

SHOP TALK—BY AMY ARMSTRONG

BEGINNING with this issue I am to have a chat each week with the feminine members of the large circle of Goodwin's Weekly friends, on, about and concerning the latest things in our local shops with a word or two as to the trend of fashions and what is being worn elsewhere.

I have long wished for an opportunity such as this will offer; a chance to talk intimately, intelligently and accurately to the women of Salt Lake who really know what correct dress is and who are able to dress well and yet at the same time wish to get all the value possible for their money.

Intelligently, I say, because in these talks I will merely pass on to the Goodwin's Weekly readers facts which I learn from men and women in the shops who know their stock and the goods they have to sell; who have spent time and given careful consideration to the selection of what they are offering and who are in a position to know just what is what in wearing apparel, household furnishing and accessories.

No matter how careful a shopper a woman may be, she has neither the time, usually, nor the opportunity to delve very deep into the mysteries of dress or into the variety of things which the shops have for her choosing. She cannot spend an hour or two talking with a clerk or the head of a department as to the relative merits of this or that or just why this style of skirt or these lines for a coat will be worn in the coming spring. Yet she should know if she is to do "efficient" shopping, and efficiency is the word of the hour.

The idea of these stories is to give to the women who read Goodwin's Weekly, for which I shall now write exclusively, the benefit of time and effort expended in going through the different shops, finding out the most interesting things each has to offer; of conversations held with the heads of departments, the advertising men and various other persons who have been East to the centers of trade where there is untold variety from which to select and whose judgment from long experience has been developed and bettered. In this way it will be possible to bring to the attention of the readers details which might otherwise be overlooked, and to give hints and suggestions which will save considerable time for shoppers and give them a more personal acquaintance with the whys and the wherefores.

Unless one has made these little excursions into the heart of the shops one has no idea of all the secrets which can be discovered there. The advertisements at best can give but a meager account of the wonderful things because space will not permit and besides they are many times devoted to special sales or lines of goods without minute descriptions and fine distinctions. But once get where you can feel that heart beat and it will tell you many stories of which you never dreamed. Just for instance—

Yes! No Stockings.

I dare you girls. I just plain dare you to follow the fashion. Or perhaps you have not heard? It comes straight from Fifth avenue where dressing with women is an art at which many spend the greater part of their time. You have noticed, perhaps you have even worn, these new shoes with the lattice work pattern up the front. But have you worn them correctly? The odds are against you that you haven't.

If you please, or if you don't please, for that matter, this is to be a stockingless spring and summer for Miss and Madam Up-To-Date. These new shoes, most of them are high boots, are to be worn without stockings. Yes. Just like grown-up sandals, with the pretty pink and white birthday stockings of the wearer showing through. Can't you imagine how popular they will be and don't you suppose it was a man designer who started the mode?

One shop has two particularly good looking models of these bar-hose shoes. One is a lace, the other a button and they both come in a more than popular bronze. They a high, reaching

well up above the ankle. In the lace shoe the eyelet design, (if eyelet can be used of shoes) runs up along side of the lacing and is perhaps an inch and a half wide on either side. The holes are not very large but sufficiently so to allow a twinkling of the white underneath when worn with a modishly short skirt. But I believe the button one is even more attractive for with the fastening clear out of the way around to the side, the pattern shows up to much better advantage.

Such hosts of interesting things as the buyers can tell you. They are just beginning to return from the East and they bring the latest news of fashion with them, not only predictions of what will be worn but in large measure what is actually being worn now on the fashionable street of New York, for they are always just a length ahead of us in getting the latest ideas of the designers. And the best of these the local buyers have chosen themselves and from now on they will be spread before the women of Salt Lake.

Perhaps the very first to return was

the buyer for the suit, waist and cloak department of one of the largest department stores. She tells us how good checks are to be for the spring, not only the small ones but great big fellows. Some of them resemble nothing so much as a checker board. If mother wears one and she and father want to sit down for a quiet game of checkers after dinner, she can just put her feet up on a low footstool, smooth down her lap and with a few buttons for men the game can begin. But that's rather frivolous for what started out to be and purported to be an intelligent story of fashions.

