

## American Fashions for American Women

#### By DOROTHY DIX.

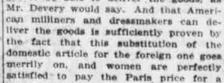
A campaign that should have the sup- as in other things, to succeed you have port of every intelligent woman in the | got to be able to deliver the goods, as land has been inaugurated by Mr. Edward Mr. Devery would say. And that Ameri-Bok for the suppression of the Paris can milliners and dressmakers can delabel on gowns and hats, and the substitution therfor of

the home grown pne. The battle cry of this boly war is "American fashions for American women." Its appeal is to the good sense, the pocketbook and the patriotism of the women of the country, and here's wishing the new arusade success, and that the time will not be far distant when a respectable Ameri-



can woman will no more think of getting her clothes from Paris than she does her morals from there.

Too long have we been under the thralldom of the fallacious idea that all sartorial glory not only originated in Paris, but stayed there, and that because a dress or a hat was made in Paris it the land of free women, and which Paris was bound to be a marvel of beauty and at first derided, and then accepted, and taste, and have points of excellence about it that no other dress or hat made ulsewhere, and especially in America, could possess. Paris has had us hypno-

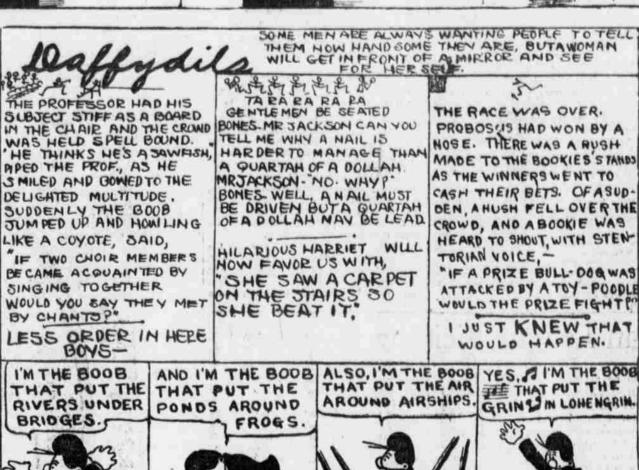


home-made dress or hat provided they have the French label. They are simply slaves to the old idea. and the woman's clubs can do no more effective work or patriotic work than in bringing to bear their tremendous influence in combating this heary superstition that decadent Paris, and not inventive and young America, is capable of properly clothing American women of refinement and taste.

We like to boast that we are the most ngenious people in the world, the most practical, the quickest to see a need, and to supply it, and this being the case we stuitify ourselves if we admit that we have nobody among us capable of oriiginating clothes that are built on beautiful and harmonious lines, and composed

of artistic combinations of colors. That Americans cannot only originate fashion, but that the whole world will accept them is shown by the short skirt, and the shirt waist, which emanated from the land of free women, and which Paris which fashions were so practical and so sensible that they have come to stay for women just as much as coat and trousers have for men.

women refused 981186



3~ THE RACE WAS OVER. PROBOSUS HAD WON BY A NOSE. THERE WAS A RUSH MADE TO THE BOOKIES'S TANDS AS THE WINNERS WENT TO CASH THEIR BETS. OF ASUD-DEN, AHUSH FELL OVER THE CROWD, AND A BOOKIE WAS HEARD TO SHOUT, WITH STEN TORIAN VOICE .-"IF A PRIZE BULL- DOG WAS ATTACKED BY A TOY - POODLE WOULD THE PRIZE FIGHT !! I JUST KNEW THAT WOULD HAPPEN.

in and added to the value of the article. and was paid for by the ultimate consumer. He then made his calculation that by eliminating advertising the cost of the article GRINS IN LOHENGRIN

consumer.

men

slack.

PETE

sion regard a "mid-

dieman" as an ani-

mated example of

lost motion, a speci-

Edward Hellamy

declared advertising

economic

10

to the consumer would be much reduced. To this argument we make no exception, but to the assumption that all advertising is economic waste a demurrer must here be entered.

who stands between the producer and the

Most of the people who use the expres-

the woman past middle age." answered Madame Peave. "And when is one past middle age! That's a question I've always wanted to

"Well, that depends upon how old one

he speeds us on our way. The musician who entertains us, the lecturer who informs us, the writer who inspires us, and the lawyer who shows us how to keep out of trouble, all are middlemen.

man.

