

EARLY BUYING IS NOT BEST POLICY

Fearing Lack of Supply, Women Buy More Clothes Than They Have Use For.

FIND STYLES ARE CHANGED

Hoarding Proves Very Disastrous and Leaves Many With an Oversupply That Necessarily Must Be Remodeled.

New York.—The trade, which means the vast multitude of people engaged in the making and selling of women's apparel, has at last sounded a warning to those who buy too far ahead of the seasons, advises a well-known fashion correspondent.

The public has deplored this condition. It has been well known for several seasons that the average woman did not care to buy a straw hat in February and a velvet hat in July, or to have all her autumn clothes offered to her the first of September with the assurance that they were the fashions that would rule throughout the winter. She has been often betrayed, and that betrayal has not soothed her irritation against those who sold her the clothes.

It is the fact also that the trade in turn has found itself caught in a net that tangled and involved it, and compelled each individual to struggle for success in a manner contrary to the dictates of reason and sobriety.

Through this web of circumstances everyone has come to a feeling that something must be done in the creation of new fashions long before the season for which they are to be worn, and that the public must follow the lines laid down by the trade competitors.

Right here lies the extraordinary gamble to women in buying clothes early in the season. Right here lies one of the greatest sources of money wastage. Thousands of women, who have no way of knowing what the fashions will be as the season advances, buy what is said to be new as the season demands a change.

What they buy in September has probably been bought by the shop in June. To keep up with the rising tide of forehandedness, the manufacturers make the clothes earlier and earlier, and the ready-to-wear shops and department stores, as a rule, buy these clothes as early as the manufacturers make them, and get them out at the very moment there is a slight demand for them.

What happens? In October and in April the real fashions come out for each season. Hundreds of women—may thousands—are faced with the fact that they have bought gowns, or wraps, or hats that are not in keeping with the new



One of the new checked suits which Paris houses send to America. It is made with narrow skirt and belted coat. The tall silk beaver hat has a double crown band of black velvet.

clothes. They have bought clothes arranged six months before the authentic exhibitions of new and seasonable apparel.

What happens next? The woman who can possibly scrape up enough money to buy a new outfit does so, and she also spends extra money on a seamstress or little dressmaker to have her other clothes remodeled. Therefore, she spends twice her allowance on clothes.

Panic Has Produced Careless Buying
Many of the retailers in apparel realize that panic and a form of commercial hysteria have resulted in a large amount of early buying, which is not fair either to the individual or to commerce. Every shopper has shared the



This suit is of striped velours, with short skirt and belted coat. Notice that the French woman has taken to wearing mannish negligee shirts of white silk with four-in-hand ties, adopted from uniforms of American war workers. Sailor hat of white felt, banded with black satin.

same experience this last year of being told that it is wise to buy at once the articles needed, because they might not be obtainable at a later date.

This has resulted in a certain measure of hoarding, which the government does not allow in food. It has already resulted in severe waste of individual money. Women, feeling the press of this panic, have gotten clothes in advance of the season, and they now find that there are just as many to be had as six months ago, and that the shape and texture have changed.

It would be a far wiser method of spending one's money to buy a little, at the necessary time, representing the best there is at that moment.

There will always be material of some kind. Even if the world is reduced to whole garments of worn fig-leaves, there is no reason why any one woman should wish herself out of the picture. Let her go along with the momentum of the hour and buy and wear garments of fig leaves.

The public is beginning to see the wisdom of buying a small amount at the moment it is needed. It should be preached in every possible form of propaganda that this is the wise way to live during war time. Rest assured that if the public buys up all the stock of one thing from a store, that store will be replenished the moment its supply is exhausted.

Of course, there are women who always demand quality. They prefer to have a badly cut gown, made in a past fashion, if they are sure that every thread is silk or wool, as the case may be. But the majority of women are not inclined toward accepting that system of dress.

Therefore, let us start out in a new measure of reform, as soon as this month is over, and face September with no idea of rushing into shops and buying everything that is offered because it is labeled "New." Maybe it is, and maybe it isn't. But a feeling of panic among buyers that now is the only chance to get enough clothes to carry one through the winter, results in the very thing that the government desires most to see avoided—reckless spending of money. So buy shrewdly, and not for hoarding.

