-room is a very select place to eat (yes, even the ads say so), and the girls getting jobs there considered themselves lucky. Elizabeth Inn is a two-story tea-room finished in black and orange. Fresh flowers, narrow linen runners and black and yellow dresses for the waitresses add distinction, but it is the food that people praise the most. And here the Ames girls showed their worth. Pastry girl, sandwich girl, pantry girl, two salad girls and a waitress were all from Iowa State College.

Perhaps you wonder how the day is spent behind the scenes in the Inn kitchen. At seven, the dining-room opens and two of the girls help prepare breakfast. Upstairs, in the meantime, food is being prepared for the rest of the day—six cakes, thirty-five pies, sandwich filling, salad materials, vegetables and meat are cooked. In the afternoon food for the dinner as well as for the next day is fixed. Electric heaters, icebox and coolers hasten and simplify the process. The waitresses clean silver, arrange flowers, oil floors and do other odd jobs during their afternoon hours. At eight the Inn closes and everything is put away for the night.

Elizabeth Inn is closed on Sundays and holidays and everyone goes on a vacation. As the scenic wonders like the Garden of the Gods and Pike's Peak are something new to most Iowa girls, Sundays are spent sightseeing. Every Sunday three or four Iowa State College girls, lunch box in one hand and kodak in the other, as well as the ever present icker, can be seen hiking along the mountain roads to one of the big attractions. Busses and burros are the favors means of travel.

Silly snaps and scenic snapshots will often refresh the memory of the coeds, for they faithfully follow the popular slogan, "Kodak as you go."

Summers may come and summers may go, but every girl who has spent a summer being a "Hard working girl" in the west will never forget those happy, busy months.

Beauty as It Comes
(Continued from page 7) have no fear of tears nor laughter when you use it).

So many times college girls, with those few precious minutes in the morning, go to school with bits of powder clinging to their dress fronts. A small, soft brush should be one of every girls' beauty aids just as a powder puff is. Learn to use the brush after applying powder. Unless you have unusually regular features, the vogue for crimson lips and no check color should be taboo. The woman who looks best with this unusual type of makeup is the one with a creamy skin, dark or titian hair and a classic profile. Of course, for daytime or school hours the use of this style is not correct.

There is no sin in using cosmetics; the sin is rather in the ignorant or careless way so many girls use them.

Greetings
(Continued from page 1) memories of the Boston meeting of the Association.

The meetings closed with the re-election of Dean Justin as president, and with plans for the 1930 convention to be held in Denver."

He who has a thousand friends Has not a friend to spare, While he who has one enemy Shall meet him everywhere. —Emerson.

Trifles make perfection, but perfection is no trifle.—Michael Angelo.