

# CONSERVATION IS FASHION KEYNOTE

### France Warns Against Any Unnecessary Waste of Dress Goods Materials.

## REVIVE OLD TIME FROCKS

Designers Do Not Sacrifice the Fashionable Silhouette Which Is Slimmer Than Ever—About Spring Fabrics—Coat Suits.

New York. The new French fashions give us pause. They have a sudden and peculiar interest for us that we did not expect, observes a fashion authority. There is a Grecian revival of importance. There is the revival of the fashion which was once to be so commonplace in this country that it became a joke; the long, straight, corset frock to the knees, with the pleated flounce headed by a wide sash tied in the back.

There are Chinese clothes galore. Chinese embroideries, sleeves, tassels, galleons and tunics flicker all through the first fashions.

All that we have proposed in this country concerning the cut-to-the-bone silhouette came true. Paris not only conserves wool, but explicitly cautions it necessary to conserve all other materials.

There is nothing novel in fashions except the Egyptian tissues, the use of exceedingly soft patent leather and a new material that has a Roman stripe in it.

The French Revolution is represented in the broad, striped silks and other fabrics. Black and white stripes are not as much used as beige and blue, red and blue and gold and cream.

Two months ago it was rumored that satin was commonplace this spring and not to be included in the best clothes. Either the rumor had foundation at the time, which is probable, or it had no foundation and was given to us in America from Paris without thought as to what it would mean in this country. We were all told to discard our satin gowns, and the reporters of fashion sent the idea through the channels of commerce.

As it happens satin is the chief fabric used in Paris for the new gowns, disputing the place with georgette crepe, chantilly lace and weaves of silk net, plain and embroidered.

Reviving Primitive Gowns. Possibly, the fact of first importance in the frocks that Paris sends to this country, is the revival of the kind of



This New Spring Dinner Gown is of Gray Satin, With Deep Girdle Tied at the Side. Over Bare Shoulders and Arms is a Greek Cape of Gray Chiffon.

Frocks which were worn by women in the earlier ages of the world.

The designers in France who went back to Greece, took the gowns with which we are most familiar and reproduced them for our every-day usage.

The most conspicuous of these show the antique lines to perfection. There is the loose décolletage at the top, caught on the shoulders with buckles; sometimes, there is the drapery falling backward from the arms; there is the gold line at the edge of the flowing tunic and the narrow, limp skirt that is longer than most of the others offered for our choice.

We do not think of Grecian costume in colors; we always visualize it in lead white and gold. But a few of the French designers have used the idea and departed so far from white that they see mixtures of green and gold and golden embroidery; also that curious gray-green that is called Tanagra, and here and there, touches of exceedingly well cut jet.

Even the designers who go back into antiquity for their models do not sacrifice the fashionable silhouette, which is slimmer than ever. A few gowns and suits seem to have been cut by the same master hand, or directed by the same master mind. They are identical in idea and they will probably be turned out as uniforms in this country.

Otherwise, there is much novelty in the frocks, and the combination of materials which the conservation of wool demands, brings about an appearance of novelty that sometimes does not really exist.

The young generation has grown up in the belief that a gown must be made of the same material, and therefore, whatever deviates in fashion from that accepted principle, is looked upon as a dangerous experiment or as something unique to be instantly accepted.

There is no doubt that the one-piece costume is no longer necessary in fashion or good taste. Danger lies in these piecemeal gowns of which all



Simple Suit of White Fiber—Silk Jersey With Sleeveless Blouse Turned Up at Him to Form Series of Pockets. All Edges Buttonholed With Canary Yellow Worsted.

writers have warned the public. Yet, the fashion is here and must be reckoned with.

What About the Fabrics? The shops over this continent should find joy in the fact that the French gowns are not built of uncommon and difficult fabrics. What was on the shelf last spring can be brought out this spring and sold to the most fastidious customer. The dressmakers are not in such good luck, and therefore, not in such high feather.

The casual observer, looking over the French display may say that gowns have changed so little that women need not put their hands in their purses.

But the dressmakers and the reporters know that this is not so. Paris has changed everything sufficiently to lure women into renewing their wardrobes. The shops should reap an abundant harvest from this move in Paris. The minor dressmakers should make a great deal of money. As to the exceedingly high-priced dressmakers—those who begin at two hundred and fifty dollars for a gown—they are still nervous.

There is so much lace that we may be dressed in it every day from four o'clock on. The Chantilly shawl has come back into fashion, and it is an easy prophesy that every woman who owns one will be trying to sell it before this month has turned into April.

