

SHOP TALK—BY AMY ARMSTRONG

THE uninitiated may have thought that all the new spring "duds" were on hand at the openings of the local shops and that all that remained was to discuss and criticize them, until a final decision as to what to buy could be reached. Far be it from such. If you want to know how very far wrong such a "think" was, just take a trip through the different departments and have a look, first making a little prayer not to be led into temptation.

Buyers have been East again and new shipments are being received daily, more wonderful even than the forecast promised. They are being laid out as they come and hung around and placed about at the angle which best shows off the lines and the materials to advantage, for conference visitors and for home folks as well to consider.

How is this as a trade last for Salt Lake? The manager of one of our largest shops told me this morning that one afternoon during their very short stop in this city a number of the women with the Boston Grand Opera company and Pavlowa came up to his sport department, which he has only recently opened on a large scale, and not only looked, but bought lavishly, everything from \$35 to \$75 suits and coats. They have been in the East, they had just come from the coast cities, yet they said that nowhere was there a more complete stock and not anywhere had they seen collected in one place such an assortment at such reasonable prices. The singing and dancing artists are pretty intelligent persons, aren't they, aside from being experts in their own lines?

And here is another snort tale which is indicative of our prosperity and our taste for and desire to wear good clothes. This manager told me also that a certain silk jersey suit which he is offering at the very modest price of \$35 had been demanded during the past week to the tune of about forty purchasers. Of course the suits vary as to detail, in color and design so that they are by no means duplicates, and a very great many of them were taken by out-of-town customers who were in the city either for conference or for the opera. But that is a pretty fair record for a city which ranks modestly down the line and has not yet attained the numbers of one of the five largest and "best sellers" cities.

There is so much news of the shops this week that it is difficult to decide where to make a start in talking about things of interest. One brand new idea is the combination of silk jersey and fur in separate coats. Mole is considered very good for this combination and one coat is being shown locally of rose silk with the mole, another of royal purple with the same, still another of green and the natural color plush. They are all exquisitely lovely, the trimming being used about the collar, sleeves and in wide bands around the bottom.

But the very newest of the materials is the Kahki-kool, a sure enough imported fabric, Japanese, which comes in the plain colors, in plain white and the stripes, suits and coats being made of the combinations of the stripes and plain or of all one or the other. One shop is making a specialty of a silk jersey coat at the popular price of \$15 and of a suit at \$35.

The buyer for this shop brings back word from New York that the choice of the moment there is the light gray and the light tan or bisque in the silk

suit for dressy wear, both exceedingly "springy" looking, and the best dressers wear the costumes, including the shoes of these shades which are so popular, fashioned of the washable kid. The shades of the silk and of the kid match exactly and the effect is "nifty" beyond imagination. For some reason, whether it be the price, which is necessarily rather high, or because they are so peculiarly attractive, these high boots of the light colors, while worn pretty generally, have not become common as do so many fads.

The popularity of separate skirts, especially the silk ones, is on the rise. One store is showing chiffon taffeta stripes and plaids, and the stripes, by the way, all run round, at the moderate price of \$5.95, and there are serge combinations, too. New separate coats of the chiffon taffeta silks are in large plaids and some of the best styles have the new bell sleeves.

A feature of some of the spring blouses being shown locally is the cape collar, cut either round or square. It is of expansive dimensions and in the thin Georgettes is often edged with satin. Where the waists are of this filmy material the large collars add body. Frills are good, too, and the yellows are of the best shades, some bordering on pumpkin. Maize and grey or maize and navy makes a clever combination.

Here is something in which I'll wager every woman will be interested. A tub silk petticoat. Think of it. Certainly a long felt want. And what is much to the point is that they are to sell at \$1.95. They come in the black and white plaids, in Dresden patterns and others. They do not spilt like taffeta and are soft and pretty as they can be.

One exclusive woman's shop has just received a large shipment of dresses for afternoon and street wear particularly, the shipment including likewise

many sport costumes. They come straight from the east and are the newest things being shown there in the spring designs. They are of chiffon taffetas, Georgettes and pussy willow satins, combinations of the different materials or all of one material. They will be shown in rose, grey, navy and French blue and are very exceptional values, such a large consignment having been purchased at one time.

Among the sport goods displayed here are the suits, coat and skirt, and also the new sport dresses in the awning stripes and sport materials. Many of these have hats to match and dressy hats are being offered, too, including many flower hats. The white silk jersey cloths and the white wash satins seem to be among the most popular sellers in Salt Lake and it will not be long before they can be worn on the streets. Even now on the bright, pretty days they are seen.

Here is a bit of shop news that is real news and believe me or believe me or believe me not as has been mentioned before and elsewhere, it is absolutely true. The silk situation is a critical one and silks growing more popular every minute for every sort of dress and costume. I had a most interesting talk with the silk buyer of one of the biggest department stores, who says that buying silk in New York is every bit as bad as being at the front in France and he is absolutely convinced of it.

The story loses some of its point in the re-telling because it necessarily lacks the graphic description of this very enthusiastic French gentleman. "But," says he, "there was a day when the manufacturers ran after us. They would follow us out into the street and across the street, they would hold us in conversation for hours expatiating on the qualities of their goods. But do they do so now? Indeed they do not. They sit in their chairs smoking their cigars and they pay no attention to us unless we go to them. And even then they are not particularly interested.

"I had a difficult time getting rid of my money. Unique situation that, but absolutely true. I found it possible to buy the silks I wanted only through friends. For instance I was told privately of a couple of lots of silk aggregating about eight or nine thousand dollars. I found that they were just what I wanted. There were other men waiting to look at them, but I happened to spy the owner first and hustling up to him I asked him at what price they were to go. The deal was made then and there and I had gone after them practically before ever a price had been set on them."

This he says is but one sample. He was able to fill his stock because he bought only the highest grade of silks and had the ready money with which to pay for them. His customers, he adds, will receive the benefit of his being able to purchase in this way and what he was able to

save himself he will pass on as an advantage to those who buy from him. Silks will certainly be higher and by fall he does not see how there will be anyways near enough for the demand. But of one thing America should be proud. This man who knows and who has been in the wholesale business in France, says that silks made here are now just as good as imported materials. Our country has made a great stride in the manufacture of these fabrics which formerly it was considered only the firms across the water could have woven correctly.

Another buyer for this store returned yesterday from a trip to New York to tell us that among the prettiest things are oytser and cream white skirts in the tussah silk to go with striped coats of the same material. Some of the coats are polka dotted instead of striped in the open and rose, black and green. Some Harry Collins sport things are coming on in the rajahs of ovarius colors with contrasting or white collars and cuffs. There is a navy blue tennis suit out of material which is a sort of denham, pockets in front and all, and there are soft dainty little flowered summer frocks in the organdies with the wired out bustle effect in the back which are charming. All white rajah dresses will be splendid for summer wear.

In this same purchase are some exclusive navy blue models of imported gabardines, twills and other materials, no two alike. The coats seem to be getting longer even in the taffetas and the greys, and black and whites, braid bound are extremely popular still. Skirts are still full and the guernsey cloth still among the chosen in rose, copens, white, orange and gold with the contrasting or white collars and cuffs like the rajahs.

I found during the week at one of the popular "hattries" a hand embroidered straw which was quite the

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