We say that food is the primal need. Next to this comes love. People who are perly nourished bicker without

you absent treatment. Life is too short for the consumer to employ detectives to ferret out merchants who have the necessities of life to selli People who want to buy things de not catch the seller, chloroform him and cram the orders into his pocket. Parties who want milk should not seat themselves on a stool in the middle of the field in hope that the cow will back up to them. We are part and particle of each other, but a little of the kindly glue of human brotherhood is needed in order to fasten us together. The policeman who keeps the crossing

By ELBERT HUBBARD.

Technically, the middle man is anyone | Advertising is telling you who you are,

modity.



tized to that degree that we have taken whatever she handed out, and have worn it, no matter what freaks it made us look tice, without daring to criticise or question.

But the time has come for us to make a few passes at ourselves and wake up, and face the truth, ano that is that the superlative artistic touch of the French ressmaker and milliner is nothing but a myth, and that there is no other such sloppy dressmaking extant as that executed on the banks of the Seine, and that when we buy a French frock we pay shout \$50 extra on it for the pleasure of secelving ourselves, and as long as we wear it we have the continual pleasure of sewing on hooks that were merely pasted on, and catching up drapery that ripped if we looked at it.

Our blind devotion to the French fash-Ion fetich is stilly enough, heaven knows. criotism amounts to something more than when we get the real article that is actually made in Paris, but it becomes

grotesquely humorous when we find women willing to pay nearly double for a hat or a gown that is made in New York, or Chicago, or Philadelphia because it has a bogus Paris label sewed on it. Yet they do this every day, and 90 per cent of the "imported" clothes for which women spend their husband's good money were imported from Sixth avenue, and are no nearer French than is the French accent of the Mary O'Gradys, and Sally Jonses, who masquerade as "Madame Therese," or "Clothilde," or "Fifine."

Recently a pawn shop that was investigated by the police in this city was lessness! Isn't that awful?" found to have tens of thousands of the labels of celebrated French dressmakers and milliners that it sold to enterprising dressmakers and milliners here. Further a man interested in this subject was told by the head of a large millinery house in this city that 80 per cent of his imin this city that 50 per cent of his in-ported French models were made right "Changeable! Why, she's so changeable zines are constantly informing women in his own workroom, and the French she never wears the same complexion not only in regard to styles, but also labels pasted in.

Now there is no use in blaming the merchants for this duplicity. The fault is with the woman. They demand French goods and they are supplied with what they ask for. If they would ask for American-made hats and gowns, the department store because you've a few notions in your head." Nobody leads the double life for choice, Of course, in millinery and dressmaking, American-made hats and gowns, the merchant would be glad to furnish them. Nobody leads the double life for choice,

to wear the clumsy and illfitting foreign shoes, the American shoe has the earth for its own, and on the most fashionable shopping streets in London and Paris there are huge signs which proclain "American Shoes Sold Here."

It is absurd to say that we can't make as pretty hats and gowns as are made anywhere else in the civilized world. We do. But we sell them under a French label, at a higher price, than if they had their own honest American trade-mark on them. That brands us as being both snobs and easy marks.

let's quit, right here, sisters. Let's take up the slogan "American Fashions for American Women," and let our miliners and dressmakers know that we are ready to encourage home talent and home industry. It will be money in our ockets, and it will show that our pabelonging to Colonial Dames and Daughters of the American Revolution societies.

### Adding His Contribution.

The man at the desk was induiging in and blue eyes, and her artistic shop on a brief relaxation. The cold eye of his Fifth avenue shows the avidence of hep prim stenographer was temporarily absent. He had picked up a newspaper and was reading with close attention an article entitled, "Carelessness the Prime Cause of Fire Waste." He nodded as he perused it and pres-

ently thumped his desk heavily.

"Brown," he called to the manager, whose desk was in the next room, "here's a mighty good screed. Read it over. Just to get on. In those days you could fool think of it, Brown-90 per cent of the some of the women shoppers all the fire waste in this country is due to care- time and all of the shoppers some of the

And hastily lighting a cigar he tossed a rule, are more honest than men in busithe blazing match into the waste basket and went out.-Cleveland Plain Dealer.

