



Courtesy Saks-Fifth Avenue

CHIC IS THE THING!

A WOMAN'S appearance is very much what she herself wants it to be. She can be *charming* or *elegant*, perhaps even *sophisticated*, depending on how much she really in her heart admires these particular characteristics. Nine chances out of ten, however, most of us succumb to the atmosphere about us, so that today the admired woman is the *smart* woman—since this seems to be the spirit of the world and time about us.

No, not the three fates. But who can tell what fate is in store for anyone wearing such dashing, if somewhat precarious, headgear?

Business women particularly are learning to value this new attribute of smartness, just as neatness was the ideal of twenty years ago, correctness the thing only a few years back. Right now—and for the coming decade no doubt—stirring times will call for dominant, spirited personalities. Individuality of thought and action is again of first importance. And this change is apparent in the new standard of fashion—smart clothes that reflect the valued quality of a more personal, individualized taste.

This Spring—more than ever before—the clothes in the shops everywhere permit one to do just this. And for a small amount of money. If you look just like everybody else—if you look just neat and trim or nice and correct it really is pretty much your own fault. For, spread throughout our land, is a collection of good, wearable, democratic fashions that offer almost as much a chance for true *smartness* as if you were to buy from the Paris houses themselves.

On these few pages, I am going to try to point out to you—not only the new fashions themselves—but how you can assemble them to give your new wardrobe the *fillip* of smartness. Not the too-striking or too-bizarre thing (often mistaken for individuality), but the more becoming and more interesting fashions suited to your particular type and personality.

The Fabric Story

LET us begin with the *fabrics!* You will have to turn-about-face here. Where we used to use silks, it is now smarter fashion to use woolens. Sheer, fine, light woolens for suit blouses—thin woolens for trot-about dresses. Generally speaking, the “little silk dress” that every day-time wardrobe sported, has now turned woolen.

Weaves too are extraordinarily interesting. Everything is ribbed, corded or nubbed. Diagonals will be important favorites. And even the sheerest of woolens find some way of looking new and different.

You will hardly recognize the new silks. No longer is sheen important—instead, the finish is dull and subdued, emphasizing again the predominance of *texture*. Favorite silks will be revivals of course, irregular weaves of the “roshanara” school that we all wore several years ago. Even the dressy sheers (for afternoon or evening) are showing this interesting new emphasis on texture.

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WHAT FUTURE FOR THE WHITE COLLAR WORKER

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business women who have small apartments and are probably living alone. She simply looks after all these women as she would after one household, though their apartments may be widely scattered. Here is one new position which, in a few years, I believe will be as stabilized as that of tea room hostess today.

"Real estate, too, is a wonderful field for women, for women renting agents and apartment house managers, women hotel managers are far more satisfactory than men.

"We must plan for all this, we must make a definite effort to see these new positions and bring them and the proper women together. And we must be alert enough to carve out new positions from the raw material of our changing world. If we use the same caliber of brains to solve the problems of living that we have used to solve the problems of production, we may expect results, and quickly.

"Then we need a better system of public employment agencies, clearing houses for workers, more vocational guidance that really guides. We must help potential workers analyze their own capabilities. You see there is plenty of work for all the intelligence colleges can supply."

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CHIC IS THE THING!

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Rule No. 1—Look for the right fabric textures in your new coats and dresses—remember the whole effect must be "roughish" without the finish or sheen so long taken for granted.

The Color Story

COLORS, this Spring, are tremendously important. Navy blue will take the place of black as the mass favorite, but if you wear black stunningly, then wear it again this Spring brightened with high reds, bright greens, or neutral beige.

Blue, of course, is every woman's opportunity, since blues are among the most flattering and wearable of colors. A favorite will be a brighter-than-navy—an excellent color for blondes. For brunettes, a soft gray-blue is very new and striking. For afternoon and evening, are cornflower, Vionnet (pastel) and bright blues.

For brown-eyed, red-haired or tawny-blond types there is a charming Spring brown. For certain types within these types, a very good "O'Brien" green—best in sports dresses and coats.

If you like red, you will find both dress and sports coats in two reds—a bright tanager shade and a darker *carmen*. These will combine smartly with beige.

Two light colors will have a vogue—beige and gray. Only a few women can wear gray smartly, but thousands as always will enjoy beige. Combine it with red, green, blue—or brown—it is one of the most flattering of costume colors.

Rule No. 2—Wear color this Spring but choose the colors that definitely do something for you—flattering either your hair, eyes or general type of coloring.

A New Silhouette

NEW things have also been happening to the foundation lines of coats and dresses. In general, the favorite fashions are trig, tailored and military—broad shoulders, a snug bodice and slim, slender hip-lines. Don't choose skirts with much of a swing—just a slight flare at the bottom is right.

Coats without collars are smartest. Vary yours with scarfs—galyak, lapin or kidskin for dress—linen, silk or wool for everyday and business.

Tailored suits will be tremendously right—with short or hip-length tailored jackets and clever little blouses—Irish crochet lace, fine wool, or new cottons.

In dresses, head-line news is the new "high" waist-line. Yes, the "empire" height of several years ago but, for most of us, now disguised by seamings or sashes that define the diaphragm gracefully.

Rule No. 3—Note that the very foundation of the new clothes is smart line—accustom your eye to wide shoulders, slim hip-lines, straight skirts only slightly flared.

REGIONAL CONFERENCES

NORTHEAST—

Niagara Falls, N. Y., October 7-9
Mrs. Helen Curtis Smith, 21 Reservoir Avenue, Rochester, N. Y.

SOUTHEAST—

Blue Ridge, N. C., August 25-28
Miss Lucie Dowe, 322 Washington Street, Montgomery, Ala.

NORTH CENTRAL—

St. Paul, Minn., July 5-7
Mrs. Dora B. Hancock, 1769 Wellesley Avenue, St. Paul, Minn.

SOUTH CENTRAL—

Tulsa, Okla., November 11-13
Mrs. Marie Hillis, Hobleville, Okla.

WEST CENTRAL—

Santa Fe, N. M., June 24-26
Miss Madelyn Seabright, 2522 Central Avenue, Cheyenne, Wyo.

WESTERN—

Berkeley, Calif., June 18-20
Miss Annie Woodall, 1334 Arch Street, Berkeley, Calif.

Hats Still Dip

THE smartest hats will be the simplest. Brimmed hats, dipping over the right eye and turning up at the left back, represent one of the newer, more trusted favorites. For most women the easiest way out will be the simple *beret* in pliable straws and fabrics which can be pulled and coaxed into the line right for your particular nose.

Rule No. 4—The smart 1932 Spring chapeau dips as always; shows as much of your coiffure as you find becoming; and clears the top of your roll or bob at the back.

ILLINOIS WOMEN PLEDGE COOPERATION IN REOPENING BANKS

LED by Mrs. E. Pearl Warwick, president of the Illinois Federation of Business and Professional Women, leaders of one hundred women's organizations in Champaign-Urbana, Illinois, after a monster meeting at the Inman Hotel, pledged their services to cooperate with the Committee on Reopening the Banks in that community. The pledge signed by all the outstanding women of the district represented about 5,000 women. Mrs. Warwick was chosen to present the pledge to George Huff, chairman of the executive committee.

The women also pledged their help to spread good cheer, truthfulness, confidence, loyalty and patience as a means of restoring stabilized economic conditions.

Splendid inspirational talks were given at the great meeting by the club representatives. Particular stress was laid on the necessity of impressing loyalty upon the children in the present economic tension, as the children's minds were being filled, otherwise, with a gloom which might stamp itself too definitely on their growing personalities.