Letter Your Personality

Gwen Griffith
Iowa State College

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

Recommended Citation
Griffith, Gwen (1937) "Letter Your Personality," The Iowa Homemaker: Vol. 17 : No. 8 , Article 17.
Available at: http://lib.dr.iastate.edu/homemaker/vol17/iss8/17

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.
Letter Your Personality
by Gwen Griffith

With “Dame Fashion” dictating hair dress, clothing styles, facial makeup and other physical features there seems to be little opportunity for Miss Average Imagination to “be different.” In despair she reverts back to her first love, her name. She probably chooses this escape, because her name is hers and hers alone, and she can do things with it that will be a little bit different than anybody else. Thus, the monogram has risen to popularity.

To the average individual a monogram means any design evolved from letters, any decorative form or spot which has for its motif the initials or name of an individual or firm. Essentially, however, a monogram is the combination in one sign of two or more letters no longer separate.

“Let yourself go” can be effectively enacted when designing a monogram, because it is usually true that the most successful monograms are evolved only when designer’s imagination is given free sway. A good monogram should be legible without being obvious.

In considering uses for this personal touch of individuality in this “monogramaniac” era the field is unlimited.

At home monograms find a place on towels, sheets, pillow cases, table linen, and silver.

It is not uncommon to walk into some quite modern kitchen or play room and find a bold scramble of letters in the middle of the floor, inlaid in the linoleum. It seems to be the only way to call your home your own in this social world.

From your head to your toes the chic touch of a monogram can be added. Beginning at the head, the calot can be decorated. At the neck just waiting for adornment is the little ascot or square scarf you wear. Either point of a collar or pockets on a sweater are both appropriate niches for the added touch of a monogram.

Other prospects for “monogramania” on clothes are buttons down the front of a dress, the cuff of a tailored dress, the lapel of a sport jacket, and the belt of a sport dress. To identify yourself at the toe, you can have the cuff of a pair of sporty campus anklets trimmed with your initials.

As an example of personalizing the impersonal, consider the monogram on the door of that yellow sport car, or even the same element on the dashboard to exemplify the sportiness.

The athletic and tailored type of individual would be happiest with a plain tailored monogram, rather than an elaborate or intricate arrangement of letters.

Extreme and modern personalities require a modern, daring set of initials. If one is dainty and fragile, one’s monogram should be delicate and not too bold. One must “suit the type.”

BRANNBERG & ALM
THE SHOP OF FAMOUS FOOTWEAR

RED CROSS
DOROTHY DODD
CAMP MOCS
HEALTH SPOT
CORRECTIVE SHOES

“ADMIRATION”
COSTUME HOSIERY

BRANNBERG & ALM
DOWNTOWN

PATRONIZE
HOMEMAKER ADVERTISERS

NORMAN CASSIDAY
the
“Frances Dexter”
shirtfrock
12.95
In Fresh Spring Colors!

The tailored shirt dress in Rayon Crepe selected with YOU in mind because of its wearability, exquisite tailoring and superb fit. Royal Blue, Desert Rose, Oasis Green, Brown, Beige and Gold. Sizes 12 to 42. Mail Orders Welcome.

Frances Dexter Frocks and Blouses are Exclusive with

FRANCES DEXTER
blouses
3.98

Handsome Tailored blouses in rayon crepe with removable jeweled studs. Red, Blue, Beige, White. Pink. Sizes 32 to 42.

Same style in “Cactus Pete” print. White, Green, Red, Blue.

720 Walnut, Des Moines