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Sally Sings the Song, "Color on Coed Avenue"

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Sally Sings the Song,

“Color on Coed Avenue”

Whether you’re blonde or brunet, wear a size 16 or 40, this style scout wagers that your big problem right now is in finding a spring costume to bewitch that none-too-susceptible Easter bunny.

Irrespective of the frisky gentleman’s susceptibility, you’re bound to lead the parade with these refreshing trends dedicated to a romantic season.

Lowered waistlines and corset bodices

Boleros, all kinds for all occasions, but ingenious!

Stripes and novelty prints loom large

Leather for informal accent and contrast

Suits steal the show, whether dressmaker or mannish

A new loose fullness achieved by draping, pleating, shirring or tucking

Agile suede for sportswear

Billowy skirts for April evenings

Sheathed ankle-length dresses topped with boleros

Short sleeves in the newest coats

Polka dots are revived

Hats are side tilts and forward flares

Spring Blooms in Your Wardrobe

Apple-green and turquoise

Saffron, lavender and purple

Leaf-green and yellow

Mimosa and black

Lilac with sky blue

Purply blue with rose

Dominance of blue

Pink is a pet

For That Fresh, Casual Look, Wear

A ballooning blouse and full skirt with a small waist

A pink tweed suit, blue top coat, wine beret and purple scarf

A blue and white hand print in a horse design

An oatmeal linen monotone, rather than print

Costume jewelry inspired by American folk lore

Glittering ornaments on lapels

Creamy tan accessories to dramatize dark costumes

Gloves with a small zipper pocket in the palm for coins and keys

Colors for lift and lift

Pastels are first ladies of spring

Blues prove to be the leading color family

Two-color combinations for daytime

Black with cerise or scarlet

Black or navy with white from morning to night

Light Nattier blues for evening

Colors Of Easter Eggs

Hyacinth blues

Porcelain blues

Pale greyish blue

Yellow is triumphant

Beiges

Metallic greeny blues

Chamomile to straw yellow

Greys—fog, dove, warm

Wheat yellow for evening

More vivid pinks—geranium, mulberry, candy

Bonbon, rose and cyclamen pink pastels

Daylight reds have purply, wine and cyclamen casts

Mauve, orchid or violet occasionally

Brown incidentally

Greet whimsical spring with a sparkle!

Suits are the perfect foil for a brisk, fast-moving coed. This wardrobe classic comes with longer or bolero type jackets. Favored color combinations: Blue skirt and violet checked jacket; dashing red jacket with navy blue skirt; smoky brown tweed with pink stripe over peppermint pink; blue and white wool gabardine with ribbed jacket and plain skirt; blues, beiges, dusty and deeper pinks.

Tailored suits are mainly of twill, mesh or gabardine with gay print vestees.

In the softer dressmaker suits there are small collars and no collars, many pockets or only two, no buttons or buttons straight up to the neckline, belts or no belts. Blouses are frilly or tailored according to the suit.

Accepted Details For Suave Suits

Short capelets replace jackets

Skirts are simple, slim, short

Narrower hip line

Finger tip jackets and suit coats

Waistlength bloused jackets

Shoulders squared or natural

The casual afternoon dress possesses a fullness that falls freely from the shoulder and is tied in at the waist. Smocking, gathering and tucking add chic with a dash of flirtatious.

High Notes To Hit

Arbutus pink in crepe or wool

Pale aquamarine rayon

Dark violet linen-like rayon

Jaunty prints on grey silk background

Vivid to pale pastels in blue

Dresses are sleekly girdled with wide sashes or belts below shirred, plumed or smocked boleros. Poly-colors are the creed, nothing matches exactly. Pink and black; purple and navy blue; sophisticated flower prints; hilarious novelty prints; red, blue, green and black are combined with harmonious abandon.

For more romantic moments, the charmingly immediate full-skirted evening gowns have first honors, but the slim silhouette continues. Combinations of the molded and full lines are important, while waistlines go either higher or lower. Low decolletes are emphasized both in worldly-wise and romantic gowns, and capes or capelets will be worn long after the first violet peeps through.

Trimming artistry accents the silhouette in iridescent spangles, all-over paillettes, crystal beaded suits, with flowers, ribbons and bows giving character to bodices and waistlines.

To Be Utterly Irresistible, Wear

Mixed colors for evening

Huge rose and fuchsia flower prints

A garland print on navy blue

Blue with a faint violet caste

April, 1938
Black organdy delicately embroidered in gray and white.

Turquoise chiffon with striped red, blue and yellow bolero.

Pastels, navy and black in sheers and laces.

Pleated grey chiffon with a flashing jeweled girdle.

A thin knit sweater and a long evening skirt.

A color contrast between bodice and skirt—white with pastel most interesting.

Pastel striped taffeta with grey velvet and bolero.

Reds featured in violent light tones.

