'MADE IN U. S. A.' LABEL IN GOWNS

Propaganda Is to Be Widespread Over This Continent—Women Must Aid.

NEW STYLES ARE ADMIRABLE

Consideration of American-Made Apparel Is Urged—Honesty, Pride and Direct Purpose Is Involved in Project.

THE "MADE IN U. S. A." LABEL.

Once upon a time every woman shrugged her shoulders at an American label and asked for something French. To give her what she wanted, deception of the meanest kind was practiced. A French label was slipped into the gown of an American designer, and often the designer stood by and saw the gown over which she had labored for weeks sold as a product "just from Paris."

But there is an immense fight on, started and vigorously waged for honesty, pride and direct purpose in the launching of new American fashions as American products.

We are now to have a "Made in U. S. A." label and women are urged to be considerate of it, not contemptuous. The public must be trained to give consideration to the new project, and a propaganda is to be spread throughout the continent that urges such consideration from every woman who buys a piece of feminine apparel.

There is no need to be contemptuous, my dear women. Equally, there is no need to say we can do without Paris. But the new situation is a healthy one and it must be encouraged.

New York.—There is no getting away from the Paris situation in its cause and effect upon clothes, asserts a prominent authority.

The nation, like others, has leaned upon that one city of the universe for its inspiration, guidance and material and artistic help in the making, selling and exploiting of women's apparel.

To have the bond weakened that connects us with Paris is to have the feeling that a child has when its mother turns it loose and tells it to walk alone to the nearest chair. There is in the minds of the buyers, we imagine, something of the panic that must come to the young brain when it knows that it must depend upon nothing but its own legs for support in a wide oasis of space.

We did not get this feeling when the war broke, because two or three

The frock is of black taffeta, made in Chinese fashion, with tunic and short, narrow skirt, to resemble square trousers. The flounce on the tunic is beige chiffon, which also makes the pointed vest and wide ruffles of the sleeves. The embroidery is in black.

thousand gowns were assembled in public under the sound of the cannon bearing Compiegne. Even the submarine menace did not break the bond for the succeeding two summers, but it perceptibly weakened after last season and now we are confronted with a situation in this country that has grown to strength and importance in the last few weeks.

The hand of the government, with its five fingers gripping every part of the continent has reached out and touched those women who have made their living by shuttling across the ocean and bringing back to America what is wanted from France. The government has said that no women shall have passports unless they are going to work for the war, and even then they cannot be self-appointed missionaries or impulsive emotionalists. They must be sent for by workers over there, and they must give guarantee that the work will be done and that in every way they will fulfill their mission to the best of their ability.

Now we like France and England are to be instructed. It seems [illegible] to many that women buyers who are willing to go to Paris to bring back clothes

This classic Grecian gown is made in one piece, of pearl-gray jersey, with its toga effect on one shoulder of slate-gray velvet. The belt is gray suede with silver buckle.

are to be forbidden that privilege. A few men buyers will be allowed to go after the government has thoroughly searched their reasons for the attempt and given them a permission that is hedged about with as many restrictions as though it were signed by a military governor.

Under the pressure of these conditions the American buyers think they will not go to Paris this year, and the rumor persists that only a very few of the French houses will show gowns.

Hundreds of New Fashions.

It may be that under the present conditions created by our government and seconded by the French, the newspapers and the fashion illustrators will become, in the new military term, liaison officers. They will be able to interpret from one general to another speaking different languages.

In the meantime we are all quite eager about the new American output. The first touch of its sanity is shown in the fact that materials suitable for our climate have been chosen for the summer gowns.

Organdie is too well known to be more than barely mentioned, but the fact that it has appeared for evening gowns is a comfort to many who did not know what to wear when asked to dinner on a hot summer night.

Another sane thing that the designers over here have done which was of necessity is to launch gowns in the materials, whether thin or not, and in the colors, whether vivid or dull that can be easily purchased in any part of the country.

[illegible] season the variety in Paris has grown less. Each season the transportation has become more difficult and uncertain. If the American public accepted gowns of a different material and color from the original, then the dressmakers over here would realize a profit on their initial expense, but the French do not always make gowns that can be copied in other fabrics and colors.

