

ON STYLE CARD AS FALL NEARS

Interesting Fashions Offered by Paris Dressmakers for Autumn Wear.

DESIGNERS AIM TO PLEASE

Originators of Modes Endeavor to Devise Newest Notes That Will Satisfy Both France and America.

Despite the mushroom success of new tailors and dressmakers in Paris who have brought out certain simple types and popularized them to an almost unheard of extent, many women, writes a Paris fashion correspondent, now are ordering their clothes from houses that have held to their own definite types through all these changes in fashion.

Madeleine Vionnet, who only a short time ago might have been termed an outsider in the great dressmaking circles, has impressed both France and America very deeply with her simple floating panel styles and handkerchief drapery, but as women continually demand varying types the opportunity is not lacking for the success of a variety of styles. This gives a house like Jeanne Lanvin an opportunity to keep her definite types.

One model is a box coat suit in blue serge marked off in little squares with white braid and blue beads. It has the high frilled collar and jabot which continue to find favor. Lanvin has for some time been a strong advocate of these short, youthful-looking jackets, as well as all sorts of frilled high collars and fluffy jabot effects.

Designer's Mark Always Present. It is a very good thing for clothes in general that the great makers hold definitely to ideas that are distinctly their own. The designing and making of dress is a great deal of a gamble, the past two years have shown very plainly that there is no telling when a very simple thing may meet with an almost overnight success.

If all the dressmakers in Paris had followed Vionnet's lead and made her type of dress because it was the best seller for the time being, they would have lost their racket completely and would have been practically nowhere when the wave of enthusiasm over this particular style had died down, as it certainly must.

Of course, they cannot always hold to a definite type. No designer can do this and be a success. New themes or variations of successful old ones must be continually worked out.

Flowing Sleeve and High Collar. The same holds true of those who do not design clothes, but import to America the works of the various great French makers. They must permit their own taste to prevail in making their choice. For instance, it was all very well to bring over those unique models from Madeleine at Madeleine which had the waistline placed at the knee, if one desired to show great novelty, but it was not reasonable to suppose that the women of this country or any other, no matter how capricious they might be, were likely to adopt such a fantastic style. There are two outstanding features of the Lanvin clothes which are notice-

able in dress at the present time—the flowing sleeve of greater length than those used heretofore and the high collar. The former might be termed a fashion which is thoroughly crystallized and the latter a strong fashion tendency.

Sleeves open at the top to reveal almost the entire arm are featured in one frock. It was created by Lanvin for a well-known French actress to wear in a recent production. The material used is a soft black satin. This is only one of the many indications that the more lustrous materials will vie with dull silks this autumn. Perhaps they will surpass them in popular favor. It is too early to know but it is certainly safe to predict that they will be used extensively. Many handsome models of shiny silks will be seen at the autumn openings. It will then remain for women to take their choice, but it is very likely that the public will have tired to a great extent of the dull finish and the crepe weave in silks.

Lanvin always has been an originator of most interesting embroideries. Recently she has been working out some extraordinary effects through entirely new means. For instance, she uses inset lined in lovely color tones and applies it to the frock to give the effect of embroidered panels.

Some New Trimming Effects. In a charming suit this effect has been achieved through the use of the white braid and blue beads. One cannot imagine this maker departing entirely from embroideries or embroidered effects, as work of this sort has been raised to the eminence of a fine art in her work rooms and no amount of study and effort spared to produce the best in this line.

Children, too, have their fashions nowadays and their clothes are revealing an amount of study and attention which would have astonished makers of children's clothes a few years ago. Great designers have discovered the artistic possibilities that lie in these little garments. Consequently they are infinitely more attractive than in the days when they did not differ from the dresses of their elders and when little babies' dresses were miniature duplicates of their mothers' frocks, or even within the last decade, when clothes for little people were just plain and useful.

Of course, the best children's clothes are simple. It is impossible to overdo simplicity in them. And no matter how simple, they may have some special interest of design or trimming, as do those of grownups.

We have in great abundance the frocks, bouffants and fifties of a hundred years ago in dresses for future debutantes, but the very smartest thing is the chemise dress of white or some delicately colored French voile with a bit of hand needlework informing it.

Styles Seen at the Races. The lovely summer days brought out a large attendance at the race courses. All of the week days are more chic than the Sundays and it is on bright, sunny afternoons at Longchamps, Auteuil, Saint Cloud, Maisons Laiffite and Vincennes that the smart Parisienne has an opportunity to display her latest extravagances.

Among the novelties noted are plain cap wraps which are nothing more than long, straight scarfs, as wide as they are long, thrown across the shoulders.

Too much emphasis cannot be laid upon the continued popularity of the cape and the continued use of monkey fur as a trimming on every form of summer wrap for both day and evening wear.

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THAT approximately \$700,000,000 is required by the public utility companies of the country to provide service for an additional million inhabitants, is one of the interesting facts brought forth in the recently published report of Senator Willard M. Calder's Committee on Reconstruction and Production.

After a searching inquiry into the various conditions bearing upon the housing situation and the country's industrial production, the Committee finds that the business of public utilities has outgrown their plant facilities owing to the inability of the companies to finance improvements and additions necessary to take care of the increased service demands.

"Prior to the war," states the Committee, "it is estimated that the normal annual requirements of electric railway, gas, and electric light and power companies for extensions, betterments, and improvements was about \$500,000,000, proportioned as follows: Electric railways, \$250,000,000; gas companies, \$125,000,000; electric light and power companies, \$125,000,000.

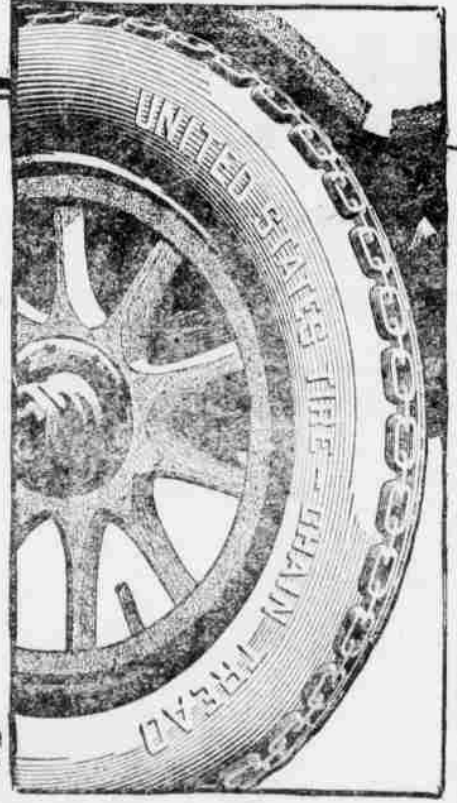
The Committee has been informed that for four years not over 40 per cent of such betterments has been made, leaving an accumulation of about \$1,200,000,000. If this sum is added to \$700,000,000 required alone for new residential buildings held in abeyance, a total of approximately \$2,000,000,000 seems necessary for the public utility program in the immediate future.

"The question of placing these businesses on a sound financial basis in order that credit may flow to them is the same question which confronts steam railroads and housing, but in the case of public utilities the case is more difficult because there is no central body as now provided in the case of steam railroads which might adjust rates in proper relation to operating costs and capital investment. The utilities likewise suffer in their effort to secure new capital for necessary extensions of service by the almost insurmountable difficulty of having to compete for such capital with municipal, state and similar tax-exempt securities. Until these problems are solved the public should recognize this underlying reason for much of the faulty service and for the failure to provide the additional facilities urgently demanded to meet community needs.—Paid Advertisement.

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