One of these checks is in blue and white, about three-quarter inch checks, the blue just a medium shade, neither light nor dark. The suit is smart looking to the last possible degree and is priced at \$42.50.

A New Kind of Tan.

These checks come in Rookey, which is a new kind of tan, Copen and black and white or grey and white. In spite of all which has been said to the contrary and in spite of dyes and everything else, navy bids fair to being the most wanted spring color for many suits, according to this buyer. Next come the Copens, then black and then tan and grey. It is to be a silk and suit season she predicts, at least suits will be the favorites for the next couple of months' buying. The materials are a Porlet twill, which is taking like "hot cakes" in the East and is on the order of a gaberdine with fine twill, serge, which grows better with age and of which women seem never to tire, gaberdine and poplins.

A distinguishing touch to many a suit this year is the white collar and cuff, in fact white trimming in many different effects, which has already attained popularity. Coats are to be every conceivable length from the very short through the waist length, hip length, and down to the three-quarter. They come loose, semi-fitting and tight-fitting. There has never been a season, says the buyer before mentioned, when so many varieties have been good. A woman can get just whatever length looks best on her and can have many models from which to select as some in all styles have been purchased.

She tells most alluring stories of sport coats and hats. The store for which she buys is the only local shop which carries Edward L. Mayer models. This man makes a specialty of sport costumes and each one of them has a marked individuality. One which makes your hand move unconsciously toward your pocket book to see how much money you can find there is in the natural shade of Khaki kool. The coat is in the three-quarter length, split up the back and with a wide Bulgarian border about twelve inches deep a short distance from the bottom. There is a hat to match and

anything more stunning it would be difficult to imagine. Another is in grey Khaki kool trimmed in the Bulgarian in which the colors match and blend with the foundation color of the garment. These are for spring and summer wear.

Skirts Must Be Short.

The dictum is that skirts shall be short says one of the buyers, ridiculously so, but she thinks that most women simply will not stand for them too extreme. Separate silk skirts are to be most awfully good and bid fair to be popular. They come in high colors, in blue and green or stripes and these have a tendency toward wideness on the hips, although most of the suits are along tailored lines. Blacks and navy blues are among the favorites and taffetas, although the silk is scarce—perhaps this is why it is destined to be so popular. Leather trimmed things continue in favor although not so much so as earlier. Guernsey cloth is a much-seen material in suits in black Copen, navy, rose and rookey.

In waists we find the pussy willow stripes and many hand-embroidered models. Georgette is perhaps the leading material in dressy waists, then comes chiffon, crepe de chine, pussy willow, taffeta and striped shirts for the tub waists. Laces are also much used for the dress waists and there are a few of the pastels in the new waists but the balance seems to be in favor of flesh and white with a few maize, Nile green and coral. The two in one neck continues the most desired. Most women simply refuse to have their neck bundled up and although an effort is apparently being made to bring back the old high collar, the designers have not had much luck so far. All of these ideas are carried out in the models now being shown by at least two of the local shops.

As to hats there is so much to be said that it is hard to tell where to begin. The extreme high crown is the word of the minute and the high trimming. The shiny braid, lisere, in the local shops, patent leather and lacquered foliage. This year is destined to shine as to headgear at least. Shiny braid, shiny foliage, shiny straw and everything else about many of the hats is to shine.

The Watteau is a much asked for model in the East. It is the sort of hat which turns down in front and up in back and is a "sin twister" of the poke which is likewise seen everywhere. Jersey cloth sport hats of both silk and wool to match sweaters are among the best, and novelty ribbons are used for trimming and for the construction of entire hats. Never has there been a season says one milliner buyer, of such wide ribbons, used in bows, spread wide or high. They are in every shop on Fifth avenue. Just now the hats being worn