

Fashion Forecasts
for the
Frolicking Femme
by
Mary June Witmer

Whee-e-e! Peace and quiet again. These vacations certainly tire one out. It's the profs who suffer the aftermath too, what with students coming back unprepared, sleepy and with wandering minds.

I don't know if it touches the souls of all you women or not, but it seems to me that about this time in the summer I feel the need of a bracer. Naughty, naughty—I didn't mean what you're thinking. I mean, my wardrobe needs something to carry it on through the summer. I guess it's the same feeling that Eve must have had when she became dissatisfied with an ordinary fig leaf and began to wear a leopard skin. If you feel that way too, one of the best additions you can make is a new dress. Psychologists have written books on what a new hat can do to a woman's mental attitude and there is truth in it too. If you have been muttering "how true, how true," harbor no more dissatisfaction but go straight to Ben Simon's Junior Miss department and make a choice. Be sure to see the double-breasted, chocolate brown bit of chic—individualized by big pearl buttons and snow white collar and cuffs. The rumor that gingham is having its fling this season is evidenced at Simons also.



One sure bracer which is coming your way this very night, July 6th, is Glen Gray and his Casa Loma orchestra at the Turnpike. It looks like celebration is still continuing.

You have no doubt read Marjorie Hillis's book, "Live Alone and Like It." If you will remember in that bit of able advice, she says there is nothing so important to a femme's future as her personal estimation of her own glamour. And, she proceeds, there is one place, often neglected, where a gal should keep up a high standard of appearance; that is in her own boudoir. When your mirror reflects a beguiling lassie tripping about in trim lounging pajamas or robe, that attitude of "I've got what it takes" will creep over you. No spoofin', it never hurt no one to think those thoughts once in a while (once in a while) and M. H. maintains that by thus keeping up one's good appearance in private life gives a more sound foundation for self assurance and blooming morale when "on parade."

I don't think any of you will disagree so to put the theory into practice as soon as possible, deck yourself out with a pair of ultra-smart washable silk lounging pajamas from Gold's lingerie section. They are cool as an ice cube in color and weight and the tailoring is trim enough to make a general salute. The house coats and lounge robes offer more variety for expression of soul and temperament. I mean you can positively be a seductive senorita in a black dotted Swiss housecoat, trimmed with white ric rack, or you can go Heddy Lemarr in a sleek satin sensation.



You understand, dear ladies, that I've really been doing all this research on "How to feel like a new woman over night" purely from an egotistic standpoint, but since that detrimental, but oft-repeated phrase "You women are all alike" comes back to me, I thought you might seek solace in my findings too. So another suggestion I have to offer, which may have gone unnoticed is your hair. Is last winter's permanent still trying to cling on to the very last or are you now going completely wayward and doing it up in a roll? In either case, a good oil permanent—for you should have an oil in the summer time, will do wonders for that forlorn face in the mirror. There's nothing like starting on your own person where beautification is concerned for what are clothes without a well-kept person to show them off. May I suggest the "Joli" permanent wave which is exclusive with BEN YOUR HAIR-DRESSER, 211 So. 13th Street. The revolutionary part about this permanent is that there is a heavy reconditioning oil right in the solution which guarantees against that parched-out look. The Joli permanent is \$6.50. Both machine and machineless waves are given by Mr. Ben, with prices from \$5 to \$10.



After you've danced your little toesses tired, there's no more refreshing place to recuperate than the Capitol Coffee Lounge with its snowtime atmosphere and enticing menus. I've seen quite a few orders of a special sundae known as "The Imp" served at the Lounge. It makes my mouth water to talk about such a combination as vanilla ice cream, caramel topping with crushed nuts and cherry.

Malott assumes seat of chancellor at K. U. LAWRENCE, Kan., July 5.—Chancellor Deane W. Malott

moved into his office in Frank Strong hall last week to begin his term as head of the University of Kansas.

He announced no plans but intended to carry on retiring Chancellor Lindley's policies for the present.

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