

SHOP TALK—BY AMY ARMSTRONG

Poor old Father Salt Lake is perhaps banking on the hope that once Easter is over he can sit in his office in peace and safety, in no danger of taking cold from an overdraft (credit for which bit of intended humor is due one higher up.) Poor deluded man. Did he but know it, this business of the women of his household talking a lot about new outfits for the Easter parade and a much-needed change of costume for spring being a simple necessity at this time of year and by no means a luxury, is after all pretty much of a hoax just to coax his purse strings loose.

Which is to say in plain straight forward English, that a first impression might incline one to think that the big buying of the year will be over with the passing of Easter day tomorrow. Far be it from such. It has just begun. Now that they have the wherewithal to clothe themselves fashionably and in season, milady and her daughter are only just ready to start on a series of shopping tours. Here are a few suggestions as to what the shops are showing now as special attractions. (Merce! How said Father Salt Lake and all of his brothers must hate me. Really, I wouldn't tempt the women, but it's my business, and I have to have a few iron men myself to buy a waist or two.)

The "sweet girl graduate" will be "in our midst" before we realize it and she must be bought and paid for. It is all very well to advocate girls dressing simply for graduation. But the advocates of such dress reform will be found mostly among those who have left their youth behind and have forgotten that the day on which a diploma, tied with the class colors, is placed in the hand of a young woman, whether it be only a grammar school certificate, or is a high school or university sheepskin, is just as important to her as is the weekly pay envelope to those of more mature years and greater worldly wisdom. It isn't fair to take away these small delights of the younger generation just because we have learned by bitter necessity that we must be practical—and you should see some of the simple, pretty and inexpensive graduation frocks which are being offered in the department stores.

Then there are "bride" things. It will take several paragraphs to even hint at the exquisitely lovely creations I saw this week in our exclusive woman's shop which would make the heart of a woman swell with pride to be able to show in her trousseau. A new trick has been turned in slips, something which every woman will be delighted to hear about if she has not already been so fortunate. There are midsummer dresses, for ordinary wear and for evening and of course there are more sport coats and dresses, particularly the latter and as soon as the day of these is past, one will need to get ready for the summer trips.

Perhaps first mention belongs to the bride, since in the opinion of some she is the bravest of the brave. What we have in mind particularly is some negligees and an all lace boudoir coat shown at this woman's shop. Billows of soft silks and laces, mostly of flesh color, a tiny rose bud caught in the hem or at the throat, some only just throws to be worn over a slightly heavier slip and others a bit more substantial and to be worn alone with

perfect propriety, one three-quarter length, others full length, all making words to tell of them hopelessly inadequate. The three-quarter one is already sold but I caught a glimpse of it as it was being altered to fit the lucky girl who is to own it. The all lace coat is distractingly alluring and seen once is quite enough to spoil one's pleasure for the entire day if there is no prospect of owning it. At that they do not cost a fortune either.

And the slips before mentioned have this feature, supplying a long felt want, and supplying it very practically. They are empire style, fashioned of a good firm quality of crepe de chine, with no shoulder straps to slip down over the arm, to make an ugly line through a sheer blouse or to be in the way of a low cut evening gown. They are accordion plaited with an elastic band just above and one just below the bust line, holding the garment firmly in place. The elastic is neither tight enough nor heavy enough to bind yet serves the purpose perfectly. The bottom is finished with a picot edge and they are priced at less than \$10 but at this moment I cannot remember the exact amount. Of course they clean perfectly but one young woman who has been wearing hers with her suits and thin blouses wondered one day if she could not just dip it in the tub and use every day soap and water. She did it with excellent results, the crepe de chine washing splendidly as it always does and the accordion plaits being still fairly well creased at the finish of the process. To go with these there are new shipments of society satin lingers, lots of them.

The new midsummer frocks are the prettiest we have had in many a year. As has been mentioned before the nets in white and ecru will be perhaps the favorites and some of the models could not possibly be more attractive. Some are simple, others more complex and complicated. One shown in a local shop is white over a flesh Georgette and has a burnt-out batiste embroidery set into the folds.

Speaking of which do you know what burnt-out embroidery is? I may be over-ignorant, but it was a new one on me. It is embroidery of which the outlined pattern only is used, the remaining material having been burnt out with an acid—hence the name. It looks something like an applique. Another similar frock is constructed of octagon mesh net with lace applique. It is ecru with white trimming, a unique idea.

An exceedingly smart afternoon or street sport frock is shown of Tussah silk, blue and the natural tan. The skirt is of the two colors, awning striped, laid in folds so that the two colors apparent only in moving. Almost the entire blouse is a regular old-fashioned fichu of batiste embroidery, eyelet pattern. As yet it is the only one of its kind which has arrived but others are on the way of the same material but different models.

More, and yet and still more, sport coats arrive on every train from the east, figuratively speaking. Among the most attractive are some of duvetyne in chartreuse, rose and gold. But there are quantities in the guernsey cloth and one shop has a splendid assortment of suits in this material which seems to grow more popular as the season advances, in white, Kelly green and apple green, and copen, priced at \$24.75 and \$32.50. These are splendid wearing suits. The separate coats come of the same material and in all the popular colors and shades.

This shop is showing among its separate skirts for summer some in cotton gabardine of the barber pole variety. Others in the washable corduroy priced from \$4.95 up, in copens, rose, tans and the new greys. These are to be very good for popular wear. The striped volles are coming more and more made up in the midsummer frocks and ever so many of them have the hoops and are of elaborate pattern. Some stamped chiffon are dainty and cool looking as are the soft silks and pongees.

The frocks for graduation are almost exclusively of net this season and there is no other summer fabric which falls in such graceful folds or which lends itself so admirably to ruffling or founcing as does this. It can be made fluffly without being cumbersome and there are so many trimming which combines perfectly with it. One shop has a girl's dress of this net with four flounces one on top of the other forming the skirt and with the smallest of pink and blue rosebud wreaths binding the top of each flounce and lending the one touch of color needed to relieve the monotony of the whiteness. Others of these are ribbon edged or combined with silk bands in the colors or in all white.

Many a new pair of pumps will first see the light of day tomorrow in the Easter parade. Doubtless plenty of the high boots, whose day is not yet

done, will also be in the procession, but they will not be as just up-to-the-minute as the pumps. The style of these differs but little from that of last year. A slight alteration as to detail, so that it is easy for every one to know the footwear is of this year's make, and a wonderful pair of silk hose, and a miss is "booted and spurred" for the conflict.

It remains to be seen whether the fair sex will have the courage to continue wearing the sprightly and colorful hose which have been vogue during the last months with the wide expanse of them which shows between the ultra short skirts and the low shoes, but it has always been said that woman has a stronger courage of her convictions than man, so she will wear the flesh, tan, rose and blue or striped hose, doubtless, an unconsciously—apparently.

The war scare stories which have so long been current and many of which were trumped up at first in order to boost prices, are many of them now becoming realities. And where they are true, nothing much is said about them, which but shows the perversity of mankind. I made an attempt the other day to buy a certain make of skirt clasp and was told that the size I desired could no longer be bought at any price. The clasps were made abroad and the supply of them has been entirely exhausted. I

The Woman's Shop

The Store of Authoritative Styles



Smart New Models

An important after Easter showing in Sport Suits, and Dresses, Tailored and demi-tailored Suits and Afternoon and Street Frocks.

244 Main Street