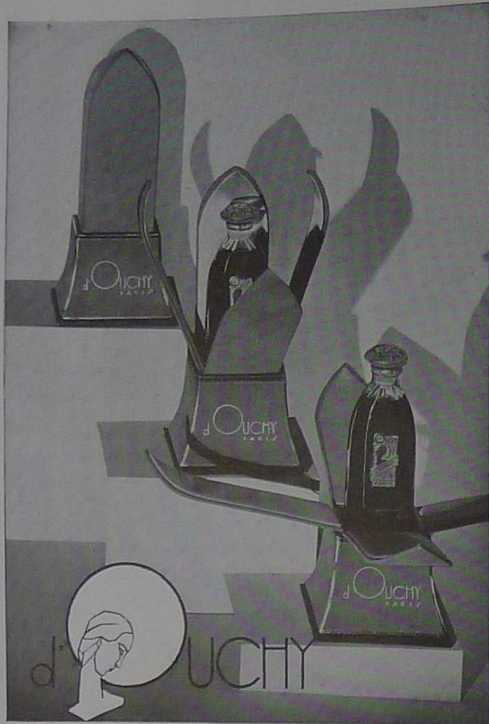


# CHYPRE



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This exquisite parfum—Chypre—is a delight to open, and even more of a delight when it is open! Closed, it suggests a rosebud. A gentle raising of the petals causes them to open and reveal a tall, slender bottle. The stopper is lifted and the most thrilling surprise of all is presented—a parfum whose lovely fragrance lasts!

## PARFUMS d'OUCHY, INC.

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# BOUDOIR & POWDER PUFF

## SUMMER FABRICS

By H. IRIS ROBINSON

TRUE beauty is an intrinsic quality. Unless beauty be present in the raw material, it cannot be achieved in the finished product, no matter how cunning the hand of the artist. The sculptor's marble the artist's colors must be beautiful in themselves before beauty can crown the final work. So it is with the couturier. He must have beautiful fabrics. They are the raw material of the couturier's art.

A still more important fact is that fabrics are the true foundation of style. The *grands couturiers* of Paris, who dictate the mode, know the dramatic part played by textiles in the pageant of style. Their genius for design can be expressed in only one medium—fabrics. Fabric selection is one of the most vital arts of the *haute couture*.

Since Paris runs the mode, from Paris comes the call for new fabrics. Fabrics new in weave, in texture, in weight, to harmonize with the spirit of the feminine line. Appearance, lustre, weight, drape and texture must be perfectly balanced to achieve the new effect.

The fabrics that Parisiennes admire are not the simple, ordinary fabrics that are woven without trouble or thought. There is a fine nicety of weave to be observed, a subtle balance of construction to be achieved.

For many centuries the textile industry has had no choice but to use the fibres that lay ready to hand in nature—the seed pod of the cotton plant, the bast fibre of flax, the cocoon of the silk worm, and the coat of sheep, goat or camel. It was only in recent years that the ingenuity of man conceived the possibility of creating a fibre especially adapted for the making of fabrics. Celanese, a perfect textile fibre, is an excellent raw material for the fabric designer.

In creating celanese fibre, the first aim was to achieve a fibre that could be used in its pure state. Hence purity, the basis of true beauty and serviceability, was the essential requisite. Beauty of color and of texture also depend on purity of material which is evidenced in the appearance of the fabric itself. There is no dressing to mar its clear beauty. The texture is soft and rich. Velvety shadows interplay with suave highlights. The colors have an individuality subtly expressive of modern femininity. To obtain these effects, new dyes were created, bringing a

harmony of color which was hitherto unknown. Such individual shades as hyacinth or azure blend with wood nymph or rose pink to produce a symphony.

From this basic celanese fibre, the fabric designers of the Canadian Celanese Limited have created countless style fabrics. Whether the occasion demands the youthful taffeta or the elegant moiré, the diaphanous voile or the crêpe noraine for sports wear! Lustrous lingerie satin is also included in their repertoire. A sailor model with wide flaring trousers, square collar and wide laces, is developed in blue and white crêpe, while a tuck-in pyjama style in orange and cocoa features appliqués of the cocoa shade of the trousers. A three-piece ensemble in torador fashion displays black trousers with pleated insets of red, a red bolero and sash, and a yellow blouse, in the new celanese crêpe marocain.

Gay printed pyjamas are favored for summer nights and Lavelle, a spun silk fabric, is especially suitable because of its unfading qualities. With bows and trim tuck-ins, these two and three-piece ensembles are captivating additions to the summer wardrobe. For the beach there are sunback suits of shantung, another Spun Silk fabric. Jersey and shantung combine in a beach ensemble consisting of a tie-around skirt, bathing suit top of green shantung, shorts of green jersey, while a novel jacket and tunic overskirt are of rosy beige shantung. Schiaparelli endorses Bourrette de Soie, a Spun Silk novelty, for beach ensembles. In vivid modernistic designs, it is effective when developed in hat, scarf and bag sets to accompany the sports frock of melo-polo or shantung.

In pastel and sun-tan shades, melo-polo, is a sports silk of smooth rich texture. Shantung is of a coarser weave, but of fine durable quality, and easily laundered. Marcel Rochas, London Trades and Augustabernard feature tennis frocks of white and natural shantung and sports suits with flat crêpe tuck-in blouses. A sleeveless tennis frock of white shantung is trimmed with effective touches of handwork, forming decorative motifs on the bodice. A chartreuse green shantung suit flaunts the new fitted jacket and flared skirt, while its lingerie blouse is of white handkerchief linen, with fine hemstitching.



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