

# New Sport Jackets Emphasize Pockets

## SKIRTS HAVE MANY NEW DETAILS FOR SPRING SEASON

### Anything Goes When The Ladies Start Blending Colors

America's native costume is a sports costume—and the American woman's favorite pastime is assembling her sports wardrobe from a galaxy of jackets and skirts, sweaters and slacks, blouses and accessory gadgets.

This spring's jackets concentrate on pockets, of saddle bag or cash-and-carry size, a la Schiaparelli. They will be worn with skirts that match; with skirts that contrast; over dresses; and with slacks. The chief silhouettes are classic hip length, the collarless cardigan, and the very new longer torso type.

Skirts have much new detail for 1940, in gored and seam construction, particularly interesting in striped fabrics. Pleats give rhythm to your walk, and the peg top style is the skirt's big bow to pocket influence!

Show your ingenuity — mix your plaids and checks and plains; your pastels, neutrals and darks; or match them to fashion contentment!

## Knitted Clothes Always Included In Chic Wardrobe

The smart woman's wardrobe always includes something knitted, and this spring's fashions have brought in the most wearable dresses and costume suits to be desired.

Through originality of weave, they give that hand-made look, but it is to their credit that they offer styling more richly detailed than the most accomplished knitting enthusiast could achieve. Multi-color stripes, white-on-gray stripes, and other patterns make spring knitwear the thing for day-in day-out wear.

### Sports Outfit



Sports go modern! Big, roomy pockets provide just the place for extra golf balls, hanky, compact, and what have you. Comfortable and practical too.

## Women's Sportswear "Goes Soft" For 1940; New Materials Used

Classic fashions continue as sport leaders, with a trend toward softer dress details. In classics, convertible collars can be worn open or closed. Skirts have tailored pleats. Sleeves are simple, and long sleeves are growing in fashion acceptance, particularly for golf.

There are new spun rayon flannels and gabardines for sportswear, which are perfect weights to wear from now through summer, as they combine spun rayon with just enough wool.

### Letters Home :-

Dearest Peggy:

So you really would like to hear my opinion on fashions at Carolina? Well, on your mark, chum, 'cause the coeds have certainly provided much material.

First or all, much to our joy, suits are especially good. We feel that they are very practical and much more versatile than a dress. Costume suits are the best choice; that is, to have the dress of some soft "spring" tone, with a woolen bolero jacket so we can mix 'em and match 'em with ever so many blended shades.

The girls feel that a soft top coat is a must for the freak moods of this spring weather. Seems as though woollens in white, grey, or beige are the main choices, 'cause they are so easy to slip on for dates and long walks. This one is so typical of what we'd term an indispensable asset to our wardrobe. They can be used extensively with skirts and sweaters and with afternoon dresses, too.

Peg, it was really a treat to see the perfectly darling hats last Sunday! Top-knots of posies adorned practically every girl's head. These incidentally were surrounded by simply oodles of veil and ribbons. I even saw one that looked just like Mrs. Wigg's Cabbage Patch, but the most unique of all was a bird's nest with eggs, birds, 'n all.

With May Frolics coming up  
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## SPRING KEYNOTE IN EVENING WEAR IS FEMININITY

### Sweater And Jacket Tops Still Admired In Dinner Dresses

The glamour evening fashions that delight the feminine heart help femininity this spring, with designs and ideas for all types.

Moulded - and - draped rayon jersey, concentrating detail at the midriff, shoulder and bosom is one star of the night.

Jacket dresses stay to dinner, revealing décolletage for more formal occasions. In dinner dresses, the sweater-top ensemble continues to be worn and admired!

Come with the Spring, is the flared crisp bouffant frock, new with bouffant skirts that combine with simple dinner time tops, often with tailored necklines and long sleeves, preferably in taffeta, embroidered, painted, or organdie decorated.

### BLACK AND WHITE

Chanel has shown an affection for black and white, either all-lace or combining lace and silk chiffon; while also in the dark-light category are navy and black silk marquisette gowns trimmed with white lingerie touches.

Ankle length printed chiffons often take to white grounds, and for elegance the print design may be picked out by beading or paillettes. Plaids and stripes look newest of the new — combining yellow, green, and brown . . . grey, wine and yellow . . . and other fashion tones, in dresses that will whirl to the tune of Spring song.

# Fashion Leaders Select Three Daytime Dress Types For 1940

## Lady, Your Petticoat's Showing



And those fluffy frills around the bottom of this young miss's dress are supposed to show. It's the latest thing, and ends those sly glances to see whether or not something's slipped.

## BOLERO, JACKET, LONG TOPCOAT LEADING PARADE

### Silk Gowns Feature Trim Waistlines; Prints Popular

The fashion leaders in 1940 select the dress styles; as easy to wear as look at!

Three daytime dress types stand out: the flattering bolero dress; the jacket dress—a perfect street fashion with the jacket, without it a grand separate daytime dress. Hipbone length jackets with high closings are popular, and the double breasted closing looks newest, often ashine with brass buttons. Third is the dress with long topcoat that can be worn over other dresses.

Soft silk dresses in plain and printed crepes, crepe de chine, sheers and rayons, continue to feature trim waistlines, often through corselet insets. Bodices are molded with skirt fullness introduced through drapery, shirring, or unpressed pleats, with skirts softly falling.

### PERENNIAL PRINTS

Prints are "in" as perennials, with small geometric designs far and away the best interpretation. Stripes, dots, novelty and Shepherd checks all emphasize the neat, tailored look.

American women have, too, discovered the little sheer wool dress as a smart, practical fashion.  
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## Accessories Bring Zestful Variety To Limited Wardrobe

### Interchangeable Handbags, Gloves, Jewelry, Neckwear, Make Many Dresses Of One

Accessories are the spice . . . that makes any wardrobe more tasteful; and this spring accessories are making their appearance in such zestful variety that many a girl will spend what she can for one smart costume — and then all she can on accessories with which to vary its chic!

Handbags, for one thing, are larger than medium size, with the underarm style appearing anew in attractive detailing of dressmaker appeal. Gather,

drapes and shirred manipulation add bows, buckles, stitchings, folds and sculptured treatments for femininity; and bag bottoms are roomy enough to hold everything for a day-out.

The top-handle bag makes its handle flat and crushable, so it, too, can be carried underarm, which is the most convenient way to manage the new long, narrow shapes.

### MATERIALS

In addition to patent, cape-skin, doeskin and calf, the popularity of fabrics such as gabardine, faille, and corde grows.  
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c. Classic dot Avenelle (Enka rayon) Donsemble. Pleated skirt buttons over shorts and —presto!—you have a casually tailored dress. Gulf blue, redspice, gold, rose, navy. 12-40, \$7.95

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