Multi-colored pastel blouse with black skirt.

Random notes for a sports-conscious campus include a pleated dress with matching pleated bolero; styled suede slacks, bolero and short boxy coats, shirts and shorts in a dozen colors; yellow— from straw to golden tones—salutes spring in linen, leather, silks and wool.

Mix-Your-Owns To Be Matched

White dainty blouse and calico skirt with shirred waistband.

Chintzes, drawstring blouse over short flannel play skirt.

Heather rose silk print with all pleated front.

Tailored white sharkskin with invisible flap closing down front.

Dusty lavender-pink knitted bolero.

Grape colored linen jacket over light blue linen dress.

Rainbow knit sweater and tweed skirt.

Tran wool knits with alligator and plaque.

Striped dimities and crinkle cottons.

Citron yellow crepe with poison green belt.

Calicos for peasant skirts and casual dresses.

Chintzes for play clothes.

Flannel to make you pretty are the straight-brimmed sailors, roll-brimmed bretons, skyward berets, bowler-brims and turbans which make this spring’s colorful ensembles effective.

Your Fancy Will Turn To

Poke bonnets.

A dusty rose kid toque topped by festive pink and purple poppies.

A black patent leather cartwheel faced with white pique and bearing a white calla lily.

Roseberry satin with quill of royal blue belting faced with suede.

Ribbon pouffs at front of toques.

A red quill on a French-blue pill-box beret.

A rose straw bowl-brim with navy grosgrain ribbon.

A red felt sailor with misty veil.

Saucers, tricorns and pill-boxes festive with flowers, feathers and veils.

Devoted to those who scoot first into spring are provocative foot styles which feature punchings, perforations and show smaller open areas than last year. Navy leads the color field in shoes, but is a lighter, brighter, slightly more violet navy.

All footgear is somewhat sandalized and the shoe without toe boxing is the new fashion theme in kid, calf, suede, patent or gabardine.

Put Your Best Foot Forward

High heels emphasized.

Spotlight on the instep.

Wear patent with prints.

Bright navy, nasturtium, yellow beige, roseberry.

Inlay of printed challis on bright blue kid.

Pale-toned lizard with leather straps and bindings in solid color.

Blue pigskin with crossing straps, open toe and perforations.

Grooved heels.

Coat lines are still straight, though interest is growing in the fitted line.

There has been some excitement about the separate cape. Reefer and full-in-front coats are approved. The boxy swagger coats are travel classics and come this season in pink, blue and maize to wear over printed or dark dresses.

More dressmaker detail.

Navy, beige and black are favorites.

Misty blue, toast, rose and brown rate high.

Mesby rustic tweed in light colors.

Patch pockets are tricky.

Big plaids and flecked tweeds.

Raisd and slot seams.

For-trimmed coats are straight.

Straight coats have squarer shoulders and tapering skirts.

White, full-skirted suede coat with grosgrain ribbon at neckline and cuffs.

New bags are novel and easy to carry; the smartest are pouchy while stripes are dominant in all materials.

Black patent, crossed with multi-colored stripes.

Soft dark green suede with narrow handle of raspberry red.

Rectangular glazed pigskin of yellow-tan, piped in green.

Appliqued and embroidered evening bags.

Underarm bag of pleated navy leather.

Satin pin cushion bag for formality.

Tailored box type in patent.

Gloves are versatile with colors ranging from golf white and biscuit beige to black and navy. Plain colored chamois gloves are always in demand, while a new note is struck in monograms and the no longer purely utilitarian zipper. Two color gloves with contrast in godets and stitching are being worn. Picture a red-brown suede glove with green and yellow stitching.

Earrings are inevitable, whenever the ears come out of hiding, and will be prominent in costume jewelry this spring.

The smaller types—buttons, rings, quaint floral and tailored clips—are basic.

Highlights In Ear Adornment.

Filigree and simulated pearls.

Chain of gold-plated links with tiny turquoise beads.

Moonstones outlined by rhinestones and black enamel.

Bright flower pins.

Necklaces dangle star and heart charms.

Brooch of two hands holding a cameo profile.

Wide, massive bracelets of cut crystal and gold.

Rings remain large.

Hammered silver bracelet studded with lapis, carnelian, turquoise.

New Wrinkles In Lingerie.

Different colors and textures.

Checks, chevrons and novelty knits.

Clear pink, turquoise, geranium.

Coral, melon, orange-peko.

Lacy and satin stripe rayon.

Cowl necklines in dull stripe rayons.

Odd pocket outlines.

Fine mesh in two-tone stripes.

Ruffled taffeta slips.

Prints, stripes, checks to the fore as lingerie goes delicious.

Pleats, ruffles and shirring vary spring negligees.

Petticoat colors: Emerald, navy, aqua, China and royal blue, Purple iris, Spanish pink.

—by Harriet Graves.

Black by Rommy Romminger.