If there is to be economy in clothes, let it begin this week. It is at this time, between the seasons, that a woman can take thought of her wardrobe and twist and turn it according to prevailing fashion, in a way that will serve her until styles are more settled. Then, when she has to buy much, she will buy wisely and well.

Help in Remodeling Clothes.
Here are some prophecies that may help you to be economical and wise. One of them sounds like the first aid to an injured wardrobe. It comes direct from Paris. It is that checks, stripes and mosaic blocks are widely worn in white suits and party frocks.

Can you imagine any piece of dress more gratefully received than that which gives a woman a chance to make a new coat to an old skirt, or the other way around?
There are colored stripes on a white background, made of heavy woolen material and built into a skirt to be worn with any slip-on cuirass or short jacket of colored cloth or velvet.

FROCK FOR A GIRL

May Be Developed in Georgette in Any Desired Shade.

Same Design Might Be Used for Wash Dress, Using Printed and Plain Voile or Silk Gingham.

The smart little frock shown in sketch, designed for a young girl, may be developed in georgette in any preferred shade with braidings of embroidered or plain satin. Small wooden beads edge the satin band on the Russian blouse peplum, on the sleeves and at the neck. This same design might be used for a wash dress, using printed and plain voile or checked silk gingham with plain color chambray or handkerchief linen.

For the half-grown girl whose figure is not sufficiently developed to make the straight, chemise-type dress becoming, these little Russian blouse effects are perennially popular, regardless of season.

A graceful feature of the dress pictured is the wide sash of self-fabric tied at one side. This may be plain, as shown, or the ends may be banded in satin edged with beads.

On the little tailored serge dresses, now being shown for fall wear, innumerable small round fabric covered or crocheted buttons are used as trimming. Frequently panels, which appear on all sorts of garments, are edged all about with buttons set close together, and again a slashed skirt of serge will be edged with buttons, and open over a petticoat of satin. Buttons and fringe share honors as trimming, with embroidery holding its own and it is interesting to note that one of the very new types of embroidery is that done in a heavy silk twist, so heavy and so firmly twisted as to appear like cord. This silk twist or cord is often used in a color contrasting with the serge of which the frock is made to form a button-hole stitch all around the edges of panels, sleeves, collar and sometimes sash or belt, and with very good effect.

There has recently been revived a determined effort to create interest in American designing. Paris has sent



Young Girl's Dress of Georgette and Satin.

over-little that was distinctive or different in the past three years. The early showing of garments for fall is largely of American design, and it may well be watched with interest.

SHOPPING BAGS AND BASKETS

Spacious Carry-Alls Serve for Various Purposes, but Not Satisfactory for Going to Market.

Now that most of us carry more packages than we ever did before, we are learning to use bags for shopping. Of course, in some places there are city ordinances against carrying knitting bags into the shops. A good deal of shopping has been carried on under the protection of these spacious carry-alls. But, nevertheless, we find the big knitting bags a great convenience for the stowing of small parcels. When we go marketing most of us prefer a basket, and the shops show stout baskets, with handles by means of which they may be hung over the arm; and these are better for carrying spinach and peaches in them than is a knitting bag. They come in all sorts of prices. Of course, you can get a basket of suitable size for going marketing for \$5, but you can also get one for \$1, or so. It pays to get one that is stout and serviceable, with joined handles, if possible—that is, handles that swing back and forth.

Devil Blue is Latest

Devil blue is the latest color made for neckwear accessories. Whether the color itself has a special charm or not it doesn't matter; the popularity of the French soldiers, who wear the uniform from which it takes its name, started the craze for the color.

NEAT NAVY BLUE SATIN GOWN



The stylishly dressed women delight in having this navy blue satin gown with a loose panel weighed with fringe.

TO MAKE YOUR TREASURE BAG

Simple Instructions for Making the Ever Handy Convenience Needed in Every Home.

A piece of blue and white flowered ribbon, half a yard in length and six inches wide, a bit of the same ribbon three and a half inches square, a bit of white satin ribbon of the same dimensions, a piece of white-satin ribbon half a yard in length and two inches wide, a yard and a half of white silk cord, some white embroidery silk and a cardboard circle three inches in diameter, are all that are required for the manufacture of the bag itself.