Materials We Will Wear.

As we have taffeta, America is introducing gowns of it in slate gray, in black, in dark blue covered with tulle, in pale blue touched. Watteaulike, with a box plait at the back and a group of pink roses at the waist.

Georgette crepe and chiffon are also plentiful, and both fabrics are used in a large number of interesting gowns.

Satin holds its own. Tulle and silk net remain in the best possible taste. Japanese and Chinese crepes, brocades, pongees and silks, which seem to be easily obtainable from the East these days, have been worked up by American designers into frocks that exactly suit our temperature.

Sport coats of shantung and the thick, fine weaves of Chinese pongee, have been quickly offered by our designers to substitute sweaters, satin sleeveless jackets and velvet, pocketed coats. These are lined with old crepe sometimes and are worn over plain or striped skirts.

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USES FOR BLOTTING PAPER

Discarded Absorbent Will Serve Many Purposes About the Home in Emergencies.

Save every piece of blotting paper that comes into your home, even those that have advertising upon them, for besides being useful in the writing desk it is very practical for absorbing other things about the house besides ink.

A piece of blotting paper put under cable mats wherever vases of flowers are to be set protects the polish of the table from dew drops from the flowers or any dampness that seeps from porous pottery.

To press out light grease spots a piece of clean blotting paper placed under the fabric to absorb the grease will cause the spots to disappear, usually, when a hot flatiron is pressed directly on the spot.

When the children apply for "paint rags" for water color painting a square of blotting paper is a fine substitute, for it absorbs the color and water from a wet paint brush immediately and is less "messy." In drying paint brushes the same blotter can be used again.

In cooking greasy things, such as croquettes, doughnuts and potato chips, a large square of clean blotting paper on which to drain these foods as they come hot from the frying kettle helps make them more appetizing, healthful and daintier to look upon.

When water is spilled upon any delicate table cover an immediate application of fresh blotting paper will preserve it in good condition. When any liquid is spilled upon the tablecloth a small square blotter will absorb it quicker and more satisfactorily than wiping up with a cloth.

CARE OF CUTICLE AND NAILS

Beautiful Hand Often Marred by Lack of Attention When It Is Most Needed.

Your nails may be entirely shapely, but what care are you giving to the cuticle?

A lovely hand and fine, oval nails are often marred by a tough or a ragged cuticle.

So many persons in an endeavor to care for their hands themselves completely spoil the shape of the nails by maltreatment of the cuticle.

While cutting the cuticle isn't injurious when the work is skillfully done, states an authority, it is best not to have the cuticle cut when you can possibly avoid it. A tendency to stimulate the growth of hard skin around the nail is promoted by cutting the cuticle.

However, if you've neglected to care for the cuticle for any length of time you will find that it has grown stubborn and thick. Naturally, it will require loosening and cutting so that the much desired half moons may show.

DICTATES OF FASHION

Cape gloves show a new color called mahogany.

Entire gowns are still made of flesh-colored crepe.

The favored heels are low French and Cuban military.

The new currant reds are used to brighten dull gowns.

Pique collars, cuffs and belts appear on silk dresses.

Crystal collars, cuffs and belts appear on silk dresses.

Boleros in various forms appear on little girls' dresses.

Smart tailored suits have edges bound with silk braid.

Smart dresses for children are made of silk gingham.

Sashes are frequently lined with a contrasting material.

A velvet blouse with cream white buttons is striking.

Trimming a hat is a simple matter when a wreath of roses around the crown is fashionable.

SPORT SUIT, NORFOLK STYLE

No design for this summer's wear is more attractive or rich than this sport suit in Norfolk style, made of fiber silk in light blue and trimmed with novelty buttons in blue and white.

TWO-FABRIC FROCK FOR ANY SUMMER OCCASION

Voile and Organdie Found Harmonious for Blending.

Old-Fashioned Calico Is One of the Newcomers Among the Favored Materials.

