April 3rd, 1939

Lines and Cut Adapted to Purpose of Costume

New York Designs Striking in Individuality. Comfort, Balance, Good Appearance and Usefulness the Keynote of One Young New York Designer.

(By Virginia Pope)

Recently a group of style experts gathered in the showroom of one of New York's leading young designers to view her Spring and Summer collection. As manikin after manikin stepped to the platform, posed, pirouetted and passed through the assembled crowd, each visitor realized that here was a collection definitely characteristic of its creator. Not a single line paid homage to Paris. The architecture of each creation spelled individuality.

This designer's philosophy of clothes includes comfort, balance, excellence of cut, good looks and nice seasoning of originality. Here is one who does not bid her clients bulge at the hips one year and at the shoulders the next. From season to season she follows a consistent evolution of line. Since the start of her career (as careers go it has been short, and yet she has acquired an international reputation) she has approved of the bias cut that gives the waist a pleasantly fitted look and the skirt a wide comfortable swing. Her approval of that cut long antedates the present-day "little girl" silhouette, and her skirts can scarcely be included in that frivolous class. No ruffled petticoats peep from under them. They are for young and old to wear at all times, anywhere.

Another favorite way she has of handling material is to let it fall loose and unbelted from the shoulders. While in coats the hem acquiries considerable circumference, the shoulders are sleek and smooth. Material as it leaves her hands, whether in coat, daytime dress, evening gown or sports frock, has an easy flow.

This dark-haired young designer believes in the functionalism of clothes.
They are to be moved in and lived in,
and she makes them accordingly. She
shows trousers, slim skirt-length ones,
under a knee-length tunic, for play and
work. Sports togs are ample and encourage motion. Dance frocks have
full skirts that bid the wearer whirl.
For formal occasions her gowns have
sleek sophistication.

Cocktail Muffs Given As Latest From Paris

Elegantes will carry cocktail muffs, preferably Lanvin's, of colored looped ribbons, writes a Paris correspondent. In the evening they will flutter Molyneux's eighteenth-century lace fans or Mainbocher's tiny flower ones mounted on three sticks. If blushes rise easily to their cheeks, they can mask them behind rigid screen fans of lace stretched on lacquer frames.

The smartest new necklaces are Schiaparelli's ribbon dog collars from which dangle multiple jewelled egg, heart, star or medal pendants. Chanel shows strings of huge colored beads. They are of a new glass and light as soap bubbles. They reach just below the collarbone and are tied with a big ribbon bow. Heart-shaped brooches and lockets are still popular. Many novel variations of the sentimental theme are being shown in all the houses. Lanvin's enormous pear-shaped crystal pendants are stunning. Paquin and Rouff's barbaric Gold Coast rings, bracelets and necklaces are in dramatic contrast with these romantic trends.

Ornament of Some Sort is Necessary for the Lapel

Every lapel will sport some kind of an ornament this Spring. It may be a beautiful jewelled device or it can be an amusing little ornament. There are novelties in leather—a flower pot, a telephone, a watering can, and so on. Lapels will bloom in flowers. Or they may flaunt a jewelled dagger. There are honest-to-goodness fish-hooks, too, with a good catch of fish dangling from them. Beetles and other creepy insects will be seen, as well as plenty of grotesque masks.

One of those wistful little evening capelets with a hood is no chore to make for any one with nimble fingers.

Royal Tartan Used In Sports Clothes

Flared Skirts and Broad Shoulders Featured.

Toronto, April 1—A tribute to the Queen of England! The Royal Stuart tartan is being used lavishly in sports clothes of all kinds. You'll see it even in flannel shorts and slacks. And never did these garments look so magnificent.

Color is the highlight of the new sports clothes. Soft shades that will warm the cockles of your tweeds-inclined heart. Vivid tones of red and green that will shriek beauty from their dark background.

Broad shoulders are emphasized in the new suits, and the material is usually a very soft tweed. Quite a few finger-tip-length capes are being shown. They may be part of a three-piece suit, or they may be shown separately. Imagine how striking such a cape in large plaid, for example would look over a navy blue suit. The skirts on suits are often flared. And they're quite, quite short.

Sports coats have comfortable square shoulders. Camelhair is as popular as ever. A great number of brightly colored topcoats are being shown.

