

SHOP TALK—BY AMY ARMSTRONG

"AND now that all the women have stunning new sport clothes they can hardly wait for the first ball game" says a male member of the population, thereby stamping himself as one with a narrow vision. Ball game, indeed. That is one of the places to be sure, where a sport suit can be displayed to advantage but only one of many. It may sound like a paradox, this business of sport clothes being good form at afternoon teas, luncheons at the restaurants and similar places and occasions, but such procedure has the sanction of custom by this time and word comes from sister cities that it is decidedly *recherche*. Why not? To look her best should be the aim of every woman. Many an anxious madam or miss has been conjuring in her mind as to whether she would feel out of place with her good looking but slightly colored jacket and skirt of sport material or sport silk at So-and-So's party the next afternoon. We have it from San Francisco and other coast cities direct that it can be done with a clear conscience.

Speaking of this particular line of garments reminds us of some worn during the last week at Mr. Collin's fashion show and brings to mind again the interesting speculation as to just why men are drawn toward the exhibitions where living models display the frocks and suits. One might be willing to qualify as a candidate for Provo and hazard a guess that they were there to decide on a present for their wives. Otherwise, not that highly improbable supposition. And since most of them cannot tell the difference between a golf suit and a palm beach costume except as to certain features, they could not do much good anyhow save as financial backers. But still they go.

One of Utah's most successful sons was noticed in fairly regular attendance during the fashion show last week. His presence was commented on by many as was also the fact that he seemed not only to long to linger, but to proceed to do so, nothing daunted by the throngs of women.

While on the subject of mannequins I am privately informed that there is to be another exhibition shortly on living models at which the edict is that there shall be no men at all admitted. Why should they be admitted? They don't wear 'em, so it really is none of their business, but it is promised that the women will get really helpful information and suggestions.

But even though the shop experts are explaining that this is to be a sport season in clothes beyond the wildest imagination, largely many of them say not only because it has been long since such attractive garments have been fashioned for this year, but because women are more and more getting away from moping and spending much time inside and are constantly availing themselves of the joys and pleasures of God's out-of-doors, yet just now evening gowns and wraps are sending them somewhat to the background in view of the bookings of the opera and Pavlova ballet which is to come to Salt Lake the first of April.

It goes without saying that since we so seldom have such a wonderful pleasure as a grand opera, every woman who can afford it and also every woman who can manage a ticket and is bound to go, must have a new gown for the occasion. Everybody who is anybody will be there and no made-overs or "hasbeens" will do at all. After all an opera is an opera and whether one really enjoys

the music or only says so, one must be properly clothed.

A pretty idea brought to us from New York and apropos of the opera and the evening gowns is the small lace shoulder cape with wide spreading or high standing collar. In the east we are told these take the place of the tulle throw and are worn with dancing frocks as well. There is quite a bit of warmth in the face, thin though it be, and it wards off draughts and ensuing colds from bare shoulders. For the opera we would imagine these would be especially good, not to say good looking.

They tell it of poor bookkeepers that what money they cannot account for they charge up to incidentals—so speaking of incidentals, among the newest in trimmings are the leather edgings in points, scollops, and other patterns, ready for sewing onto garments. This comes in various colors and widths and is priced at \$1 and \$1.25 a yard. There are leather buttons, too, for "home-grown" sport suits. Yes and that suggests that there are sport dresses, too, not shown so much yet, but a promise for the not far off days when the coat will be laid away with the moth balls. These will doubtless be seen a lot fashioned of the heavier summer materials.

The problem mentioned last week is still in such an unsolved state that it seems best to postpone the discussion of it for another week still, when there be more chance of seeing a solution of it. It has evolved itself into a two-fold problem by this time and is keeping certain of the buyers on the fence, tossing them on the horns of a dilemma, as it were.