The cardboard circle is covered on one side with the small piece of blue and white ribbon, and on the other with the white ribbon, the whole whipped neatly together with white sewing silk. This forms the bottom of the bag, with the blue and white ribbon on the outside and the white on the inside. To it is tacked the half-yard length of blue and white flowered ribbon. At the top a half-inch heading is turned down and featherstitched along the outside of the bag, with the white silk. Through this is drawn the white silk cord. The ends are cut and knotted and the outside of the bag is then finished. The white satin ribbon is hemmed neatly together and whipped along its lower edge to the inside of the bag, just above the cardboard bottom. Featherstitching of the white silk, on the outside of the bag, divides the white satin ribbon into 10 neat little compartments, each with its pocket top left open.

QUILTING IS EVER POPULAR

Style of Trimming is Smart and Serves in Various Capacities to Add Beauty to Garments.

No manner of trimming is smarter than quilting this season, and beautiful quilting is quite as difficult to do as beautiful embroidery. The stitches must be tiny and perfectly even, and the lines of the pattern must be perfectly spaced, so that the design will show up effectively.

A very handsome frock of midnight blue tulle, seen the other day, had a tulle bordered with 8 inches of quilting, and the pattern was repeated on the sleeves and on panels at back and front of the bodice.

To make quilting of this sort the material is underlaid with very thin sheet wadding, and the quilting stitches are set through the outer material and wadding. Then the quilted portion is faced with thin silk or with the material of the frock, if it is not too heavy. Quilted angora is especially smart just now. Vests of quilted angora show in the open fronts of new cape coats, and there are waistcoats of quilted angora for wear with street suits.

Such a waistcoat accompanies a taupe cheviot suit, the waistcoat being in lighter taupe shade, and the quilting is done with still lighter taupe silk. A blue cloth cape is lined with scarlet satin and has a blue angora vest quilted elaborately with red silk.

Renovates Silk Embroidery

Silk embroidery may be cleaned with camel-hair brush dipped in mixture of wine and rubbed over the embroidery. The brush should be frequently rinsed in some spare spirit to remove the dirt. The embroidery need not be removed from the garment it trims.

Girdle Variety

Girdles are allowed to take all sorts of liberties by the designers of smart costumes, and one never can tell how far where they may be found.

FIVE-INCH SLEEVES

New Length Will Aid in Saving Much Material.

Elimination of Large Collars Also Adds to Conservation of Dress Goods.

In the elimination of non-essentials, which is a vast process of reform going on throughout the continent and touching every industry, a woman finds that fashion permits her to omit the collar and cut off her sleeves to five-inch lengths, observes a fashion writer.

This is an admirable aid to reforming clothes. A bad neckline may be cut away and stitched on its edges, or merely touched with a white organdie piping; and sleeves that are worn out at the elbows or ungracefully adjusted at the wrists may be clipped off above the elbow and given a severe finish.

The insistence upon the cuirass blouse, which is the best name that most of its followers can find, relieves a woman's mind as to what to do with her separate skirts; and the fashion for the modified minaret tunic, which swings from the shoulders and flares at its hem, in the Arabian fashion, gives her a chance to use a flaring skirt as an upper garment.

Little has been said concerning this minaret tunic by those who speak often of fashions. Memory is short, and probably there are hundreds who have forgotten the brief, brilliant reign of this bit of orientalism that came into being through a popular play.

The fact that it is in fashion should be received with joy by the economists. I'll tell you why. There are in every wardrobe skirts in more or less good condition that flare at the hem. They are left-overs from last season, and some of them have been worn defiantly by those who did not intend to go round the whiffle of fashion. These are the garments that can be easily turned into minaret tunics. As fashion permits one to wear a skirt of a different material from the tunic or bodice, there is no difficulty in matching up the tunic with some fabric that will do duty beneath it.

This trick of economy can be applied to evening gowns as well as to those for the street. Velvet and satin combine well; also crepe de chine and satin, and serge and silk of all weaves.

