1933

Attention, Freshmen!

Virginia Kirstein
Iowa State College

Follow this and additional works at: http://lib.dr.iastate.edu/homemaker
Part of the Home Economics Commons

Recommended Citation
Available at: http://lib.dr.iastate.edu/homemaker/vol13/iss3/6
Attention, Freshmen!

By Virginia Kirstein

"DAME FASHION did herself proud this fall for all us coeds!" muttered Sally to herself, after a preliminary scouting of autumn styles. Clothes have a smart tailored look that put them "on the spot" for campus wear.

And this is going to be one year when, if you can't have loads of new clothes, you can look mighty smart in only one or two new things, with the right accessories.

Freshmen will soon be discovering whether all their pretty new shoes are going to 'stand by' in the daily hikes over the campus to strange new classes. Shoes this fall are not much different from other years' styles. Plain, straight lines, trimmings of stitching, or contrasting bands of color or fabric are characteristic. Sport shoes are growing better-looking all the time, and no longer need appear as if the owner were wearing them to mistake her brother's oxfords! The new shoes are made to fit the foot that is narrow and has a high arch, and are built on nice, slim lines. Backskin, suede, or calf is good. Ties still top the list, with pumps sharing their popularity.

DO YOU happen to be a roller-skater? And who isn't becoming enthusiastic over the renewal of this childish sport? And when your favorite "date" asks you, are you sure of the smart, practical thing to wear? Maybe there'll be a "coke" afterwards, too. Fashion authorities tell us that the very best choice one can make will be a sweater-and-skirt combination. A skirt of monotone tweed with low placed fullness, or one of soft, hairy wool, with a harmonizing sweater couldn't help making one feel quite adequate for any occasion. If you choose a neutral tone for the skirt, brighten up the costume with a gay cardigan and a perky beret. They're better than ever. If they have a bow, a tuck or a brim, or any kind of surprise, they are new! New berets are all dressed up with slit brims, visor brims, and up-in-back down-in-front effects.

Fortnum and Mason show a tweed suit for bicycling, and it has a divided skirt. The coat is severely tailored and double-breasted.

With an upward glance, we pause to consider hats. Paris presents: every type crown, brims, and no brims, and a great variety of fabrics and colors. Maria Guy has a wide-brimmed sports hat of beige felt that is grand for sports and class wear. For after-class dates, or tens, a wee velvet toque topped by a bow on the very top, gives a point to the story. Little satin sailors are being advertised as "date" hats! They're clever! A black crèpe satin sailor has a dashing, wicked look! A cap with a draped crown and a brim like a wide peak, worn slightly on the side is called a casquette. It is considered an important style item, and Agnes presents one in brown felt. Felt hats for tailored wear, and stitched fabric hats for all occasions will be popular. Hats of fabric matching the dress, or the shoes and bag are increasingly smart. This is a continuation from this summer's fashions, and didn't you love them?

PATOU gives us a very shallow-crowned, brimmed velvet hat with a frill at the back. Veils of large open meshes are shown frequently, especially with velvet or satin hats.

Because of the wide shoulder emphasis, hats are high, with points, peaks, tabs, or bows. A variety of means are used in achieving this effect on low crowned hats. Low crowns are worn if the shoulders are not widened. A tuft of aigrettes off center gives height to one beret I saw.

An early fall costume seen recently was in two tones of blue. Blue is usually more of a spring color, but a little is being worn this fall. I'm going to tell you about this little outfit, not because it was so unusual, but because of the completeness of the ensemble. A very simple dress of dark blue sheer wool had a brief yoke of light blue crepe. A little turban was dark blue with a matching light blue top. A wide veil gave it piquancy. Dark blue kid gloves and opera pumps and a woven dark blue purse with a zipper completed the costume. Simple, smart and made especially for school. Oh, yes, there was a jacket, too, of dark blue, cut on bell-boy lines, closely fitted about the waist.

Suede cloth fashions sturdy, practical looking sports jackets in dark or neutral shades.

Shadow-stripe sheers, fine-ribbed wools, ottoman crepe and bengaline are very prominent because of the stripes that are so in demand.

Three-piece suits are grand life-savers. A typical one includes a plain skirt, collarless jacket, and a colorful plaid taffeta blouse. One of the very best buys, from both the points of economy and style, is a tweed suit, with a matching full-length coat. Endless combinations are possible.

