

WOULD you like to be the woman that men notice and women watch? Would you like to be the well groomed and attractive woman that raises more eyebrows than a Winchell column? If you would—then take heed of these timely tips from the leaves of Sally's pre-winter notebook.

Collegians Pledge Themselves To Velvet

Velvet—elegant and picturesque—is no longer a luxury, but as practical as any material you can buy. Pack it in a crowded weekend case; loan it to your best friend; sit on it all evening; and then—just let the garment relax on a hanger. The wrinkles will be gone in just a few hours. Crush resistant velvet can be worn just as any other fabric. And—it has been accepted for street wear as well as for afternoon and evening wear.

Are You a Monogramaniac?

And have you taken up the activity of monogramming? If you have, here are "the" places for the letters of your "ego dress."

On each of three-cloth covered buttons down the front of your garment

On one pocket of a skirt

On one lapel of a jacket

On two high placed pockets on a dress

At the wrist of a long sleeve or on the cuff of a short one

On each side of a sweater or blouse collar

On a belt—each side of the buckle

On one side of a calot

On the cuffs of your "sox"

One initial on each pocket of your skirt

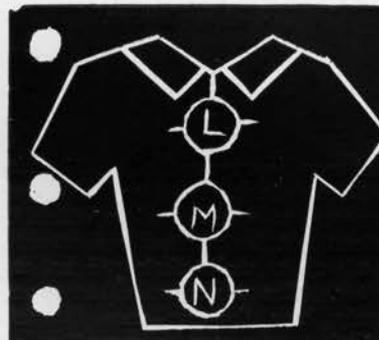
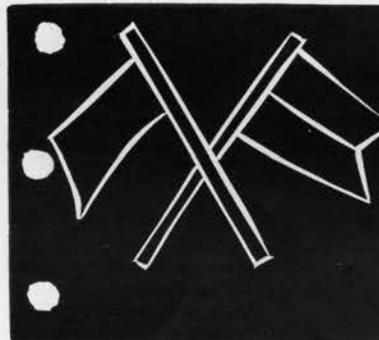
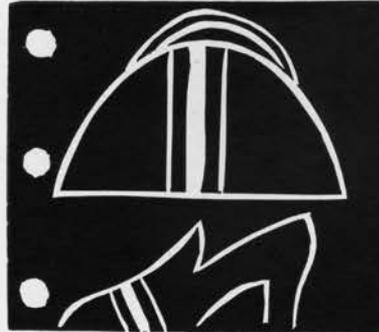
An Orchid For Any Budget

Interest yourself in a dress with a contrasting bodice and skirt for afternoon wear. Make the bodice flattering in a contrasting color crepe, embroidered fabric or metal cloth—and the skirt of black or dark color to match your coat. Link this combination up with hats and other accessories—and presto! An orchid for any budget!

It's The Little Thing That Counts

Skill with accessories has become al-

Jottings on Style



most a social accomplishment. Originality and good taste are the simple rules. Give your ensemble that personal touch that reflects "you."

Match—shoes, bag, gloves
hosiery and gloves
shoes and suit
gloves and bag
bag, gloves, flower

Try—deep wine malaga and see how it puts new life into navy and black
Give zest to your green or navy with copper

Enliven your browns with shoes of green or copper

Pick Out These Favorites

Gay, clan plaids in everything from dresses to topcoats

Jersey dresses stressing vivid colors
Velveteen frocks in bright pennant shades

Three piece suits
Velvet shirtwaist dresses

Reversible raincoats

Striped woolen dresses

Football-print oil silk umbrellas

All suede costumes.

Twin Dull Leathers—For Gloves

Two-tone gloves—combining suede and fabric, doeskin and fabric, suede and doeskin, suede and snakeskin—are a new feature. Fur trimmings and slide fastenings are interesting.

Smartly dressed women are taken with the idea of wearing colored gloves with dark costumes. Usually these gloves match the hat or the trimming on the hat. Try these—

Purplish blue gloves with black hat trimmed with blue

Greyed blue green gloves with felt hat of exactly matching shade

Wine gloves with hat trimmed with wine or several colors

It's Football Time at Iowa State

Just a few more games to go! Why don't you complete the pass from hat to shoes with—

A gabardine and Scotch plaid reversible sport coat

A Scotch cap to carry out the spirit

A sheer woolen frock

A jacket costume

A gridiron casual in knitwear

A suit of woolen in huddle tones,

From Sally's Notes

solids and checks or contrasting shades

And then—include a dress shot with gold or silver metallic in your November All-American weekend.

