

1940

## Yuletide Calls For Frivolity

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# Yuletide Calls For *Frivolity*

*Celebrate the holiday season in chatter box red proclaims Kathryn Cooley*

**C**HANGE your complexion and your mood as you step from the classroom into the holiday social season. Alter your walk, your talk, your hair style! Pucker your lips in a brighter lipstick and usher the season's glamour and sparkle right into your eyes. Catch a bit of "shut eye" to keep your disposition dimpled. Now choose a flattering wardrobe and you have a grand total—one gala celebration.

Fashion designers are giving women a break. Glance about you, designers no longer are planning fashions for their ideal, the debutante, but are creating wearing apparel, hair styles and make-up for a typical American miss. Surprisingly enough they have given her elegance and sophistication.

To get off on the right foot, call on your favorite hair dresser. If you are luckily oval faced, try a proud pompadour; the suave type will be attractive in sleek low rolls. Be young and flippant with two quaint braids, tied with perky plaid bows, down your back.

The Christmas season suggests crisp curls for baby faces. Formal attire demands a high in front coiffure with uncovered ears. You'll have an accelerated outlook on life with a new hair do, the first step of our season change.

Now on to the store windows and counters for stimulating ideas. Even the names of the new colors are intriguing—intimate toast, rumor rose, chatterbox red, exotic blue, discretion blue and forest green.

It looks like a third term for tan and beige found in the modern innovation of camels hair coats as well as in the "up front" covert cloth garments. Covert cloth is still the most popular fabric of 1940. It's practical, doesn't wrinkle and is immune to dust and lint.

Plaid is toastmistress of our color banquet. You'll see it in crisp taffeta formals with large squares of bold color, and in fleecy flannel pajamas with hood and bed mitts to match.

Plaid skirts are almost an ancient adage, but they are still the Queen Bee in displays of playtime apparel. Some are startling in their animated colors while others in muted tones are extremely subtle.

You'll see bracelet sleeves terminating between the



*There should be a place in your wardrobe for a "go anywhere" dress to keep you smartly attired for the holiday social whirl*

elbow and the wrist—a clever show room for clanking wrist chains. Skirts break into plaits from the waist down—unpressed plaits seem to ripple. Costume suits boast lengthened jackets.

Dorothy Lamour's sarong was the inspiration for one of the season's most popular formals while Schiaparelli startled connoisseurs of fashion with her bulky evening wrap with no fullness in the shoulders.

There should be a place in your closet for a "go anyplace" wool—one in golden yellow, a simply cut bodice with plaits from shoulder to waistline. The skirt is only slightly flared.

To give your waist a fade away look, our winter version of the summer midriff, the "cummerbund" with its wide contrasting waist band promises a slender silhouette.

It's playtime! For hunting, top a smartly tailored slack suit of brown and white checkerboard wool, spruced up by a brown velveteen collar, with a shooting jacket of soft natural suede, large pockets anchored by shell-shaped buttons. The jacket has an action free back of knitted material.

Did you realize a garment could be becomingly bulky? Tramping and climbing call for bulk and warmth in a brown teddy bear box coat fastening with a zipper under a fly front. Also there is a double-breasted curly white lamb jacket with its own hood, lined with a shrieking plaid and mittens to match.

Give last year's ski suit a new thrill with a knitted skull cap of half green and half red. Peak it with

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**Eskimo Fashions**

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a big ball of red and green yarn that will bob as you cock your head wondering why you took that last spill. Snuggle into a pair of mittens that repeat the colors—one red and its mate green.

Whether you choose to copy your Indian forefathers with a mitten and scarf set of brilliant color with feather like fringe trim, or if you bundle into a warm eskimo hood, fur around your face, you ring the bell of fashions. Natural colored wool socks with colored toes and heels are welcome warmth on an icy day.

There'll be days when the weatherman will forecast a cozy "around the fire day," a box of luscious chocolates and a bushel of crisp popcorn. Snuggle up behind Anne Lindbergh's latest book in a quilted housecoat of gay chintz.

If you're a butterfly, not a bookworm, take a pencil and paper pad and plan tricks to break the monotony of carry-over dresses. Express your patriotism—design a whole row of emblems to march up the front of that fitted black wool jacket. Novel, is a row of these emblems on a black velvet ribbon from shoulder seam to waistline. Decorate your suit lapels with trinkets. Crosses, bowknots, daggers and fleur de lis are back again after years of retirement.

Dance and dine in a long-sleeved decollete gown in middy blouse line with a molded bodice. A contrasting skirt of aqua and gold brocaded taffeta is full and rustling.

An intriguing interpretation of this same dress is a long bodiced gray crepe belted in silver. Tiny ostrich plumes border a low neckline. The skirt is made with wide box plaits.

If you want to go into "training", dine in a white crepe dinner dress with a tiny train that flows from a rippling skirt.

The gold rush is on and we don't need to go west to find it. Here is a strictly formal gown of gold tulle with a bouffant skirt below a meager top. Over all is a faille evening wrap in your favorite color fastened with glittering gold buttons.

A plain black dinner dress will answer your "always good" requirement. Especially appropriate for this year's fashion silhouette is its slim Jim bodice of gold kid. A low V neckline will slenderize a too-chubby face.

Illusion sleeves—long full transparent ones—offer a misty look as you glide across the dance floor. You'll be proud to wear over them a full length black wool evening wrap (linings are the color of the dress) with a heavy gold frog fastener at the neckline.

New and different is the long waisted full length wrap in red-brown wool, full skirted in the back with stand-up collar of mink tails. Be dramatic! Match the winter landscape in a startling white wool wrap with bloused top and full skirt. The belt is applied gold kid.

Plaids for skirts are "louder" with lighter backgrounds. They're the basis for a many piece outfit. Top them with flannel shirts of a matching color.

You'll be "out and out" and ready for spring in a pastel skirt with pullover to match. Snap up your sweater with a smart furry horse or a heavy hammered copper chain. Zippy sport accessories are high fashions.

Playtime for winter sports summons the "Santa Claus" fur hood lined with red leather and accompanied by matching mittens. Be gay in a highly embroidered Tyrolean sweater and a short skirt.