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.

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 turt-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, of course, if it is due to the predominance of texture. Favorite silks will be revivals of course, irregular weaves of the "rohan" school that we all wore several years ago. Even the dressy sheers (for afternoon or evening) are showing this interesting new emphasis on texture.

(Continued on page 116)
WHAT FUTURE FOR THE WHITE COLLAR WORKER

(Continued from page 116)

business women who have small apartment 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 another position which, in a few years, I believe will be as stabilized as that of the 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 that these new positions and bring them to 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."

 WEYHING BROTHERS MANUFACTURING CO.

"Jewelers of the Better Kind"

MANUFACTURERS of emblematic jewelry, medals, badges, trophies, etc. Special designs, prices and catalog on request.

For more than a quarter of a century, "Weyhing" has been synonymous with real craftsmanship in precious metals. We pride ourselves on that reputation.

NOTICE

All National Federation insignias must be purchased from the National Headquarters, 1171 Broadway, New York, N. Y., and all literature, designs and prices pertaining to the Federation emblem can be obtained from the National office.

Main Office and Salesroom
304 Eaton Tower
East Side Office and Factory
Gratiot at McDougall

DETROIT, MICHIGAN

CHIC IS THE THING!

(Continued from page 91)

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

The Color Story

COLORED, 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, cornflower, Viommet (p ink) and bright blues.

For brown-eyed, red-haired or tow-headed types there is a charming Spring brown. For certain 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 tangerine shade and a darker corn. 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.

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

Costs without collars are smartest. Vary your colors of gauzy, 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 slender little dresses — Irish crocheted 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 seams or blazes that define the diastem gracefully.

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

HAT 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 fashions. For most women, the easiest way of all will be the simple beret in pliable straw or fabric, which can be pulled and coated into the line right for your particular nose.

Rule No. 4 — The smart 1933 Spring chapeau dips as always shown as much of your outfit as you find becoming; and choose the top of your roll or bob at the back.

ILINOIS 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 Chicago-Urbana, Illinois, after a monster meeting at the Innman 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 stable 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.

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 23-28
Miss Ada L. Dowe, 322 Washington Street, Montgomery, Ala.

NORTH CENTRAL —
St. Paul, Minn., July 5-7
Mrs. Doris B. Hancock, 150 W. Rosel-ley Avenue, St. Paul, Minn.

SOUTH CENTRAL —
Tulsa, Okla., November 11-13
Mrs. Marie Hillis, Holdenville, Okla.

WEST CENTRAL —
Kenilworth, N. Y., June 24-26
Miss Madelyn Sealebright, 322 Central Avenue, Chazy, N. Y.

WESTERN —
Berkeley, Calif., June 18-20
Miss Ann Woodall, 1331 Arch Street, Berkeley, Calif.

Patronize the INDEPENDENT WOMAN advertisers