All the colored woollens serge, for set, the mill, gabardine, satin, chiffon and tulle are just where they were last year.

What of the New Suits? The American woman has revived the "forest" coat suits. She went on a one-piece frock debranch a year ago and is slowly recovering from it.

France turns out an astonishing number of suits that are distinctive, yet the suit is shown more consideration than has been accorded it for two years. In America, it will be more worn than in France.

The tailors should have enough to do this spring to keep them from financial trouble. On every side smart women and others who are engaged in all kinds of office and open-air relief work insist that they need today a slim coat and skirt of wool. They know they can be patriotic enough to keep within the four and a half yard measurement, as the new silhouette does not demand more.

They are eagerly accepting the fashion for a checked skirt and a plain coat, for a satin Zouave jacket and a woolen skirt, or the other way around.

A vast number are demanding suits of twill gabardine and serge which are made on severe lines, and this return to the early American fashion of a mannish costume for the open air should be encouraged by every powerful means.

In all the suits, no matter what the material or the choice of color or combined colors, the skirt is narrow although it need not be tucked in at the hem, and the jacket is short. It reaches the top of the high girdle, just escapes the curve of the hips and rests on the bone of the hips.

# DRESSES OF LACE

### Lingerie Frocks Also to Be Among Spring Favorites.

#### Net, Fillet and Cluny Are Numbered With Successful Varettes—Voiles and Tinted Materials.

Lace afternoon dresses and lingerie frocks are to be worn this spring, according to some indications. At an exhibition held recently, writes a fashion correspondent, some of the most attractive gowns made from, or in combination with American made lace were shown.

The adaptability of the American manufacturer was here very clearly demonstrated, for the laces included most of the best known varieties: tulle, guipure, net and fillet.

As to the gowns, they could honestly be called successful. One especially attractive model had a one-sided draped skirt which showed the lace under and over the chiffon which was used for the bodice.

Lingerie dresses are in flesh-colored and pale-tinted fabrics, and tinted as well as white laces are used with them. Also little insets of embroidery, among the smartest of these frocks for summer wear are the voiles and tinted voiles with exquisite braiding in patterns which are conventional in design for the most part, no matter how much ground they may cover.

For better frocks and street wear in general, are frocks of silk jersey, some of which show a clever use of flat braids, applied closely in rows. Dark blue, taupe, and black are the usual colors, and the braiding usually matches rather than contrasts with the dress. Button-up-the-back dresses, wide-brimmed girdles and models with high collars are new or old features of this season's frocks, just as you choose to look at it.

Silk frocks in bright colors show overdresses of chiffons and indestructible voiles. Pongee was used for a spring suit, which was embellished with braiding and further boasted of a dotted foulard vest, with the conventional points in the front. The braiding ran up and down both sides of the front and around on the skirt part of the coat. In spite of all this decoration the colors matched exactly except for the white spots on the vest, and the simple lines helped to give the desired air of simplicity.

Midnight-blue satin was the material choice for a three-piece suit which was cut with a short bobbed-off Eton jacket and wide sleeves cut off at the wrists, with undercuts of Chinese crepe added. The crepe was used again for the top of the dress, which was straight up and down and collarless. Cuffs and collar on the jacket were of peacock blue, and worn with this costume was a hat covered with peacock feathers.

## ON SPRING WEAR CALENDAR

Interesting Notes on Things That Will Be Worn by Women Who Desire to Follow the Fashions.

Eton and pony jackets are already decided on for spring.

The very high Moyaen age collar is to be fashionable.

Satin and gingham are appearing in the new spring frocks.

Undergarments of khaki-colored material, are among the latest.

Orange sweaters with white skirts are good form on the links.

Some dressmakers are hemming their black sashes with white muslin put on plain.

## HAS POCKETS LIKE CUPS



Pockets that look a great deal like cups are the feature of this unusually simple dress of tan gabardine, with lining of black satin in the collar and cuffs and the facing of the inside of the pockets. The straight buttoned effect down the front makes this frock most dainty and wins the approval of good dressers.

# An Easter Present for Your Wife

What better than one or more shares of Rochester Railway & Light Company 7 per cent. Cumulative Preferred Stock, dividends payable every three months—March 1st, June 1st, September 1st, and December 1st.

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Q.—Do I get interest on my monthly installments?  
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Q.—Can you sell this stock without the approval of the Public Service Commission of the Second District of the State of New York?  
A.—No. The issue has the approval of the commission and this approval is based upon a careful audit and appraisal of this company's books and properties.

Q.—Can a person not a customer buy this stock?  
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Q.—May I buy one share only?  
A.—Yes. We hope to have every customer a partner in this company. If you own one share you are (pro rata), just as much a partner as a man who owns more and draws the same rate of dividend.

