THE OATHOLIO JOURNAL

FOULARD HAS GALL

Fabric in Limelight as Strong Summer Favorite.

Afternoon Dresses Exaggeratedly Bunchy at Sides; Measure Many Yarda Around Hem.

Just now, writes a Parish fashion correspondent, Mme. Cheruit is showing some ideally lovely and summerlike gowns made of spotted foulard. It is surprising to find spotted foulard again so fashionable. This spring the leading dressmakers in the Rue de la Paix declared that flowered and spotted materials had had their day, that we were in for a season of plain, but wery rich materials.

The leading favorites of the moment in the world of dress materials are spotted, flowered and striped stuffs. And of these spotted foulard runs right away from its rivals.

Some of these materials are made up in particularly artistic fashion. Round, very full skirts, accompanied by ultra-short straight coatees which bareiv pass the waist. This is one of Cheruit's ideas and already it has become popular in Paris. Really some of the more sensational models looked like fancy dresses, so unusual was the design.

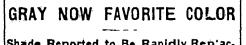
Indigo blue foulard, spotted white or green, is much in evidence and nearly all the foulard dresses were finished with organdie muslin collars, or accompanied by white muslin or fine linen casaquin blouses. Both Cheruit and Paquin declare that this is going to be a foulard summer and it certainly looks like it.

Very many of the new afternoon dresses are exaggeratedly bunchy at the sides; some of the newest models measure many yards around the hem. But this does not mean that all the appliqued design in grapes and leaves. new dresses are wide-quite the reverse. The majority of the dresses intended for afternoon wear, indoors or in the street, measure from three





This model is of plain net with an The girdle is of pink grosgrain ribbon fastened with a full blown rose; all in all a charming bit of lingerie.



Shade Reported to Be Rapidly Rep'acing Tan in Paris-Striped Goods Extensively Used.

Gray as a color for sultings is ranlly replacing tan in favor in Paris. From the yardage point of view, however, wools in tan color, both in mixtures, in plain and in striped or plaideffects, are still big setters. Nav; blue is also much in demand in gabarine serge and poplin. Fancy bures in bright yellow, in rose and in green are in demand for sport coats. Yeliow bure marked off in two-inch squares by one-quarter-inch stripes of black are popular, notably for sport coats. This same treatment of black -lines used to mark off two-inch squares is also noted on gray grounds and on heige colored grounds, says the Dry Goods Economist. Striped goods, notably neutral grounds striped in darker tone or in brilliant color, such as yellow, scarlet, blue or bright green, are extensively used for skirts worn with jackets in the plain color of the ground. Large checked effects in the same color combinations, namely of a neutral ground marked off into large squares by colored stripes, are also used in skirt and jacket suits in which the skirt is of the checked material, the Jacket of he plain. Scotch plaided contings and heid checked materials usually in horreblanket plaid effects are very strong Foulard Draped Dress of "Iris" Mauve and are extensively used for coats,

Women Clever With Needle Can Save on Clothing.

High Cost of Materials Behooves Mafority to Fashion Their Own Simple Gowns.

There is no denying that home iressmaking, at least for grown-ups, is less popular than it used to be. There are several reasons for this, one being that so far as cotton frocks were concerned the American manufacturer (offered such smart designs at such reasonable figures that it did not pay the everage woman to cut and plan and new a simple cotton or gingham frock. But like everything else, since the war, the summer frock of ordinary materials has increased in cost until \$25 or \$30 is now the usual figure for a gown that a few years ago could be made by i woman clever with the needle at from \$5 to \$7. And even when the services of the dressmaker by the day were enlisted to supplement home talent the summer frock was still inexpensive. But a different tale is related nowadays and while no sensible person would recommend that an inexperienced woman should undertake to fashion a serge or satin gown, there is no good reason why, fortified by good patterns, one who is accustomed o sewing cannot turn out simple cot-





THE POWER OF THE MORMONS

My original allotment of stock that I had to dispose of by May 15th was over-subscribed. I have succeeded in getting another small block of this stock. We anticipate that the balance of this stock will go as quickly as the previous block.

To the prospective investors of this great special feature picture with its wonderful earning possibilities-We advise an early purchase.