The flaring skirt of yesteryear can be shortened to the knees, gathered, gored or plaited to the waistline, and a narrow, short skirt dropped beneath it. The building of the bodice depends upon the material in hand. Often there is enough left from a skirt of average length that is cut into a minaret tunic to build a bib bodice without sleeves. Fashion, you know, still bent on economy and conservation, permits separate sleeves from the bodice.

IT CERTAINLY IS BECOMING



A chic little model of gray felt and worsted embroidery, faced with gray beaver and made smart with a bit of gray ostrich and silver ribbon.

FADS OF THE DAY

Dress skirts are much draped. All shades of brown are favored. The new veils are bordered with narrow fur.

The fichu of lace is prophesied for fall wear. Small buttons are much in use as a trimming.

The necks of the newest gowns are very wide. Long organdie sleeves are tightly cuffed with silk.

Collars of coats are very important this year. Organdie is an admirable choice for a dress frock.

Practically every jacket has a scarf these days. All kinds of pleating are liked on autumn dresses.

Wide tucks are seen on the skirts of thin Paris dresses. The all-white toilette possesses undeniable distinction.

Gabardine frocks are belted with narrow strips of suede.

Veil Vogue

No woman has reached the finishing part of her dressing unless she is fastening upon her toque a veil, be it a small, scroll designed circular veil, a tightly enveloping fine mesh or one of the large floating chiffon motor veils. The small Shetland veil is in order, too.

MODEL IN LINGERIE FROCK



A new variation of the lingerie frock—the white embroidery or handkerchief linen over the black tulle top. The loose girdle is characteristic of the ancient Romans, who knew no such thing as the existence of a waist line.

TIDAL WAVE OF NEW SLEEVES

One Would Think World Had Gone Mad Over Arm Coverings, Fashion Correspondent Writes.

One feels, in running full tilt against the tidal wave of new sleeves, the utter futility of trying to describe even the best of them, says a fashion writer. Continuing, she asserts: "One would think that the world had gone quite mad over arm coverings."

Possibly it is true that the French and American designers, realizing that they could not introduce anything specially brilliant or novel in the new costumery because of the lack of materials, put their genius to work in devising a vast variety of complex and stimulating minor details.

However, this does not contribute to the pleasure a woman thinks she will find in wearing her old clothes. We are wise enough to know that it is by the adoption of changing details that the majority of women show their knowledge of fashions.

A woman may continue to wear a blue serge gown cut in the form of a coat and skirt if she realizes that she must instantly adapt that gown to the light or loose cuff, the high or the low waistline, the gather or the plain hip.

A somersault in costumery is not always followed, even by well-dressed women, but there are none so poor in interest but they will do honor to a quick change in the minor detail of a costume.

FOR A NEAT DRESSER COVER

Remnants From the Popular Voile Curtain—Also May Be Used for Dainty Pin Cushions.

Now that voile for curtains is so popular there are doubtless many people who have small remnants left. These can be used for making a beautiful dresser cover and pin cushion at very little cost.

For the cover take a piece of voile and measure for a four-inch hem on all four-sides, pull about four threads each way and hemstitch. Edge this with crocheted lace or any other heavy lace. The center is very pretty if embroidered with four small wreaths, one in each corner, or any other pattern that you may like to carry out the scheme of the room.

Next baste a lining of thin silk of any desired shade to the underside and finish with small stitches to the voile, and the cover is finished.

The pin cushion can be made in any desired shape and lined with the same material as was used for the cover. Edge the cushion with an inch wide ruffle of satin ribbon the same shade as the lining and use as an edge a slash of lace to match the cover. Hem, stitch and embroider the center of the cushion to match dresser cover. This makes a very pretty little set, and a very little cost.

A Successful Repetition

One of the prettiest costumers which the hot weather has brought forth is of unbleached muslin with a two inch band of small-flowered chintz around the entire spread, placed so that it falls just within the edge of the bed. From the many-colored flowers of the chintz, the bolder motifs are placed out and scattered in scattered mercerized cottons in single sprays placed here and there in an apparently careless fashion over the center of the counterpane. This offers a suggestion for anyone who is planning a bedspread to match the crocheted or chintz hangings of a summer bedroom.

By picking out the smaller flowers or motifs of the figured material and imitating the colors, if not the exact outline, a very unusual effect may be obtained.