

Suits to splash in

By *Barbara Culver*

Technical Journalism Freshman

ARE YOU ONE OF the countless numbers of college girls who is thinking of buying a new bathing suit? For a preview here are some fashion tips I gathered in an interview with the bathing suit buyer for a large department store in Des Moines.

Before I could shower her with questions, she told her story of this season's new bathing suits.

"First of all, we'll tackle the bloomer-suit question," she began. "We don't expect them to be emphasized quite as much this year as last, although they're still not out of the picture. More important will be the short boy-leg and modified bloomers which will be seen predominantly in cotton."

She leafed through the books from two companies. "This company is showing only four bloomers out of thirty-three styles, while another also has just four bloomer styles offered in the complete line."

Shower suits in fall

"What else is going to be featured this spring?" I asked. "What colors do you expect to be most popular? What styles and fabrics are making news? How do you buy them?"

"Our season has remote beginnings as early as September 1 to October 1 of the preceding fall," she answered. "At that time we make a trip to California and take our first look at the suits. Near the end of October we make another trip to see the suits modeled. It's then we formulate our opinions about the lines and styles shown."

"Do you buy them, then?" I asked.

"Oh, no, we wait until December when salesmen from various companies bring the suits to us, so we can see the suits on our own models. By this time selling records have been tallied in Miami, Florida, and we can get some idea how the styles and colors are being received."

Promote unusual colors

"Colors? Most of the companies are promoting unusual colors this season: magneta, sapphire, crystal blue. These are actually soft colors", she said. "We are offering many soft tones in our bathing suit line, although we have few pastels, with the exception of pink. Pastels are flattering only in certain styles. Green and brown, as always, are popular and we expect black to be especially good this season. Turquoise is always a top seller."

"Most of the big names in the bathing suit business



are making use of Chromspun, the new color-locked acetate fiber. This fabric is immune to all normal fading hazards. Newest in the lastex line, plaid, florals and prints are being featured.

"As far as college girls are concerned," she said, "cotton is our big market. You see, most of the girls like the pretty cotton prints, not to mention the fact that they are less expensive."

"Something we are watching is the knit swim suit," she said. "They were expected to come to the fore last year but didn't seem to carry through. The manufacturers are still promoting them this year. Another new gimmick is the suit offered by one company which stretches just like the new men's socks. It's designed to fit a range of sizes."

This preview of 1955 bathing suits looks forward to a sunning and swimming season of intriguing colors and designs — when you sport your fashion favorite.