Sweaters—very necessary now that the blouse and skirt idea is so popular—appear in fine knits and in all the glorious colors of spring. New York suggests hand-painted flower designs in dainty colors. The demand for soft Angora sweaters is still strong.

The skirt you'll wear with your sweater will be almost knee-high—that is, if you can wear it. There's really no set length this spring. It will fit smoothly on your hips and then float out in a delightful swirl.

A highlight of the new spring fashions is the dress-and-jacket. It's being featured both in dress and sports departments. The woollen jacket usually contrasts delightfully with the dress-and to what use can't you put that jacket apart from wearing it with the dress! Pastel jackets in wool jersey are being shown with dark dresses. And vice versa. Then there are the tow-tone combinations, with the dress often in the lighter color, in a whole range of soft tones and lightweight woollens. Jackets are fitted, but are not too severe. Plaid or check jackets and boleros are extremely popular.

Suggests Women To Wear Trousers Now

Prediction of New York Style Expert.

New York, April 1—The stenographer of the future will turn up to the office in a pair of trousers, that is, if the prediction of a leading New York designer comes true. Within ten years it is said, women will be wearing trousers for shipping and working.

While she has already introduced town trouser-suits of silk linen, the New York stylist doesn't expect many people to buy or wear them this year, or even next year. But sne thinks the coming generations will go for them in a big way.

The trousers are straight and beach-comber length, about thirteen inches off the floor. Over the trousers is worn either a flared tunic, which buttons up either side and may be buttoned only from the waistline up, or flared coat which buttons up the front.

Under the coat goes a silk blouse, so that, in the office, the lady may be completely free and comfortable in torusers and blouse. The coat and tunic are about five inches shorter than the trousers. The effect in silhouette is that of a flared tunic over a very tight skirt.

Have shorts made of the same material as your full, short skirts.



These two young ladies are smart in a manner which every young lady should achieve—and older ladies as well. The first has donned a fitted coat, with the ultra-fashionable swing skirt and high shoulders, with a saucy hat to finish the picture, while her friend perfers the stability of a suitable suit, and the ever popular felt hat.

Beautiful New Gowns at Assaf's Ladies' Wear Store

Soft and gracious, elegant and devine . . . those are the gowns that fashion decrees for spring, 1939. Such a group are shown at Assaf's Ladies' Wear, on Pine street south. They are admirably fashioned of soft chiffons and nets, with insets of lace, and in the most popular spring colours; baby pink, Alice blue, white, and lipstick red. A date for dancing—a date with colour!

Assaf's has also remembered the bride-to-be, with a breathtaking beautiful bridal gown of Chantilly lace, with a pert Peter Pan color, long leg o' mutton sleeves, and with exquisitely embroidered net in V-shape finsets in the skirt, and fitted into the long train. For the bridesmaid, an Alice blue chiffon, with a combination dirndl and girdle waistline, made of fine lace. Double straps hold the gown, and an adorable flared jacket, with a box pleat at the back, and insets of lace at the shoulders and sleeves, finish this spring-time beauty.

There's something intrinsically expensive-looking about stripes.

Hats Now Chiefly Tiny and Off-Face

Present Day Trends in Modish Millinery.

