

# SHOP TALK—BY AMY ARMSTRONG

IT'S a funny thing that long about the time you think the shops must surely be just about out of news you run across a choice little bit of buyers' gossip or other information that puts a keen edge on the interest of even a blase professional "shopper" like myself. It would seem to the casual observer that there must come a time when the department stores and women's shops would cease to buy for a while at least. But such seems never to be the case.

This morning I ran across two pieces of advance information which are absolutely authentic and which are a splendid tip to the farsighted woman who thinks ahead of the current moment and particularly to the mother who is planning summer vacation clothes for the beaches or for other summer trips for herself and daughters. It is only those with very heavy gold-lined purses who can afford to buy for the time being alone without figuring out whether a frock or suit will look well a few months hence. Therefore a hint as to new features and fashions to come, for which one can watch while making present-day purchases, is most a valuable asset.

Here is some hat gossip which is actually two months in advance of the times. Designers have just announced themselves for black velvet combinations in seasonable hats; black velvet tam-o-shanters with bands of black hemp, black velvet crowns and black lisere and mushroom brims, lisere sailors, black velvet bindings and pressed crowns or white Milan brims. The manager of the millinery department of one of the local shops has only within the day received this word directly from his man in New York with an advance shipment of one or two models for display. This is not just a passing fancy but an authentic decision on the part of the makers of hats and will be one of the decided trends of millinery for the next few months. The black velvet combinations are very pretty with light summer frocks and there is no doubt that the dictates of the milliners will find favor with customers. The tams and mushrooms are new shapes, too, and extremely becoming to many women.

Now comes a unique idea which will be interesting to the fans of our local stock company. This manager just mentioned is furnishing hats for the women in the various roles which they assume. If Nana Bryant or another of your favorites looks particularly fetching in a chic little chapeau or a wide summer headpiece, and you think your particular style of beauty similar to that of this leading lady, you can go directly to this shop and purchase it for yourself. Talk about living models. This is display which is display, and gives you a chance to see the hat from every angle.

When it's automobiling time in Utah—and that is now,—the buying of auto togs is at its height. Salt Lake shops have a splendid showing of apparel for the machine and the nice part is that many of the hats and some of the coats are so inexpensive that even if you are not yourself the proud possessor of a machine you can afford to buy yourself these articles for the times when your friends take you for a ride. There is nothing more trying on the nerves and nothing more destructive to a good time than a hat which flies off the head every time the auto speeds up a notch or two. Not only this, but one trip out into the country through the dust which is ever present and which makes itself decidedly conspicuous when there are many others indulging in the same out-door sport will completely ruin a good hat and make it unfit for further wear on the street or other places where one goes afoot. So it is not

only a conservation of nerves and pleasure but real money economy to buy at least an auto hat if you have even one friend with a machine and a generous heart, not to say a gallon or two of gasoline.

The manager before mentioned is putting in a special department devoted entirely to automobile and outing hats. He will carry a special line at 50 cents, one at 69 cents and another at 95 cents. At the last named

price there are linen caps with goggles attached. They look like spooks off, but are dandy protection when worn and not so unbecoming either, to say nothing of being an excellent disguise. The "Gene" sport hats which he is selling at \$1 are the best values in this line for the money yet shown. They are constructed of a Japanese fibre woven with crinoline and are durable and good looking. They come in straw color with fancy striped crowns.

But if you want something really "classy" in auto hats, another of our local shops carries a line up to \$6. To be sure there are plenty here at lower rates, as low as \$1.50 in fact, but some of the more expensive are truly beauties. These are the celebrated Chelt Marshall models and every feature of them has been carefully studied out from a standpoint both of beauty and wear. They come in several styles and in many colors and color combinations as well as white.

The "Lincoln Park" is the name of one particularly attractive one which is a soft crown affair with narrow brim and bow in front. Then there are the Pearl Marshall, the Estelle Marshall and the Royal Estelle. These are worn much as sport hats, too, and are becoming with any of the bright sport costumes. They are shown in blue, yellow, rose, emerald and combinations, also plaids and the darker shades as well as black and white. They are made with the regulation drawstring and obviate the necessity of a hat pin.

The Mary Pickford is a good model at \$1 and \$1.75. These are all full blocked hats and cravenetted. They aren't of a stiff hat but the blocking makes them hold their shape. This shop is showing a motor veil at an exceptionally low price, made possible by the vast number of them which is sold. For \$1 and \$1.50 here a splen-

did value of veil is to be had of which the head of the department says \$1.50 and \$2 is the price elsewhere. There are all shades in these chiffon veils and they are of large size. Others range in price from \$2 to \$6.50. The "Storm Queen" veil at \$3 is a particularly good one, guaranteed moisture proof. Many women like to have these at hand in order to use for a throw over a good hat when going out in the evening when there is moisture in the air or when it is rainy.

And now for the other bit of advance information which has been nearly lost in the shuffle. It has to do with sleeves. One of the shops which always has a showing of especially attractive frocks, has a new shipment of afternoon gowns which are just plain "ravishing." These show the advance sleeve styles which will appear in all the fall models. The distinctive feature is that while the full flare sleeve has been popular for summer gowns, these have a full puff sleeve but fastened into a snug fitting cuff at the wrist.

Before one model I stood spell-bound. It is an afternoon gown of the softest grey you can imagine, Georgette, heavily braided with soutash braid. Except for the braid it is extremely simple and has the new very tight cuff, a wonderfully odd and effective shape. It is only \$95 but any woman who has the money could choose it "right off the level," and not be afraid of being dissatisfied afterwards. Another is constructed of the old-fashioned grenadine and still another of foulard with a German cross stitch pattern, combined with lace.

A word to the young miss who is hoping to be graduated soon. This shop has only this week received a shipment of dainty and simple net frocks for graduation wear which have not yet been marked as to price. The manager of the department assures me, however, that they will range



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