

## As for the Neck

By THIRZA HULL

Flaming, flamboyant flairs of color float out upon the spring breezes and conclusively draw our attention to the fact that you are no one this spring unless you are correctly "necked". Unquestionably a becoming neckline has more to do this season with the success of an ensemble than almost any other single feature. There is a great variety of necklines any one of which is very chic—from such an array it should be possible to find several that would be becoming.

Scarfs are the most emphasized note. They are found on every type of dress—from the sport frock to the formal one. Lovely ombre' shaded ones of thin, filmy fabrics are the most popular at present. Long silk fringe is used to finish many of them and some boast hand painted flowers and designs in contrasting colors. Scarfs as they appear as part of the dress itself rather than as an accessory are usually of self material although when the scarf itself is the main trimming it is often of contrasting color and material. The scarf may merely form the ends of a collar or it may be the collar—in which case it is usually tied in a bow at front or back or looped around the front.

Appearing on tailored as well as afternoon costumes is the jabot. It is in the realm of afternoon frocks that they appear to their best advantage. Some fall in graceful folds to the hem line while others stop sooner in their fall to grace. The jabot may be placed anywhere—at side, front or back or directly in front

and may or may not be lavishly trimmed.

Sport frocks and costumes give most consideration to the high neckline. The jumper frock which is the most outstanding in sport costumes gives much prominence to the club collar and the turnover collar which may be buttoned all the way up the front or worn open to form a V-neckline. The influence of the mannish collar is recognized on tailored dresses, suits and topcoats. The suits and topcoats are usually double breasted and are often collared with velvet. The newest neckline for evening is the V-shaped one lower at the back than the front. This then is the range of necklines favored for Spring 1925.

We all want our frocks to have the most chic in necklines but we were planning on using a dress from last spring's wardrobe. As far as the lines of the dress itself go they invariably follow the straight silhouette of last year. The dress however has, we will say, a bateau neck cut far out on the shoulder that dubs it at a glance as a last year's model. If only the neck was acceptable the dress need only be shortened to be ready for the entire season. Many are the ways and means of making over the neckline though at first glance it may seem an impossible thing to do. A little ingenuity and a vast imagination need be your only tools.

There are three possible ways of re-making the bateau neck. One is by the use of a scarf. It may be fastened across the back and tied in front or fastened

all the way around and tied in a loose bow in the most becoming position. It would help fill in a space to tie it on one shoulder and allow the ends to fall down the front and back. It is also possible to build a high neckline from the bateau neck by putting in a bias yoke that fits snugly up to the pit of the neck. It is then comparatively simple to add a high collar fastening in back and with a tiny white turnover to make it more becoming and to match the turnover cuffs, likewise small and white. The third way of fixing the bateau neck is to cut it in a V-shape in front, fill up the space over the shoulders and cover the whole with a lapel collar that will successfully conceal all the seams. Any one of these three ways will make a becoming and up-to-date neckline.

A dress can be freshened up by the addition of one of the bright ties that are so popular among the young men. Red ties have seen their better days here at Ames, but there is a large variety of striped and plaid ones to choose from.

Style then, does center to some degree around the neckline of a dress. First we notice the hem line of dress to see if it has the correct flare and then our eyes center on the neckline. Since it is a vital part of the costume we should see that it is both original, and yet in the mode. Costumes are judged on their individuality and we are not far from being individual if the neckline of our dress is different.

## New Health Ways Make Happy Days

By FLORENCE E. BUSSE

Professor of Home Economics

"Not going to eat your dessert, Miss Williams?" inquired our hostess. Miss Williams looked longingly at the concoction of whipped cream, sugar, nuts and cake. Surely it was fit food for the gods and it must have taken hours to prepare. There was such evident disappointment on her face. "No, it can't be done," sighed Miss Williams with more evident disappointment in her voice, "but I can't go the round of parties and eat all the tempting goodies. I tell you I gained a pound last week and I will not go back to my old weight."

The disappointment of our hostess was too real. "I tell you," she said, "I am getting so I loathe the word calory. I never go to a dinner anymore, I never am invited out to a luncheon, I am never tempted to an afternoon treat of a "double chocolate with nuts" but someone spoils the whole affair with a discussion of calories or reducing. I am sick of the whole business and it bores me to death."

Miss Williams sighed again, "But I'll tell you it's just a matter of choice. I know that I'll gain if I eat your goodies and I will not waddle when I walk again. I tell you I can't overeat and feel decent."

The conversation had its effect on the whole table. The thin ones ate jubilantly, the other heavier ones ate gingerly and with evident deliberation.

This little episode is just one of many other similar ones which is taking place here, there and everywhere. Thru many agencies interest in what is good for one has been stimulated and has come to be very real. This interest in many cases has been supplemented by facts. A knowledge of facts brings with it a conviction, and this conviction may have the force of a stirring ideal.

Advertising usually makes its appeal to what is already in the minds of its readers. We are urged to eat this food because it will give iron for the blood, this food is desirable because it provides the desirable bulk. Another food is commended because the valuable vitamins it originally contained have been retained in the cooking process. This garment manufacturer instead of making his sale on the basis of durability as he did previously makes his chief claim on the ground of freedom of movement a desirable qualification for the clothes of the healthy. Resorts feature the need for healthful relaxation. All modern advertising gives the health slant to their paragraphs.

One wonders sometimes if the great modern interest in health is not the natural outgrowth of a democracy such as ours. Our democratic civilization could not be content with a philosophy of

health like that of the Greeks. "Health for health's sake" meant only the development of the body. It might have had justification in "Health for beauty's sake" but our present civilization asks many questions in challenging terms: "Why should I be interested in health?" "Will it make me more efficient?" "Will it contribute to my happiness?" "Will it make me a more desirable and helpful member of society?"

The scientist has proven and is proving that health does make for efficiency. The psychologist has proven that good health is fundamental to happiness. The sociologist has shown us that not only does health make for the individual's best service to society but that in order to be a good member of society it is necessary that one care for one's health. A new idea this: "I must live my best physically as well as mentally and morally if I am to be a desirable member of society." Modern education is recognizing this fact and is setting education in health as one of its aims. The curriculum must give information as it has always done but it must do more than that. It must give vital stirring information that will lead to real ideals of health. America's health program is just beginning. It has yet a long way to go. Teachers in the schools

(Continued on Page 12)