

Yumph Invades the Formal Field

by Sally

IN a national questionnaire of men as to what they noticed first in women, becoming clothes came fifth and good complexion, good figure, good teeth and good hair were the first four. "Beautiful but dumb" they used to say. Nowadays it is a very dumb girl who isn't beautiful. A smart girl can't afford not to be. Then tack on the old adage "pretty is as pretty does" and believe it or not you have an unbeatable combination that Sally will put her own personal guarantee on to swing any deal you want.

Have you, too, seen the shiny window displays of formals that just drew you into the store and into the dressing room? There is one thing I cannot resist and that is a formal with yumph.

Debutante dresses built with a weather eye on the stag line appeal. They glitter, shine, and fairly draw us into the shops to get a close view of them. Sequins cover the bodices of many, others have sequin boleros, and not a few are exhibited with sequin bags and shoes to match. Some of these dresses are definitely "S. S. and G." (sweet, simple and good); others are the fitted siren type, black, clinging, with a black net veil that drops over the head and comes to the shoulders—you've seen the trick before in Joan Crawford's latest, "The Bride Wore Red." There seems to be everything in shop windows these wintry days that could make a coed wish for a million dollars, a good figure, and eternal youth.

By the by, those formal veils are finished with a bit of metal thread, or with "bric-a-brac" around the edge to hold them down over the head. They are made of the most ethereal net, that would blow away, were it not for its anchor.

Most of the winter formals are fitted well over the bodice, cut only medium low, with small straps over the shoulders, and with billowy skirts if the material is sheer. In other cases the skirts drape in rippling folds.

And have you seen the "Directoire" dresses from way back in Napoleon's day? You remember the gorgeous gowns that Olivia de Havilland wore in "Anthony Adverse." High waistlines, deep front décolletages, puffed sleeves and long slender skirts are characteristics of these dresses, and certainly ought to make the belle of the ball click with the man.

Some of the season's formals might have been borrowed from a Velasquez painting. These dresses possess what they call "torso interest." The waistline is the fragile breaking point in the costume and there is drapery about the



bust and shoulders, with stiffened width at the hips, both tapering to a minute circumference at the waist.

Styles like these just follow one out of the shop!

According to the best authorities, the season's accent is on elegance, sweeping lines used in surprising ways. Which reminds me of a lovely-to-look-at formal actually made out of bed ticking! There is an idea for some ambitious T. & C. major. I have also heard of wool flannel, curtaining material, and even candle-wicking bedspreads being used. However, I am not recommending that you cut up the drapes of your room the week before a formal dance! That is, not unless you can get away with it. For sophistication, heavy jewelry in gold or copper colors is recommended. But if you don't want to glitter, try striking colors.

Guess what! PINK is the color of the season. There are just dozens of shades

to choose from—SHOCKING pink (Schiaparelli's lavender-tinted version) sultry-rose, cyclamen, candy pink, raspberry, fuschia and passion red. It takes a clear skin to wear the yellow cast of passion red, but orchids to the person who can get away with it!

No, not orchids on HIS budget, but put a bug in his ear (or tell him to read the *HOMEMAKER*) and order one of those daringly different flower combinations—a crest of small gardenias in a little nest on your head, or a halo of carnations, or little asters, or yellow chrysanthemums. Or don a crescent of flowers that cups around the Grecian roll you've been sporting. Do you suppose the fellows would send us more flowers if they knew how HAPPY they made us feel?

I suppose that the little girl with the chiffon formal in foamy pink will be in the midst of the large group of men. Her ultra-feminine type makes the "chicest" and sleekest of formals look backgroundish. Only one caution—don't skimp on goods—the chiffon must look as if miles and miles of it would be left over even if you decided to cut the skirt in half. What a break for blondes! There is nothing in the world as angelic as chiffon!

Then satin. It's always good. If you have a good figure, there is nothing like satin to emphasize it. Now is the time to girdle the waist with a band of satin. One must be a smoothie to wear a satin formal.