One of the shops is to have in during the week a new lot of blouses in the very bright colors and combina-

tions, mostly of the ever so thin materials like the Georgette. There are daring combinations in these blouses themselves and they are worn with the sport suits and with other costumes in still more daring combinations. Some time ago we might have denounced these combinations as "clashing," if we had pictured them in our fancy, but this authority tells me that they are not only permissible now but just as pretty as they can be. For a woman who has not much color they are a great boon.

One of the shops this week is making an exceptionally interesting announcement, interesting to a large portion of the community at least, which under the circumstances is but a weak attempt at humor but nevertheless has a certain element of truth in it. Another new department in the ready-to-wear section is to be opened locally at one place, catering to large women. This is something entirely unique in Salt Lake although in many other cities such departments are already well established and much patronized. Here a line of goods of the extra-large sizes will be carried, in coats, suits, afternoon and restaurant frocks, petticoats, corsets and many other garments for the woman who tips the scales at a figure known only to herself and her *coestierre*.

Where such a departure as the outside department is unknown the large woman is forced to depend upon her dressmaker if she has but moderate means, upon her expensive tailor if she can afford it, to make her presentable. She has perhaps been able to get a suit or a skirt now and then where one or two large models were purchased, but she has no variety, no stock from which to choose. It is simply a case of take what is offered, with no thought of individual curves or a few additional pounds.

Under this new provision, however, the woman of large figure is adequately taken care of. She will not now have to give a special order if she is a size or two beyond the "perfect 36." She can simply go down to this store where she will be given special attention and where she can be shown a variety of garments from which to pick and choose, garments which have been especially designed for women of her type, garments as some one has suggested, which will make a cream puff look like a lady finger.

One New York firm recently gave up a business of a quarter of a million a year and began designing and making models for stout women alone. A "figure census" was taken of representative cities throughout the country, two or three places in a city, with a representative stationed at the door to count the total number of women entering, the number of "large-size models." The resulting proportion was from 33 to 38 per cent of stout women a percentage most certainly to be reckoned with. So the movement was begun and now many designers devote their time to working

out draperies and combinations, plaitings and folds which will give large and "buzom" women, slender lines and height. One happy shop keeper rejoices that "while formerly none but the before-mentioned perfect 36 could be suited, now a 250-pounder is as welcome as a debutante"—and Salt Lake has its due proportion of the former.

There is a new shade for hats, have you seen it? Citron, and as good-looking as they make them. One model shown locally is a wide brimmed sailor of this peculiar cross between a yellow and green, with a band of tri-colors, red green and blue, about the crown a small flower back and front, held close against the crown. These large sailors are certainly the hat of the minute these and medium size ones, according to word received only this morning by the manager of one of the most popular millinery departments. He has a great quantity of them in the colors, white and black, some plain, others trimmed. The bonnet shape is mighty good, too, and many a woman has been observed trying first one and then the other in a vain attempt to decide which was the most becoming. This shop just mentioned is, as a certain hotel advertises, the brightest spot in Salt Lake City. All of the prettiest and newest colors are made up into hats and the bright ribbons, birds, wings and other trimmings make a veritable picture. There is such variety here that it would be hard for a woman not to be satisfied. The real feature, too, is that there is something at every price, something good. If a woman has decided upon \$5 for her spring bonnet, she can find the latest colors and styles in that price, if she has more, she can spend it to good advantage.

Another touch for the costume with the wearing of the high boots in the various colors and white is the handbag to match the boot. These are being shown in one of our local shops in white, ivory, dark blue and other colors and are made of the same vicid kid as the shoes. They are complete with all of the inside fittings and are priced at from \$3.95 to \$5. They are of either the bag style with arm strap or in the smaller hand purses and the nice thing about them is that they need not necessarily be just a fad for they will go with anything and are softer and prettier than many of the ordinary money and vanity carriers.

And there is a new line in one of the juvenile departments which has recently been enlarged considerably, some most awfully attractive gowns for the growing miss who has not yet quite reached the dignity of being a young woman. Some of these are what the young high school or university girl would call "real" dresses, for they run as high as \$25 some of them and will fill the heart of a "sub-deb" to quote one of our popular magazine writers (meaning sub-debutante) with