P. S. To the little football fan who is still wondering what the game is all about, we suggest one of the new silk kerchieves upon which is printed a complete schedule of all football games, where they will be played, the names of the players—and last but not least, sketches of the rudimentary plays. The scarf comes in several colors and is attractive as well as instructive.

It's Fun To Be Practical

Look charming in clothes that are appropriate for the occasion whether it be formal, a sports or informal affair. Look for trimmings that require little upkeep, fastenings that will not come off when you are in a big hurry, colors that keep that "fresh" look and materials that can "take it."

Suede—Way Up In Style Prestige

This fall you will find a complete collection of suedes in the most rapturous colors that ever came out of a dye-pot. Skirts, blouses, skull caps, gloves, purses, coats, and jackets! You can even swathe your feet in suede.

The gay little nomad of the day is the suede blouse. It will add just that certain smack to your tweed or woolen suit and is the last swank and sophisticated word when worn with a plaid skirt and separate jacket.

Zipper Coats Are a New Vogue

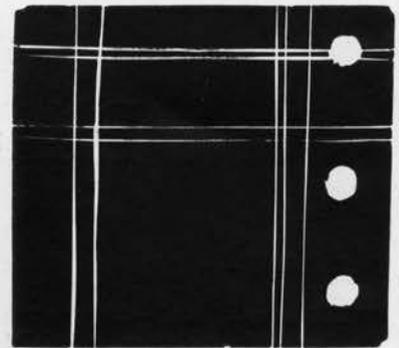
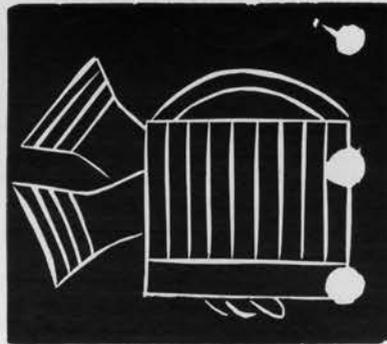
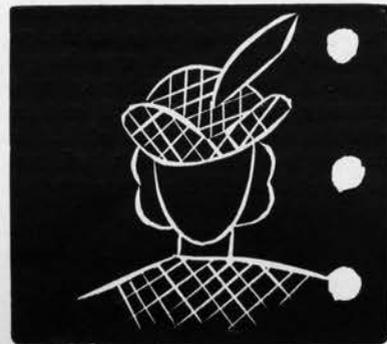
Fitting in with the zip of fall is the new accent on the fashion—zip of the "zipper." There are dresses that zip, suits that have zipper jackets, and coats with zippers that enhance the slim hang of the pencil silhouette.

There Is Spirit In These Pre-Winter "Mixers"

Color—in striking combinations—is a compelling style point. Try these for campus wear—

Yellow blouse—rust hat—brown suit
Black wool suit with blouse made of bands of emerald green, royal blue and dusty pink

Brown tweed cape worn with a white suede waistcoat and a yellow scarf over a brown blouse and skirt



A nutria swagger coat with a checked two-piece frock and a slate blue scarf

Burnt sugar hose with a black dress

A wine skirt, a blue tweed jacket and a gold colored blouse

A coat lined with plaid and worn either with a plaid blouse or a plain silk dress to match the color of the coat

Black dress with violet collar worn with gloves and blouse encrusted with red

Woolen Evening Coat Stands Out

Woolen evening coats—brilliantly lined with velvet—nubby woolen or tweed, are high style this year. Nubby woolen in red (drum beat or hunter's pink are the names) lined with sapphire blue is one possibility. Black woolen cut with deep flaring cuffs and with revers of an embroidery design in turquoise, rose and gold beads is another.

Wear An Old Gold

Why?—because the thing in gold is old or antique gold for jewelry trims on dresses

Because it is the most flattering of the many gold shades

With—velveteen and duvetyn

Afternoon crepe and woolen dresses

More tailored simple types in woolens

Ruby colored evening wrap

Dull finish fabrics principally

Why Don't You!

Carry a new stitched suede handbag

Wear smart cuff-style imported gloves

Let your blouse be exquisitely made

Wear massive gold or silver jewelry

Advance Winter Hints

Slimmer lines

Many jersey dresses

Velvet and velveteen day frocks

Two piece dresses

Bracelet length sleeves

Smoother shoulders

High necklines

More surface trimming

Gobs of black matelasse dresses

Texture contrasts

Buttoned details

Back interest

—Gaynold Carroll, author
Ronny Ronningen, artist