

Dorothy Downing and Fashion

The Social World

Agnes Bolter, Editor

... for and About Women

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MAIL BAGATELLES ...
"DD, you referred in last week's column to the 'bloomer isl' bathing suit as the biggest news for '54. Who can wear to ..., age and figure?".... Emily.
The HOURGLASH swimsuit, last year's exciting and revolutionary sihouetle that was introduced by the famous hand of Rose Marie Reld, has won completely the heart of the American mermaid. This delightfully feminine fashion, truly, young at heart, has found no need for calendar reference. A silhouetle that can be worn well by any age, it is skitfully contrived to create the illusion of the perfectly balance figure.
For the tail, hin, 'a angular, it serves to soften, thus providing more curves. For those who are a bit more ample about the hip, the deceiving bloomer silhouette tends to camouflage. You will adore the wasplike waistline the hour glass will provide for you ..., dd.
A Bit About the TOREADOR

glass will provide for you . . . dd. A Bit About the TOREADOR In answer to the inquiries regarding this somewhat mad fad-intofashion, this reporter feels that the pared-down pedal pusher of yesterday has earned well its reputation of "Miss Smarty Pants" of '34. If for nothing else, we must credit the genius that has gone into merely renaming this silhoutette month in and month out. All told, I can think of at least nine. Who can wear this fashion that has been interpreted in active sports attire, lounge wear, and hostess apparel? You can, if you kappen to be tall, willowy, and somewhat grace-ful. Inasmuch as statistics prove that the average American woman does not fall in the first two categories, I find it difficult to see how this idea has been so successful for so long.

difficult to see now this use has been as a second as olong. Today's fancy pants, I agree, are stunning, sophisticated to a point they have a perennial look of "high fashion" on the long-tenmied American beauty who, let's face it, can usually wear well any fashion. But for milady with the hip or thigh problem, ift's as ad day indeed that she allows her logic to be swayed by the persuasive doe-eyed beauty who graces the cover of our international fashion Bibles. One must never lose sight of the timetsed rule: Dress always according to your own figure, your own personality, and your own way of life.



'FIRELADIES' PLAN BAKED GOODS SALE

B. Kennerson DEMOLAY MOTHERS Bride in Fall NAME DELEGATES





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