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Trends

Ruth Anderson
Iowa State College

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TRENDS

by *Ruth Anderson*

Technical Journalism Junior

PICTURE your favorite feminine type. Maybe she is your pinmate or steady, maybe she is just 'the girl of your dreams'—but, picture her dressed up in a good dress, high heels, purse, hat and gloves, in these situations and vote accordingly."

That was the explanation given to members of twelve social fraternities and fifteen independent groups of men on campus by three research workers to find what they do or do not like for "Her" to wear at ISC.

This poll has some interesting conclusions which may interest many of you women planning new spring wardrobes or now in the process of brightening up your winter outfits.

SKIRTS

The question of whether a full skirt or a slim one brought much discussion. First of all, was a slim skirt a tight one? One research worker answered that whether it is tight or not depends on the way it fits the woman, while whether it is slim or not depends on the style and the cut of the garment.

With this in mind, the men voted overwhelmingly for the slim silhouette in skirts. The men decided it looks tailored and sophisticated, and "Naturally, it shows more of a good figure." They mentioned that they did like the dance-ability of a full skirt, however.

HEMLINES

The men do watch hemlines it seems, and have quite a definite opinion that women are silly to follow the trend of long or short skirts when they do not fit their personal style. As for the length of dressy clothes, they like them longer than "eight to five wear." They reasoned that the higher heels would balance out an added inch or so in length and "Besides," they commented, "they just look more dressy a little longer."

SLEEVES

The main question was—if your date to a dance, such as Saturday of Homecoming, was wearing a full-skirted taffeta dress, what kind of sleeves would you like in her blouse? They were given a choice of puffed, balloon, dolman or batwing, cap sleeves or no sleeves. The trend seemed to be for the batwing sleeves or no sleeves at all. They pointed out that both give freer arm action and agreed that the "no sleeve" vote might be a carry-over from the summer styles. The men thought both quite dressy. For a knit suit or a wool dress, they preferred the three-fourth sleeve, the long sleeve second, and the short sleeve last.

COLOR

Following up on the color question, the men were asked which they liked the best—dark sophisticated colors such as black or dark brown; light pastels of pinks, yellows, blues; or bright colors such as royal blue, gold and purple. This was a divided answer with black and brown definitely in the lead.

FOR CHURCH

Suits won in a landslide with the knit one first, tailored wool second. "Anything knit," as one man stated, seemed to be the trend. "I like those full length sweaters," commented a male when at a loss as to what to call them.

DANCING

When going dancing, the men voted for Her to wear either a knit suit or a velvet suit. Many voted for the velvet suit because it is a little more "dressy," "feminine" and "chic", according to vocal comments.

One male voter gave a clue to the overall opinion a man has for women's clothes when he said that he wanted "nothing but naturalness." That leaves it up to you to pick your own style with one eye out for what the men like.

The men endorse the new coat dress with its feminine blouse, slim skirt with pocket interest and batwing sleeves modeled here by Dorothy Dilworth, H. Ec. Jr.