Caught on the Fly.

do the motor boats scare the sea horses?

"Don't cheapen yourself, my dear; mon EWICE

"The only things I dislike about Rogers are his looks, his actions and his talk." "Going fast! Why he was going faster than a ton of soft coal.

"He's such a bore that if he was buried live he would gorm his way out." "You needn't think you're the whole

### For The Nervous Woman,

Or the woman who experiences hot flashes nothing is so good to soothe, quiet and calm the nervous system as a pure glyceric extract of native medical plants, and made without alcohol, which has been sold by druggists for the past forty years, and most favorably known as Doctor Pierce's Favorite Prescription. In younger years some women suffer from dizziness, or fainting spells, hysteria, headache, bearing down feelings and pais. All these symptoms of irregularity and female disturbance are relieved by the use of this famous "Prescription"

and female unterparted of Doctor Pierce. As a powerful, invigorating tonio " Pavorite Prescription " imparts strength to the whole system, and in particular to the organs distinctly femining. For over-worked, "worn-out," " run-down," debilitated For over-worked, "worn-out," " run-down," debilitated



teachers, milliners, drossmakers, scamatreases, " shop-girls," house-keepers, nursing mothers, and feeble women generally, it is an excellent appetizing cordial and restorative tonic.

y disease was called retrovyrules." writes Mns. Lynns McDon-Mecost, Mich., Route I. "I had nervous chills and name speils or would have me very weak. Then I had inflammation and tho mid I had a floating kliney. I dectored seven months with our physicism. He and I would have to have an expernition. Then I daking his medicine. After taking three pottice of Dr. Pierce's

When is a Lie Not a Lie?

## "Diplolmatic" Fib Has Business Woman's O. K.

C

By MARGARET HUBBARD AVER.

Is the artful siren who inveigles you into buying something that you don't want, by making you believe that you do want it, a prevaricator or is she merely exercising the tact and ingenuity necessary to business success?

Madam Henriette Peave, who is an American, despite her foreign name, is said by many to be the handsomest business woman in New York, and it was to this pretty and successful young woman that I put the question: "When is a lie not a lie in business?" Madame Peave is a Scandinavian

type of beauty, with pale blonde hair skill, not only in her work, but in suc-

cessfully competing with other establishments of the same kind who help to make lovely women more lovely still. "Some years ago," said Madame Peave, "the woman in business, especially the woman who sells goods, had the reputation of having to be a clever prevaricator

time. But today I think that women, as ness, and that they tell fewer lies.

"You see, the woman who buys has been aducated; she is no longer the trusting, unsophisticated person who will be lieve anything that's told her by a ciever saleswoman. The newspapers and magaabout materials and their value.

"Then there's another thing. The woman who is in business for herself and who caters to other women knows that she cannot convince them of the superiority of her goods unless she truly believes what she is saying. She must have every confidence in her goods.

"I think that is a great point, and it is one reason why women are succeeding in business to such a great extent. The good saleswoman won't tackle a line of goods that she doesn't believe in or that she has to lie about.

"Of course we all know that you have smooth over a point now and then or exaggerate in every business," said Madame Peave, "but I wouldn't call thet lying. It's diplomacy. If I am making a hat for a woman, I tell her what I think is most becoming to her. I will say that it brings out her good points and suits her admirably, not that it makes her look ounger or prettier.

"That doesn't mean that the customer will ever be a beauty, or that she will he rejuvenated by any kind of clothes she might wear, but it's a factful way of saying that it's the best that can be done for her partifular type of looks.

Women don't like to be lied to about prejudiced against the article and against customer that you have to contend with, heir looks, and they will not accept flat- its maker.

ago. I think the average woman knows something that she doesn't want that right away if a sales person is lying is foolish, because in the end you are a longer experience that her looks would about her appearance, and instead of buy- liable to loss the endown reatively. about her appearance, and instead of buy- liable to loss the endtomic entirely. ing the hat or frock, in most cases she is . "What is the most difficult type of | "The hardest woman to deal with

middle age at about 55 years, but I suppose when I get near that age myself I will shove the date on to 60 years or even later," laughed the young woman. "After 55 years most women are willing

to be classed as "older" women, and they are the hardest people to suit. There are two kinds of these older women, and with both kinds a sales person has to 6 employ all the tact that they are capable of.