Write for further details of what the following well-known people have to say about about our picture, Mormonism and polygamy:

Mrs. Lula Loveland Shepard, National Lecturer on Mermonism, connected with the National Reform Association; James S. Martin, D. D., General Superintendent Of The National Reform Association; James S. McGraw, General Field Secretary, National Reform Association: Cardinal Gibbons, E. R. Wright, Executive Secretary, The Federated Churches, Wm. G. Vollmayer of the Market Savings Bank, Toledo, Ohio; Charles A. Frese, Treasurer Ohio Savings Bank and Trust Co., Toledo Ohio.

I can conclusively show the prespective investors of Rochester and vicinity that an investment in"The Power of the Mormons" picture stock is one of the best investment opportunities offered in the City of Rochester.

FOR FURTHER DETAILS AND PARTICULARS,

write, call or 'phone -

HENRY H. SNELL FINE ARTS BLDG.-ROCHESTER, N. Y. Main 6833



and Blue Foulard. A Cluster of Scarlet Gray and Green Panne Flow-

to four yards round the hem when Gay Colors Are Decidedly Stylish; the material is very thin, and much less than this when serge or cloth is employed.

ers at the Walst.

Paquin is showing lovely things in shot taffetas and in a soft make of in the millinery world. Entire hats satin which has a duvetyn back.

BODICES OFF THE SHOULDERS

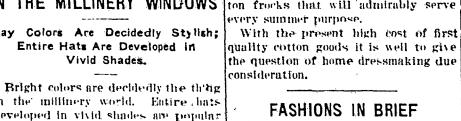
Styles of 1830 Are Repeated in Many of the New Frocks; Patent Leather Used.

Fashions of 1830 are liked and some of the new models have tight fifting bodices cut right off the shoulders. Pannier draperies are still the right thing and one sees them in taffetas, in tulle, in satin and in lace. The long waistline is surely growing in favor and many of the new day dresses show semi-fitting bodices colored. which terminate just above the hip, the skirt being mounted onto the bodice, more often than not in hip plaits, for in serge, the many makes of jersey and similar fabrics plaits are portant hat material. used rather than draperles.

the use of leather of every kind, but parent hats of hair braid or malines tilt to the lower part of the silhouette chiefly of patent leather, on dresses. old-fashioned leghorn is again with us, One charming model of fine serge had a Sinch deep band of patent leather flower or riobon trimmed. For sports cut out in squares, the top edge be-ing on a level with the line of the hip bone. Each square of serge which sweaters, the two forming very atshowed through the cut-out leather tractive accompaniments for the all white summer sport skirt. was worked with a star in deep coffee colored slik. This model was straight and loose fitting and held in round the waist by a patent leather belt. Paris, has an interesting sash. It is

Wreathed With Uncurled Ostrich.

soon wear the brim is often wreathed cotton threads such as are used for leather bags, and nifty little purses with uncurled ostrich, that hangs in embroidery are dyed in faded looking strewn over counters. The staid big heavily embroidered with seed beads iron, Steel and Metals vill fashion over the edge. There are shades of purple, red, blue and orange, slik bag with its stanch draw-cords either in an all-over pattern or in no many lace hats in the shape These strands are then twisted into still is with us. One in black twill described. Flower trimmed, tar- a long girdle which is knotted about silk has a big monogram done in scar- usual places. A blouse of this charachat are also made along these the waist of the pure white, straight let silk embroidery. The draw-cords ter must be exceedingly well made in silk and red. Subscribe for The Journal order to show to its best advantage.



developed in vivid shades are popular and the gayest of trimmings appear on hats in dark colors,

Has Interesting Sash.

A lingerie frock, just arrived from

5

ery trim a frock of blue Poiret twill, A ribbon hat seen recently in one of Cloth and velvet jackets in solid the smartest of the millinery shops is colors are used with plaited plaid worth describing. The hat frame, a very small crown, was nearly covered skirts.

Pottery red, smoke and gray and with ribbon and across the top was laid a double fold of the fibbon, exfrown are among important spring shades. tending like the loops of a big how

The newest note in Paris hendgear to the to of the ear on each side, and is that which looks to Egypt for its drooping a trifle in the back so that inspiration. the hat foundation or crown was There is a tendency to show many completely concealed. In front a lit-

Silver balls and dull silver embroid-

arieties of the little shoulder cape tle garland of flowers formed a framon frocks of serge and other woolening for the face. The ribbon was in materials. dull bronze color and the flowers vari-Don't be too much tempted by ginghams this spring—plain linens are to Fabric hats are very highly regard-

ed this season by the best millinery be a lot smarter, and now dress linens are available again in white, in oyster houses. A great deal of taffeta is betint and in various beautiful colors. ing shown and ribbon is a very im-

The little tight underskirt is still. the thing and helps to give that proper For real summer wear the big transpromise to be great favorites. The line, without which the dress is lacking somewhat in the established elements of style. A new dancing shoe which promises

to have an ever-increasing vogue, is made of kid powdered over and over with dusty gold. There is a decoration also in white Byzantine designs and the closing comes at the side in a big tab.

