1939

With Furs and Feathers and High Hats, Sally Swings into 1940

Kay Monson
Iowa State College

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

Part of the Home Economics Commons

Recommended Citation
Monson, Kay (1939) "With Furs and Feathers and High Hats, Sally Swings into 1940," The Iowa Homemaker: Vol. 19 : No. 5 , Article 4.
Available at: http://lib.dr.iastate.edu/homemaker/vol19/iss5/4

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.
To begin at the top
dresses hug the neck.
Crisp lingerie touches glorify the dark
dress.
It's an old custom with a premium on
cler adaptation.
Smooth shoulders are around the corner.
Raglan sleeves may lead out.

Gather Up Your Ribs
Molded bodices are sleek.
Wear them longer.
Wasted waist fronts are concave—or
almost.
There's always the new corset.
You'll feel so feminine and maybe faint.
The sensible still have their illusions
with simulated slimmness in
the princess silhouette,
draped lines and
corset lacings in dresses.
Many middles are flattered by boleros.
They have possibilities in fabric and
style.

Hips Are a Big Item
Front fullness is one thing.
When fullness is in back, bustles are an-
other.
They still persist.
Can it be a fad to fashion?
Apron fronts are fun to wear.
Harem skirts are for the brave.
If you would like a "young" skirt,
wear a pinafore.
A new magazine or your grandmother
may give you further inspiration.

Go to Dinner Under Cover
Be dramatic in long sleeves and high
necks.
Let your face shine out.
Wear an embroidered wool jacket with
a full chiffon skirt.
Picture evening dresses of
stiff fabrics, satin-brocade.
Reds hold the center of the stage.
Stripes are not for the timid soul.
If you prefer a demure tulle or net,
let it be spotless white.

Post-Holiday Days Deserve to Perk Up
Try a new high hat.
A postilion hat will build you up.
Snoods are easy to wear.
Off-the-face styles are often found with
the dressy outfit.
Our feathered friends are always with us.
You feed them crumbs at Christmas.
Now you find them perching on your hat.
The pork-pie is a proud variation in the
sport type.
These new beaver felts are delightfully
soft.
The colors are luscious.
You'll be starry-eyed on snowy nights
wearing a "fluff-or-fur" hat.

Nightgowns are Nightmares in Red but
Can you resist that
darling red flannel gathered to a
yoke edged with white crochet?
Or can you look beyond
those elegant little mules of im-
ported brocade or flannel or
gilt kid or butterfly-bright
striped fabric?
You can keep warm in any dorm
shod with socks and armed with a hot
water bottle.
You can even afford to be warm two
places at once if you get your hot water
bottle at a one-cent sale.

Go to Dinner Under Cover
Be dramatic in long sleeves and high
necks.
Let your face shine out.
Wear an embroidered wool jacket with
a full chiffon skirt.
Picture evening dresses of
stiff fabrics, satin-brocade.
Reds hold the center of the stage.
Stripes are not for the timid soul.
If you prefer a demure tulle or net,
let it be spotless white.

Post-Holiday Days Deserve to Perk Up
Try a new high hat.
A postilion hat will build you up.
Snoods are easy to wear.
Off-the-face styles are often found with
the dressy outfit.
Our feathered friends are always with us.
You feed them crumbs at Christmas.
Now you find them perching on your hat.
The pork-pie is a proud variation in the
sport type.
These new beaver felts are delightfully
soft.
The colors are luscious.
You'll be starry-eyed on snowy nights
wearing a "fluff-or-fur" hat.

Designed to match the coat Christmas
brought you are the sumptuous turbans
and rounded pill-boxes.
More exotic, however, for the lady of
glamour are the tiny swirls of fur
which make hats wispy as down.
Or for a striking contrast a pastel hat
would liven your winter.
Soon we'll be thinking of straws.

The Iowa Homemaker
High Hats, Sally Swings Into 1940

wasp-waisted, full-
says Kay Monson

Some straw and felt combinations are unusual.
There are new bonnets in straw or fabric.
Match your hat and handbag for a clever ensemble.
Now the ice is broken to spring.

Newest Suitings Are the Smoothest
New twills and old tweeds have longer jackets.
Little girl blouses, crisp and sheer are right with twill.
Sport blouses stand by tweeds.
The long coat suits are dressier.
Integral outfits are in the offing.
Decorative coat linings match the dress.
Don't deny they have an expensive look.

Short and Sweet
are the new play clothes.
We're not southland vacationers but among them we find the smartest spring styles.
Chambray, pique and seersucker lead the fabrics.
We hear swank cottons are queer.
Sunbonnets, bare midriffs and side laced bodices are worth mentioning.
Go Turkish in the ankle gathered trousers and bloomer shorts.
Some shorts look like very short full skirts.
You'll enjoy wearing well fitted slacks in smooth wools, smart cottons or synthetics.
With them wear the new long sleeved shirts.

Maybe It's the Military Mode
that has brought a new interest in capes.
Wear a long cape to have a swish that's different.
The most elegant evening capes are shrined to provide adequate fulness that can encompass the bountiful "Gone-With-the-Wind" ball dresses.
Coats are appearing with capelets.
You'll feel like a cadet with a deep cape collar.
Cape sleeves are even showing up.

Call to Neutrality
with beige and gray as two leading colors.
Persistent reds can't be squelched.
Greens are among those present.

Be smart while wearing red, white and blue.
Lighter blues are popular especially in smoky shades.
Yellow is the color of the sun.
Sunny days will be here soon.
Pastel colored flannels are nice under fur coats.
Black and white shepherd check has quiet dignity with black accessories and red touches.

Jumbled Ideas in a Job Lot
Bright flannel spats are zipped on to keep your ankles warm as you scurry across Little Siberia.
Try a real rope belt with suede ends.
Keep your dice under control.
Make one of black oilcloth large enough to answer for a handbag.
Combine charm bracelets around your neck.
Evening mittens are sweet in velvet or satin with sequins and embroidery.
Jewelry is massive.
There are darling plaid dresses with knitted bodices.
Sweaters (if sweaters are new) are the hip length cardigan type.
Pockets attached to belts make new skirts out of old.
Big roomy handbags are such a comfort.
Knee socks and ear warmers are a challenge to knitters.
Use them for the campus, if successful, but you can always wear them to bed.
Rich embroidery is being seen in smart places.
The military theme is evident.
Peg top sleeves match peg top pockets.
When you exchange your Christmas gifts don't forget those new shoulder length gloves.
They are right for evening wear.
Touch perfume to the hem of your slip for the subtlest of fragrances.
Chose that perfume as added spice to your personality.

Taking Off for Smartness
if you're going places.
Doo-dads don't go.
Resolve to follow through one feature.
Dress simply and be sophisticated or sweet.

January, 1940