Gray gabardine and navy satin are combined in this simple little frock, sleeves and yoke being of navy georgette. The belt, sleeve band and narrow border of the satin bodice are of gabardine braided in navy. This dress fastens in the center back, and the pleated skirt is drawn in tiarem fashion at the hem, so as to avoid a flare which is not fashionable this season. If desired the dress might be made up in two shades of linen with sleeves and yoke of sheer net or fine voile or it may be entirely of satin either in one or two colors, with sleeves and yoke of net or georgette.

Two-fabric dresses have had an amazing vogue this season, and a woman who is economically inclined may utilize the unworn part of a last season frock with sufficient new material to piece it out.

Heavy and light-weight linen are combined in summer dresses; voile and organdie are found harmonious fab-

Graceful Two-Fabric Frock.

rics for blending, and a great deal of fine cotton net is used both with voile and organdie.

One of the newest comers in the field is old-fashioned calico, which is made up into charming simple little frocks, with collar and cuffs, belt, etc., of white linen or pique. Sometimes a surplice waist has long ends that continue to the back of the frock, where they are tied in a high, wide bow, and occasionally these ends are finished all around with an inch wide ruffle of self fabric. Ruffles and tucks trim the skirts. These calico dresses, it is believed, will be strong rivals of the gingham dresses, introduced last season and revived for 1918.

SMOCKS IN STYLE THIS YEAR

Garment Graces Various Social Functions—Crepes, Linens and Pongees Still Used.

Smocks which had great vogue last year for garden and sport wear have become more fashionable this year and now grace all kinds of social functions. The firmer materials of last year, the crepes, linens and pongees are still used for the ordinary smocks, but those for dress wear are of the sheerest georgettes and some dainty ones make use of organdie and voile, especially in printed patterns.

Originality is given free play in the designing of these garments and some very beautiful ones have been inspired by Japanese mandarin coats, Russian native costumes and other oriental garments.

Printed voile or printed georgette embroidered in some bright-colored yarns will give the desired effect. The sleeves are loose three-quarter length affairs with tiny bells weighting down the corners. The belt with its pouch pocket directly in the front is typically Indian. Instead of holding arrow heads or food as it did in the long ago days it holds Miss America's ball of yarn while she knits at her afternoon party.

Velvet Hats.

If the cost of velvet continues to increase hats of this fabric for autumn will of necessity be small in size—that is if they are to be popular, for otherwise they would be too great a luxury for the average woman and this would be unfortunate, as velvet hats are so generally becoming.

The right thing to wear for every occasion of the summer is often a difficult problem. When it can be solved by one frock, the happy possessor of that particular dress knows real bliss. One such frock is shown here ready at the instant for wear at luncheon, a midsummer garden fete or for dining and dancing at any smart country club. It is exquisitely charming with the filmy lace trimming on net.

WILLOW WARE FOR TABLE

Charming and Decorative, as Described by Authority on the Home Beautiful.

Have you ever seen a table set with willow ware? If you have you know how attractive it can be, notes a writer. More people should realize the charm of this willow ware. For in using it it is possible to get a refined and artistic effect at the lowest possible price.

It is charming used in an all blue dining room with white-painted woodwork and furniture. Or it might be used in a dining room with gray walls, blue hangings and furniture of mahogany, or in a dining room done in blue and tan.

In a room with this color scheme there was a golden tan wainscoting, a blue green and tan foliage upper, a cream ceiling, a blue rug and oak furniture. And in an absolutely neutral room, blue and white china can be used. You see, there is quite a scope.

Table runners, luncheon cloths, or doilies are effective treatments to accompany this china. The sideboard or the buffet may boast a piece of it an additional bit of plain blue pottery and some brass. Beware of "handsome" appurtenances when using blue china—they might quarrel. Let simplicity be the keynote.

CARE OF SHOES AND GLOVES

Scarcity of Material, High Prices and Cost of Cleaning, Should Be Considered.

Women are learning to be careful of gloves these days. One may not pick up a pair of white kid dress gloves for a song, and even the price of dry cleaning has gone up. The best way this year is to purchase several pairs of really good gloves and make them give the best service by taking infinite care of them, repairing the least rip instantly, by smoothing the gloves out flat and never rolling them into a wad, by protecting them from wet on rainy days and by having them cleaned before they get so soiled that hard rubbing is necessary. Shoes also will receive extra care and attention this year. Every pair will be neatly treed while not in use, oil will be rubbed into the leather to keep it soft and pliable and shoes will be exchanged for slippers the moment one comes into the house. The heavy laced sport shoes for rough weather wear will stand much hard usage, but dainty buttoned boots for formal wear should be carefully protected by rubbers when pavements are damp.