"One kind of older woman insists or erking much younger that she is, while the other kind would like to wear lace cap and mittens, and cannot be gotten out of the idea that aten whar wemey don't wear bonnets nowadays that the under the chin.

"With such women you need more diplomacy to tell them the truth, than t would take to lie tactfully, so I don't know which is the worst. Perhaps it is because they belong to the older generation, that they are not willing to accept the truth about themselves, as the younger women do. Undoubtedly, the modern woman, whether she is selling goods or buying them, is more frank and more truthful and less inclined to trust the person who flatters.

"That may not be so in social life, but it is frue in business.

"Every woman is so sophisticated, acording to Madame Peave, that you would ave to be almost a genius to be a successful liar in business, so that the simpler and more ethical course is the most successful, and a lie is only resorted to in cases where tactfulness has proved of no avail and then it's called all bets off and twenty minutes for a new book.-New York World.

ceasing; so love flees and stands aloof; naked and cold, with finger to his lips. Granting that food is a primal need, food then must be cooked and served. The very simple service of the cafeteria, where you flunky for yourself and pocket

where you are, what you have to offer

the world in the way of service or com-

If nobody knows who you are, or what

you have to offer, you do no business,

and the world is loser through giving

as to the location of the First National

bank, no doubt, in one sense, is an econ-

onmic waste. On the other hand, he is

an economic necessity. He is a neces-

sary middleman. He relieves the conges-

tion of traffic, and, granting the hy-

pothesis that he does not misdirect us,

your own fee, is a necessity. Somebody must cook and somebody must serve. Otherwise all of us woold have to do the thing for ourselves, and then all of our efforts would be taken up in the search for food and we would be reduced to the occupation of the cave

Civilization is a great system of transfers. Each one does the thing he can do best and works for the good of all, It is all for each and each for all.

There is just one way for us to abolish the working class, and that is to join its So any man who does a needed service for humanity should be honored. There are no menial tasks. The necessary is the worthy, and the useful is the sadred. (Copyright, 1912,

International News Service.)

Musings of an Old Sport.

Be sure you're right, and then-keep it o yourself. An intuition is merely a "hunch" with

diploma\_

It's astonishing how often a man can cash in on a simple knack of keeping out of trouble. First impressions may be "right"-but

speaking of ourselves, we never happened. to drift into the pay-off line after betting on them. As between a busybody and a bore, it's

# **Resinol stops** itching instantly

THE moment Resinol Ointment touches any itching

skin, the itching stops and healing begins. With the aid of Resinol Soap, it quickly removes all traces of eczema, rash, tetter, ringworm, pimples or other tormenting, unsightly eruption, leaving the skin clear and healthy. It is equally effective for sores, boils, burns, chafings, red, rough hands, dandruff, and itching piles.

Sample free: Your druggist soils Rasi-nol Beap (25c) and Resino nol Beap (Ric) and Resinci Ointment (See and S1). Ask him if what we say is not more than true. Better still, send for a free sample of each and test it for yourself. Address Dept. 11-8, Resincel Chemical On., Baltimore, Md.

#### Louisville, Ky., Aug. 17, 1912: "My skin-trouble began with pimpies, and they itched and burned, and kept me always scratching, so that I could not rest at night; and they ruined the looks of my face and arms. Just as soon as I heard of Resinol Sonp and Ointment I began using them, and they gave me relief at once; the first application stopped the burning and itching, and it made my skin cool and fresh-feeling. Resinol cured me completely. (Signed) Miss F. Mable Edwards, 1304 Stone Ave.

### Classed by many New York's handsomest business woman and who says one has to be almost a genius to be a successful flar in business, and that the gentle art is now applied only when tactfulness has proved of no avail, and then it's called



MME. HENRIETTA PEAVE.

diplomacy

tery the way they used to a few years "As for trying to make a woman buy ning young business woman who has had