Besides some of the classroom and sports clothes I've mentioned, one needs a few dress clothes for a welcome change. A rough silk crepe with three-quarter length sleeves is always dependable for meals and calling. Another addition with lots of possibilities is a satin tunic dress with white taffeta bow.

Coats are most often beltless this season, and may be semi-fitted or box-like, with a pleat in the back, for swagger lines. Monotone tweed in brown or Oxford gray simply cut, with broad shoulders (there's a certain kind of broad shoulder called the Lanvin shoulder that

(Continued on page 16)
Welcome Students!

At the beginning of a new school year, our organization welcomes you back to Ames. As in the past, we will appreciate serving you when you need printing.

TRIBUNE PUBLISHING COMPANY
Ames Phone 2400

NOW’S THE TIME TO BUY THOSE NEW HOOVER

To mark its 25 years of cleaning progress Hoover offers you this year its greatest values of all time—THREE new Silver Jubilee models—better cleaners at lower prices. Monthly payments have been reduced. You will still receive a liberal allowance for your old electric cleaner.

Only $2.25 down and less than $1.50 per week.
 Telephone 124 for a Free Home Trial
Carr Hardware Co.

Nearly all colored vegetables are good sources of vitamin C. Citrus fruits are especially good. Vitamin C is easily destroyed by heat.

FIELD’S BEAUTY SHOPPE
FEATURING
Hair Cutting, Marcelling and Finger Waving
PERMANENT WAVES
Phone 1069 Ames, Iowa

Try Our Plumbing and Heating Repair Service
Palmer Plumbing Co.
108 Hayward Ave. Phone 1091

BATES BAKING CO.
J. A. Brown, Prop.
Whole Wheat, White and Rye Bread, Rolls, Pastry, Donuts
409 Duff Phone 206

AMES HEMSTITCH AND PLEATING SHOP
Covered Buttons and Belt Buckles
Hemstitching and Dress Making
408 Douglas Phone 1741-J

Dresses $5.94 - $7.94
Hats $1.84 - $2.84
THE SMARTEST STYLES AT THE LOWEST PRICES
BEVERLY SHOP
704 Walnut St. Des Moines

Weren’t you at the Fair?

(Continued from page 4)

Midway, the A and P Carnival, the Enchanted Island and stage performances furnish amusement outside the school day.

I am sure that the rich experiences of this summer, and the new ideas which I have gained from the World Fair will add zest to the last lap of my college life. The experience of working my way through school helps me in my school work, just as my home economics training is an invaluable aid in earning the means to finish that training.

Attention Freshmen!

(Continued from page 5)

is very smart) will see one through no end of hard wear, and still look chic. Often there is a draped line about the shoulders that is very flattering. Caps or wide collars are skillfully handled. Huge scarf collars of fur are less often seen than before. They are so majestic appearing that I, for one, am glad that now we can at least have a choice. Scarf collars from the Ascot type to the dressier ones with ruffly ends, and nubberless small roll collars are shown in quantities. Many new coats are furless, but when fur-trimmed, the fur is put on in startlingly new ways.

TWO silhouettes are outstanding in fur coats. One is the dress-length partially fitted style, and the other is the box-line with swagger lines. The latter may be finger-tip, three-quarters, seven-eighths or full in length. Nearly every garment is characterized by conservative shoulder lines, depending on yokes or drop shoulders for the fashionable width. Appearance of pockets is welcome, and both set-in and patch pockets are used. Patch pockets—usually on sport coats—are placed with the top just below the top of the hips.

Flannel robes are ideal for lounging around in one’s room, and the tailored ones with contrasting collar, cuffs and pockets are becoming almost uniformly used. Cozy, warm lounging pajamas make study much more fun on frosty nights. Jersey, terry cloth and corduroy are comfortable fabrics.

New jewelry sings “The Gold-diggers Song,” for it’s fashioned of small gold nuggets in quite the latest way. Few necklaces can be worn, with the high necklines prevailing. Earrings and bracelets are more prevalent, but jewelry is very restrained in the present mode. Lots of it just doesn’t “belong” with such simple, straight, tailored lines as we find in the new clothes.

As a parting note, remember the jumper dress, the shirtwaist dress, and sweaters and skirts will pal around together on the campus, and satin and velvet will dress us up “after four.”