Of course gold and silver lame are good, too. Somehow they seem to belong to a group older than the college coed. . . . but perhaps if she is very, very, very sophisticated she can get away with it. However, lame makes excellent trim for crepe, and net.

A magazine took a census not so long ago asking the nation's most eligible bachelors what they thought constituted the tangible qualities of that elusive quantity S. A. "Odor" was one point agreed upon. The smell of clean shiny hair, the clean look and faint scent of opalescent skin, were some of the most attractive things a girl and woman could possess. Using this for a basis, some well chosen perfume that fits the personality cannot go amiss, if used sparingly and with good taste in the right places.

Just what are the right places for perfume? Always put it on the skin. The scent then blends with the skin oils, tones it down and brings out a different perfume, one that is your very OWN. Campus town drug stores are wise to the coed's perfume conscious-

ness and have many good lines. Blonde "yin" perfumes are light, poignant, and even sweet. Brunette perfumes are generally mellow for the quiet type, highly spiced for the active type.

A perfume can do a lot for one. However, one scent can become monotonous. Have two and alternate. Just because Harry says "um, you smell good" and looks at you with "that certain look" when you wear XXX perfume Saturday night, it does not mean that XXX perfume will be good every Saturday hence and that an extra dose will make it even better for the military ball.

Could you imagine it? Someone spoke to me the other day about styles in conversation. They were right, too. The smartest outfit and the shiniest hair won't make up for a dead-head-exchange of conversation. It's a popular girl that keeps up with the day's events and can talk to her date about something other than the five-pound party that what's-her-name had last night, or the good dancer Janie is. The best kind of conversation is sufficiently lively, twanged up with picturesque speech and no mistakes in grammar—and, most important of all, says SOMETHING.

A junior zoologist remarked the other day about a very pretty girl, "Oh, she's all right but there isn't much to her. She didn't say anything worth thinking about the whole hour I talked with her."

Well, Sally bids you good-bye until next month when she will try to take the campus style pulse and prescribe accordingly. Here's to bigger and better formal season than ever before, all you coeds!

—by Lois Swenson



Just Skin Deep

by Donna Button

DO you shine or glow in the moonlight?

Love orchids and a skin that looks—well what does your skin do on "big nights?" If it is one of those problem skins that need constant attention, perhaps we can give you a few subtle suggestions that will give you that new necessity, dull glow, without having to dash to the powder room after each dance.

Try a liquid powder base that guarantees to dull your high finish. A blemish-concealer comes in four shades, and provided that you get it one shade lighter than your skin tone, it will harmonize nicely with your skin. A dab of blue face powder brushed over your face will give that certain fragile look that would have gone well even with Thesbe. Green and blue

mascara are popular for evening wear as they tend to make your eyes look less tired after an evening of two-steps.

Then for a lipstick that won't give others your school girl complexion. You may use an inexpensive lipstick that stays on one's lips through an hour of dancing, a grilled roll, and two coffee re-fills. Powder brushed on the lips before applying color will help your lipstick adhere all the longer. Extra powder sprinkled on your high spots and left while you finish dressing will make these danger zones stay covered all evening.

If you want to start out right, you can sprinkle a few drops of bath oil or tablets in your bath. New scents, "Pine" and "Gardenia de Tahiti", sound mysterious, if nothing else, and are certainly good for the soul. "Song of India" reminds one of the twilight hour, romance and such.

These hints on how to glow and

how not to glare aim for naturalness every time.

Beauty expert, Sally Cramer, says, that natural looks are in again. "The signs pointed that way a year ago—but it took a new fashion in dress to establish it. This new trend was partly brought about because the Duchess of Windsor has a penchant for a certain soft violet-blue. The color pendulum has swung from yellow-red rouge and lipstick and ochre-tinged face powder, to blue-red rouge and lipstick and fragile rose-tinted face powder.

"The other principal factor in this reversion to the 'natural beauty' type is that Schiaparelli designed the clothes for Mae West's newest picture. The period of the picture was the early 1900's. All French designers showed the 1900 influence in smart styles. And because make-up fashions follow costume fashions, the result is a swing to pink and white complexion and natural beauty."