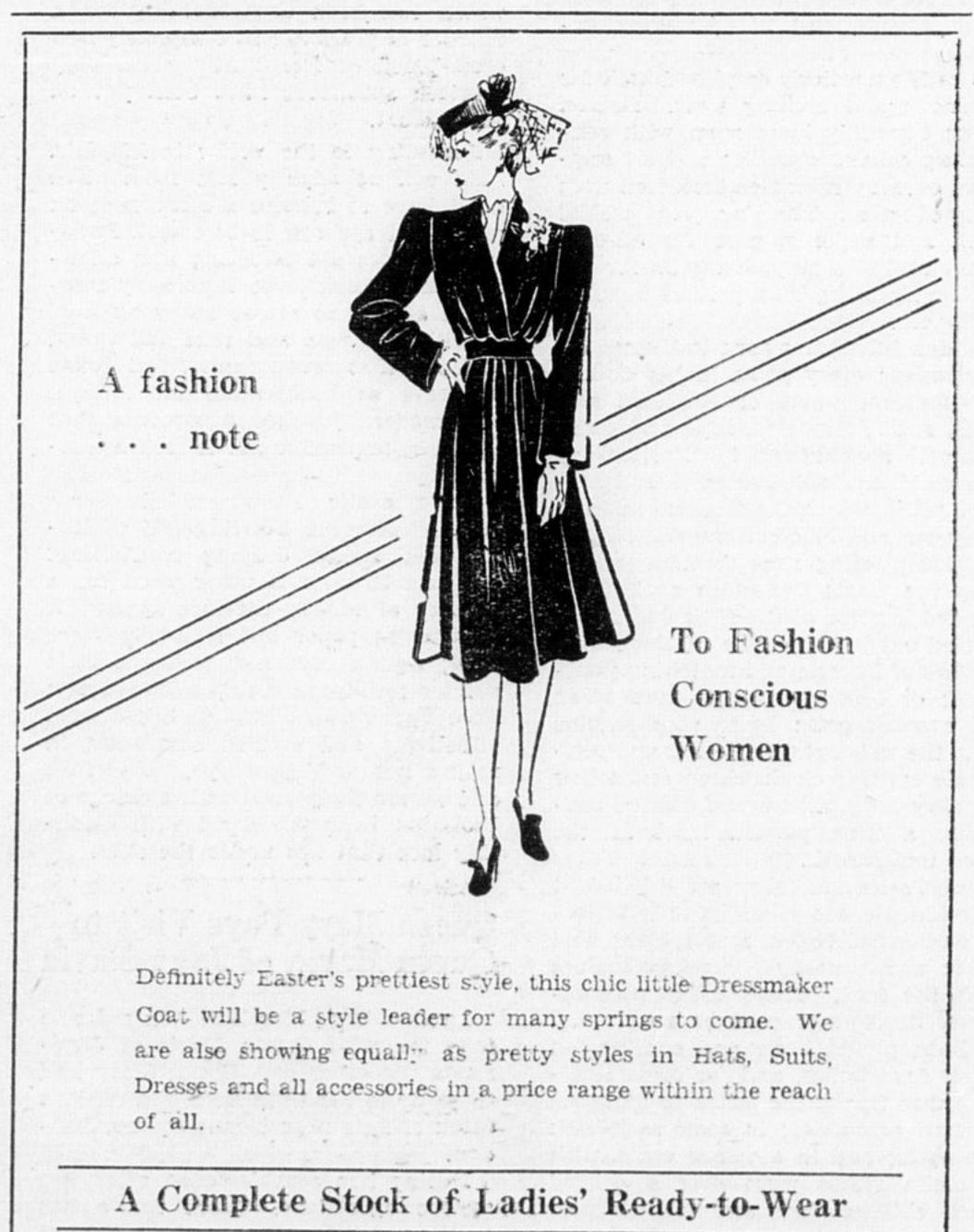
In analyzing style trends from the recently completed Paris openings, it is evident that two movements persist in millinery—the forward, usually interpreted in tiny shapes, and the off-face, in which the bonnet and dramatic fiange effects occupy the attention of designers.

Practically every house continues to endorse the forward movement; Schiaparelli in tiny shallow, inverted bowls, or in toque-like silhouettes that suggest the 1870 epoch, perched on the nose, Reboux shows canotiers both large and small, worn forward and designed to reveal the side coiffure. Legroux's Second Empire boat shapes with tiny rolled brims subscribe to the forward movement. Braagaard shows the boatshaped hat, too, small, low and forward and small sailors. In the comprehensive and very versatile Talbot collection, the Versailles influence in Watteau discs made of leghorn and tied on with black velvet ribbons is indicative of the sustained interest in the forward movement.

Opposed to the forward movement, and equally important, is the off-face movement which has received early endorsement from many of the Paris creators, especially Marie Alphonsine. But new versions of the face-revealing silhouettes have made their appearance.

Talbot's bonnets are of Victorian type also tiny ones that just cover the top of the head, and have little cuff brims that turn up abruptly back and front. She also shows coal-scuttle bonnets in pique and straw, while the 1860-1870 bonnets are of plaid taffeta ribbon with matching gloves. Robert Piquet includes large, sweeping brims with high, small crowns, bretons and profile brims to be worn with wide-skirted afternoon dresses. Chanel endorses the off-face line in interesting youthful fashion, by posing large sailors off on the head at a side-back angle. Bruyere like off-face flaring brims, and Reboux is responsible for larger crowns combined with wide brims, some with flanges that turn up at side front.

One short red tweed box-coat can do 24-hour service—day and night.



M. ASSAF

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