Three Finnish models, Kecia Nieman, Helevi Kekoand Tamara Nieman, wear Marimekkos in flounced, straight and yoked styles (832). The stools and rug are also Finnish.

By Any Name—Still a Sack

The jubilant male who thought he had killed the decade's most controversial fashion—the chemise, also called the sack or bag—is now discovering that victory has eluded him. To spare his feelings the name is different—muumuu, or shifts or Marimekko. But by any name this year's popular straight-hanging, figure-concealing dress is distressingly the same shape as the sack.

The Marimekko, a Finnish import whose name is derived from an old word meaning little girl's dress, is becoming an enveloping fad with eastern college girls *(next page)*. Made of hand-screened cotton prints, it comes sometimes with flounces or yokes, but it is always unbelted through the waist. Matching tie belts are provided for the timid but usually wind up on the wearer's hair instead of around her waist. The brave and comfort-loving girls who wear Marimekkos for dates as well as classes hope to avoid any revival of the male unpleasantness by chopping the dresses off at the knee to show a pretty leg.

CONTINUED

Figure5