A well-cared-for shoe will last longer and look better while it lasts than one that is treated without the respect footwear should have these days of high prices.

THINGS THAT ARE IN VOGUE

French blue is in demand for blouses.

Silk faille is liked for smart summer suits.

Net embroidered in high relief is a favorite trimming on French lingerie.

Collar and cuff sets for very young girls resemble those for women.

Satin, taffeta and grosgrain are used with serge to give a gown great cachet.

Sleeveless jackets have full gathered capes and are often made of shantung.

Simple frocks of silk or chiffon have a most important place in the summer outfit.

It may be that the persistence of the "cape fashion" may in a measure prevent a recurrence of last year's "summer fur" rage.

Colored umbrellas, both for rain and for shine, are in great vogue and will disport themselves most gayly at shore and mountain resorts.

FADS AND FREAKS

Women Unwilling to Spend Time in Pursuing Styles.

What Madame Does Seek for and Will Have Is a Certain Distinction of Model.

A study of the lines of three late models from Paris leads one to the conclusion that the most marked variation from the lines of previous frocks is the widened effect or bulge of material below the elbow. It may be quite truthfully said that this characteristic and the easy line at the waist are the two points most noticeable in the new frocks of the best makers, also of the frocks actually worn by the best dressed women on this side of the water.

Women are so extremely independent nowadays, writes a fashion correspondent, that the arbiters of fashion are finding difficulty in imposing any one style definitely for a season. While women are still quite willing to be well dressed, with all that such an inclusive term implies, they are not willing to spend all their time in chasing elusive facts and freaks of fashions. A few slight changes gradually wrought are all the dictators can hope for. At the same time what madame does seek for and will have is a certain distinction of model and a perfection of workmanship that lesser mortals cannot hope to attain.

Certain changes in styles are said to be in the course of construction, but, in spite of all secrecy, we are fairly well aware of what we are to expect and with our new found freedom are inclined to take the news calmly.

The changes foreshadowed are usually not so extraordinary after all, when we come to find out what they are, for the real changes are the ones we unconsciously feel ourselves ready to put into practice.

If the supposed changes really take place we shall take on the shape of inverted pyramids, the widest part at the top. The woman of good taste, however, has these lines modified to a point where they are neither outre nor disfiguring.

Fortunately the lines proposed are susceptible of a great deal of beauty if treated with moderation and it must be admitted a great deal of skill. Narrow skirts and drapery are not easy and wide effects above and about the waist are not always becoming to the figure.

Seemingly the coming styles cannot fail to please most of us, however, for adaptability and suitability are both terms which can be applied to them.

Skirts shown in the early spring are evidently going to be continued through the season. They may be of their piquant and saucy or dignified and stately, according to the wearer and her tastes. We have from time to time been hearing about skirts lifted or pulled up at the front, or just each side of it, but either these skirts did not appeal or we are to hear from them later. The skirt lifted up at the back has taken better with the well-dressed woman.

The drapery caught at the back narrows the line gracefully at the feet, and for the young woman, a trifle shorter at the back it has an air of quaintness, particularly when accompanied with the peasant apron and simple blouse.

STOCK AND TAILORED VEST

Smartly mannish stock and tailored vest of striped linen for wear with the tailored suit.

Hats of Navy Blue.

One of the features of the color demand of late in practically all kinds of merchandise has been the increasing call for navy blue. While this color is always a staple in women's outer garments, until a comparatively recent time, it was not very much in the running this season where millinery, hosiery, blouses, etc., were concerned. Now, however, navy blue hats are very much wanted, and bid fair to top the color demand until warmer weather hands over the palm to white. Navy hosiery for women, particularly in the better grades, is also much sought and none too plentiful. Navy blouses duplicate this condition, from all accounts.