1940

Sally Leads The Military Parade

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Recommended Citation
Available at: http://lib.dr.iastate.edu/homemaker/vol20/iss7/6

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Feel confident that you are dressed “just right” in the softly draped crepe dress or wear its companion, a pastel wool crepe. The veiled and feathered hats say that spring is on its way.

Patricia Hayes will fill you with patriotism and spring fever in her news of March fashions.

BRISK March winds blew through the fashion department and brought news of old Mother Earth’s awakening to a new and vibrant season. She’s discarding her drab, brown sleeping jacket for a new ensemble of soft greens and pastels, colors full of life and possibilities.

A corresponding change takes place in the fashion world. Deliberations on the schemes for fashions are discussed by authorities. Assistants stand by prepared to take the latest detail—and finally, worn and weary, the experts hand down their decisions, and the parade is on.

Get into the swing of things and march down the street full of patriotism and spring fever. First up in the parade is the military theme. Pertinent to fashion trends is the tri-color combination of patriotic red, white and blue, a leader in the field of color.

You will be proud of a row of shiny gold or silver buttons marching single file down the front of a navy dress. Better still, display military, nautical or aeronautical insignia on your sleeve or shoulder. Copies of officer’s belts are being worn across the back of coats or dresses. Go to the front now with a military fling.

Off the reservation comes a fresh theme. What could be more associated with America than the Indian? Retailers will carry prints, some hand-blocked, of Indian symbols in bright colors. Indian color technique appears in the “Calusa” pink, burgundy and turquoise, Huron blue and burgundy. Decorate your lapel with a quaint silver or copper piece of jewelry, a copy from some old collection.

From past history comes the Grecian inspiration. It will be apparent in the evening gowns. They will be draped, have smooth fitting tunics, hidden pleats and embroidered design. Even the Far East shows her influence. The narrow slit skirt is here to be worn with the Chinese coolie jacket. Jersey, especially gray, finds a great demand for evening to give a new, cool mysterious tempo to the night.

Full of messages for spring evenings are romantic marquises, chiffons, laces, nets and embroidered batistes. Your choice may have brief sleeves, frilled necklines, off-the-shoulder decolletage, or a lingerie yoke outlined with shallow ruffles.

Feature chiffon in rich orange over a layer of yellow. It may be pale and creamy or a golden hue. Conveying a different topic for spring evenings is the model with a clear white pique top and a deep black silk jersey skirt that hangs straight but really has yards hidden in its deep folds.

With the acceptance of the straighter skirt for daytime, the entire silhouette becomes softer and narrower. Bodices are softly draped. Easier cuts through the waistline and bodice bring about soft outlines instead of sharp fitting lines.

Shoulders won’t have the broad, padded square effects. Saddle and raglan styles are slightly padded for a new version. The saddle shoulder is cut into a rounded sleeve top with soft fullness just below the shoulder line.

Straight-cut coats follow the theme. Ensemble coats have smart tuxedo fronts. Reefers have easy fitted, long, fluid lines that mold but do not accentuate figure curves.

For that informal feeling you’ll like to sling a square-cut cape around your shoulders to show that you’re style-conscious. Capes will be used as regular wraps or as contrast over an ensemble.
Military Parade

You'll discover that coats are belted, slightly bloused for sports wear. The boxy silhouette has less fullness in back. Have your box-type cut like a man's lounging jacket. The semi-casual coat, "to go anywhere," is made up in soft tweeds, plain or plaids.

For that sporting feeling, take some tailored slacks and top them with wrist length jackets for a simple, neat effect. Sloppy inners-and-outers lose their place as trim boxies or fitted longer jackets take over. Cardigan jackets, mannish or fitted, will be campus favorites.

Details on suits, jackets and coats are utilitarian and tailored with concealed openings or mannish stitched seams. Revers are high-cut and sharp, sometimes with a military fling. Collars are high at the back and rolled.

You've probably realized by now that "ensembles" are important this season. Wool and silk are combined. Capes, short dress jackets, long coats worn over simple afternoon dresses of print or contrasting material are the favorite formulas.

Dressmaker details offer interest in daytime and evening dresses. In the latest collections, appliques, entre deux, tucks, little fan-like designs and delicate embroideries in tiny chalk beads are the commanding topics in ways to change that conventional basic dress.

Boleros are being pushed for ensembles and dress costumes. Another idea is shown in the twin print two-piece dress which has a jumper that looks like a jacket. One of the outstanding combinations is a raisin colored wool cape over a brilliant white silk dress.

On the subject of colors—with the patriotic tri-color theme in first place, the beige to brown range is second in plaids and combinations. Red is the beige accent. In greens, the choice ranges from Kelly and chartreuse to limes, soft reseda shades, pastels and bright hues.

Tangerine and tamaal vie with clear, bright reds in the "heated" colors. New, medium brown is the color tortoise. Vibrant hues of yellow, green, red are combined for dashing accents.

Your hat will be of major importance. Pompadours, pill-boxes and sailors captivate in the off-the-face style. Pill-boxes range from simple felts to flower-trimmed straws. Sailors are worn absolutely straight or tied back on the head to accommodate your pompadour hair style.

Brims are still drooping. Kettle-edged style, or flanges rolled back from the face, plateau types, or brims rolled all around with the downward movement, accentuate hat modes.

When breezes are still brisk wear this long sleeved tunic in sheer wool flannel shown at the left. Serviceable describes the center frock of alpaca with contrasting white piping. The trim miss at the right finds this tailored outfit ideal for countless occasions.

March, 1941