

THE NEW SWEATER GIRL



THE new women's sweaters will probably disappoint collectors of pin-up art. They are designed, oddly enough, to appeal to women—the women of taste and discrimination who will wear them. The subdeb's sloppy joe and the starlet's preshrunk bosom accentuator have vanished, like all bad fashions. The new sweaters are chic, sleek and unusually appropriate for Christmas gifts. Comfortable, not too expensive and easy to pack, they are the elegant answer to the elegant or casual occasion.



1. Greta Plattry's black rib knit (rear) with a large off-the-shoulder fringe-trimmed cuff. Below: Dalton's cashmere with a crocheted neckline. Toni Owen skirts. Kislav, Bersoie, Inc., Annette, Kramer and Dawnelle accessories.



2. Geist & Geist's classic cardigan (left) trimmed with a jeweled white crocheted collar. Right: Dalton's cashmere trimmed with Rubin's black fox collar and muff. Kramer, Dawnelle, Gabor, Kislav and John Frederics accessories.



3. Pink cashmere cardigan by Pringle (left). Right: Mirsa's cardigan embroidered with pearl and silk scroll. Ritter Bros. and Aronowicz furs. John Frederics, Laddie Northridge, Ciner, Vogue, Kislav accessories.



4. Left: A gray cashmere with yellow collar and cuffs by Lennox of Loch Lomond; right: a gray, white and black sweater by Catalina. Greta Plattry and Evan-Picone skirts, Marcel Boucher, Ciner, Baar & Beards accessories.



5. Straight as a plumb line is Jantzen's two-piece tweed knit outfit of gray and black. The striped blouse has an elasticized waistline and a small turtle neck. Buchner, John Frederics, Vogue and Accessocraft accessories.



6. The open and closed look in cardigans is interpreted (left) by Geist & Geist's two-piece rib knit and (right) by Pringle's scoop-necked navy cashmere. Vogue, Kislav, Laddie Northridge, Midtown accessories.

(this last portion refers to the first model)

7. Handknits are luxurious and last a lifetime. This striking outfit by Vivian has a rib-knit top and a cardigan trimmed with rhinestones and gold stars. Marchal, Kislav, Krame accessories. For knitting instructions, write to HOLIDAY.

By TONI ROBIN, HOLIDAY Fashion Editor

HOLIDAY
December, 1949: p. 126

OldMagazineArticles.com