Big Handbag Still Ailowed. The big silk bag hasn't been chased

very simple; the heauty lying entirely out of service by the multitude of When the hat is large and for after- in the coloring. Ordinary mercerized small reticules, box-handbags and blouse, and many of these are shown in the smart shops. Most of them are

in charming frocks the bustle line of the eighties, is very becoming to certain small and slender types of women, who undoubtedly will feel the spell of its novelty and charm. Its novelty, however, is somewhat less in America than in Paris, for this silhouette was revived to some extent in America during the war.

Of Japanese crope is this charming

allieurs and One-Piece Frocks Have

Changed Noticeably From Last . Summer's Styles.

That Paris is herself again is the

general agreement of those who have

Straight lines will be the rule of daytime. In tailleurs and one-piece frocks the lines seem to be even straighter than they were last summer. Hips are still lightly accentuated in some models, but this tendency is less noticeable this season than last. Many suits are simple and rather strictly tailored, while others made of . affeta and other silken materials are elaborated with embroidery and really belong in the class of afternoon costumes. In jackets there are at least two types—the short, square, free hanging type which is wrongly called "Eton"-for the Eton jacket is fitted with side seams and ends above the waist line-and the almost three-quarter length coat, which may be straight or have very bouffant skirts.

Plaid and Plain Gingham.

f skirts might be specified, but, in gen-IN THE MILLINERY WINDOWS ton frocks that will admirably serve aral, street clothes remain short.

With the present high cost of first BRAND-NEW GIFT FOR BABY quality cotton goods it is well to give

Dainty Cover, to Fit Conveniently Over Carriage or Bed; Valuable for Porch Duty.

Some slight addition to the length

It does seem as if everything which oaby can use (or cannot use) is given him upon his arrival.

Well, the category of baby things has not a very imminent limit, for always new things are coming to light, normatter whether you did happen to

conclude the last time you bought a gift for a new baby that "after all, there's nothing new to give bables." Perhaps you will not be able to buy

this, but you will be able to make it. Use either plain net (a coarse one will do just us well as a fine one) or a dotted one. A length of two yards will be just about "ight."

Cut the corners rounded and then bind the cover all about with narrow ratin ribbon. The ribbon should be about three inches in width, so that you can fold it over and blud the wrong side of the cover with it also. Then with a bodkin run some elastic through the binding. Make the elastic just long enough to fit about a baby carriage. A large ribbon bow of the same color as the satin binding might be used at the top of it. P

This cover will fit conveniently over carriage or bed. It is especially valu able for doing porch duty over the carriage, for there are no loose ends to flap in the winds thus to admit dirty Mr. Fly to the preclucts of baby's dainty person.

Chiffon for Tunic Blouse.

bands of trimming applied at the

Chiffon is effective for the tunic

Your Home with **Monarch Paint**

"Paint Up"

 \mathbf{V} OU'VE no idea how much finer and more prosperous your home will look with a new Spring coat of Monarch Paint.

It's 100% Pure

THEN, too there is an economy consideration as well as one of pride when Monarch Paint is used. Your house will deteriorate less in appearance, in wear and in value if you keep it in good condition-protected from decline by Monarch Paint.

P. S. - The price of Monarch Paint, 100[¢] Pure, has NOT advanced

F. P. Van Hoesen Co.

East Main at Graves St.

Both 'Phones

Roller Screens

Modernize the home. They are handy, all-steel screens, made of the finest mesh, that are permanently fastened to the window. Made so they roll up easily out of the way. Their installation means an end to screen troubles. Write or telephone for complete information.

Fli-Bac Screen Corporation, Rochester, N. Y. Rochester Sales Office 100 East Ave., Phones Stone 8042 Chase 2650

Rochester Iron & Metal Co. 325 St. Paul Street

New and Second-Hand Ralls, Pipe, Efc. Telephones, Main 464, Stone 1518