Q.—Can I get a statement at any time regarding the company's financial condition?  
A.—Yes. We are required by the Public Service Commission Law to keep our accounts in such shape as to be immediately available. You can always get promptly any information regarding this company. You do not even have to be a stock holder to get this information. Call, write or telephone.

Q.—Are you buying electricity from Niagara Falls?  
A.—No. We were until April, 1917. We are now sending and selling electricity to Niagara Falls. Our new Hydro-electric plant at the Lower Falls in Rochester, makes the purchase of Niagara Falls current unnecessary and a decided economy is thus effected.

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A.—The fact that we have recommended it to our customers and employees, who have already taken thousands of shares, and the fact that our offer to allow you to pay for it in ten monthly installments, which of course means "save and invest in it," is our best answer.

Q.—Can I pay on installment plan and when I get some extra money pay it all up?  
A.—Yes. Many subscribers are doing that. They have subscribed on the installment plan, having in mind that in the near future they will have a sum of money for which they want then a safe investment at a good rate of interest.

Capital Issues Committee of the  
**FEDERAL RESERVE BOARD**  
Washington March 7, 1918.

(No. 66)  
H. E. Andrews, Esq.,  
President Rochester Railway & Light Company, Rochester, N. Y.

Dear Sir: Referring to the sale of \$4,000,000, 7% preferred stock by the Rochester Railway & Light Company:

After inquiry into the purpose of the issue above described, we are of the opinion that the sale thereof is not incompatible with the interest of the United States.

This finding constitutes no approval of such issue as regards its merit, security, or legality in any respect.

In any public offer of the said issue for investment by advertisement or circular, and whenever reference is made to this opinion, it is requested that the statement quoted below shall be incorporated in full.

Yours faithfully,  
Capital Issues Committee  
of the Federal Reserve Board,  
By PAUL M. WARBURG,  
Chairman.

\*Issue of (insert above description)  
Passed by the Capital Issues Committee of the Federal Reserve Board (Opinion No. 66) as not incompatible with the interest of the United States, but without approval of the merits, security or legality thereof in any respect.

Our Financial Department Office will be open Saturday afternoons and every evening until nine o'clock, Sundays excepted.

Call, write or telephone and get full information on this stock and descriptive circular.

## Rochester Railway and Light Co.

34 Clinton Avenue North  
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## RED CROSS DRIVE FOR \$100,000,000 TO START MAY 20

All Chapters to Participate in Big Nation-Wide Campaign Lasting One Week.

The second \$100,000,000 War Fund campaign of the American Red Cross will begin on May 20 and continue through that week, according to an announcement made by G. M. Dahl, chairman of the War Fund Committee for the Atlantic Division of the Red Cross. This announcement followed the receipt of a telegram from the War Council of the Red Cross.

The big Red Cross campaign was originally set for May 8 to 15, but on account of possible interference with the Liberty Loan drive it was decided that the later date would more effectively serve the interest of the Red Cross and the Liberty Loan Committee.

The campaign will be nation-wide with each of the thirteen Division Headquarters and all Red Cross Chapters participating. Arrangements for the campaign in the Atlantic Division, which embraces the States of New York, New Jersey and Connecticut, are being made under the direction of Mr. Dahl, who is Vice-President of the Chase National Bank of New York City, \$77,721,918 Already Appropriated.

Through the action of the War Council the campaign for the second \$100,000,000 War Fund will start approximately eleven months after the first \$100,000,000 War Fund Drive. The first campaign was launched June 18, five weeks after President Wilson appointed the War Council, headed by Henry P. Davison. At the outset of its activities the War Council saw the need of a huge war fund not only to uphold the morale and conserve the strength of our Army and Navy, but also to care for the helpless civilian sufferers in Europe.

The public immediately responded to the appeal, subscribing more than \$100,000,000. Interest added to the contributions brought the total fund to \$106,096,257.

Of this amount \$77,721,918 has been appropriated for Red Cross activities at home and abroad. In addition, \$17,006,121 was refunded to chapters for supplies and local relief work, leaving a remainder of \$10,371,217 now available for appropriations. For the benefit of France alone the American Red Cross has expended more than \$30,000,000.

At the time of its first war fund campaign the membership of the Red Cross was a little more than 500,000. Today, as a result of the membership campaign during the week preceding Christmas, the Red Cross has approximately 23,000,000 members, not including the membership in its Junior Department, a collateral branch of the present organization, which has enrolled a large percentage of the school children of the United States.

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