

THE OMAHA SUNDAY BEE MAGAZINE PAGE

HERE'S THE PRIZE WINNING SENSIBLE DRESS FOR WOMEN



This Model Would Not Meet the Approval of the Polymuriel Committee Appointed to Select an Ideal Gown to Be Worn by the Average Woman on All Occasions, Because Although Strikingly Beautiful, It Could Not Be Worn Every Hour in the Day.

This Would Not Be a Successful Universal Gown Because Stout Women Would Rebel Against It.

Results of the Contest for Designs for a Gown That Will Be Becoming to All Types of Women and Suitable for Any Hour or Occasion.

FOSTERED by prominent clubwomen, and engaging the interest of all women who have heard or read of it, and these are hundreds of thousands, the competition for the Polymuriel Gown will close to-morrow.

On June 15 the prize of one hundred and fifty dollars, awarded for the best design for a practical gown suitable for wear at any time of day, or for any occasion, will go to the contestant who has submitted the design at once most beautiful and practical for all day wear and all types of women.

Mrs. Mildred Johnstone Landone, who originated the idea, has placed in the bank that sum. It was she who christened the garment that is to be, calling it the Polymuriel, giving it the combined names of her sister and daughter.

Mrs. Landone has as aides in her project Mrs. A. M. Palmer, the founder of the Rainy Day Club and, in that sense, inventor of the rainy day skirt; Mrs. Florence Guernsey, former president of the New York Federation of Women's Clubs, eighty thousand women strong; Rose O'Neill, who invented the kawylo, and William Chase, the famous painter. They will help her to select the most useful and attractive gown to be worn by the average woman all day.

Mrs. Landone's ideas regarding such a garment she has expressed as follows, to this newspaper:

By Mildred Johnstone Landone

An encouraging friend of the Polymuriel gown movement says it may revolutionize women's dress. I hope so. It needs a revolution as badly as poor Mexico doesn't.

Understand from the first—that prejudice may be disarmed—that the Polymuriel is not a must gown. It is a may gown. Its use is not compulsory. It is merely recommended. Women may have other gowns, if they like, but I hope they will feel that they must have a Polymuriel.

It is the purpose of our committee to recommend a gown suitable for anytime of day and for any type of woman. It is a sartorial averaging up. Every woman owns for a gown that will like her best friend, one that will stand by.

New conditions produce new needs. Since one-fifth of all women are working for a living the subject of suitable dress that will not be a mere uniform is important. There is the tailored suit, of course, but the tailored suit has not been



The Probable Polymuriel Prize Winner—The Same Garment with Fresh and Lace-Like Gimpes, for Afternoon.

This is the Same Polymuriel with the Simple Gimpes That Makes It Suitable for Morning Wear.

This is a Front View of the Polymuriel with Train Attachment for Evening Wear. The Arms and Neck Are Bared by Removing the Long Sleeved Gimpes.

By an Attached and Sweeping Train This Polymuriel Acquires the Staleness of an Evening Gown.

universally satisfying. It is too stiff, too uniform-like to suit all women. There are women who rebel against it. They consider it unbecoming to them. The ultra feminine type dislike it because it is too masculine.

In other words, there is a demand for something of softer texture and more womanly cut than the tailored suit.

Women's life is growing wider, more complex. Unlike the housewife's work that kept her at home all day, the modern woman's work takes her into many places in one day. She needs a gown suitable for downtown and uptown, for morning and afternoon and evening. She may need, if she is a stenographer, for instance, to take "the boss's" letters in the morning, meet a client of his in a hotel lobby and take dictation, or report a luncheon discussion at noon, and may go to court to chaperone "the boss's" little daughter at a moving picture house in the afternoon. When her work is done she may wish to meet a chum, another self-supporting girl, at one of the scores of tea-

rooms or restaurants chiefly for women, and together they may wish to attend a lecture, or escorted by their best young men, go to a dance for an hour or two. What kind of garment will serve all these purposes?

The clubwoman is a factor in affairs of the world. In every city women are actively interested in civic affairs. In many of them women vote. A woman who has these varied activities may go out in the morning and not be able to return until late in the evening. I have heard Mrs. A. M. Palmer say she would be very glad indeed if she could feel when she set out in the morning that she was suitably dressed for the rest of the day, and for any occasion that might claim her.

The woman in the home would be glad if there were a garment so becoming and intrinsically beautiful, that she might wear it at home and that would be equally appropriate at a committee meeting at her club, at a luncheon or matinee, for shopping or even for the theatre.

The universal gown will meet these needs and others. It will remove the embarrassment and banish the dividing line between the rich and the persons of mod-

erate circumstances when they meet at public or social functions. A difference in the estates of the prosperous and unprosperous will be less marked if there be one gown that is accepted as suitable for all occasions. Women will not be envious of each other's Polymuriel. A Polymuriel will be a Polymuriel. That's all.

My conception of a universal gown is that it be a comfortable, becoming, and although not stiff, formal garment. I incline to a two-piece gown. I think a coat necessary. The color would be dark. The fabric should be serviceable so that it may last from one season to another. There might be slight alterations of such accessories as collars and gimpes for afternoon and evening wear. The cloth should be of neither too light nor too heavy texture.

The Polymuriel, I hope, will end the slavery to changing modes. It will not have to undergo changes from season to season and year to year. It is conceivable that a Polymuriel may be worn and be very presentable indeed, in its third year of service. It will be so suitable for evening wear that no woman need again say:

"I shall stay at home because I am too tired to change," or "I shall decline this invitation because I have nothing to wear." She can wear her Polymuriel and she will meet other women wearing theirs. They will meet on common sartorial ground.

The garment should be as beautiful as possible, yet consistent with health and comfort. Possibilities for attractive vests, collars and cuffs and girdles should not be overlooked; for high or low neck, embroideries or laces or anything that appeals to the wearer. I have in mind a garment built on feminine lines made to conform to our best aesthetic standards of beauty.

The adoption of a universal costume which is acceptable, will make a woman healthier and will keep her young, because it will eliminate the distractions of changing fashions. If she knows her Polymuriel "will do" for any occasion she will not become a nervous wreck in trying to follow the will o' the wisp of fashion. It will lead, I hope, to a standardization of beauty in dressing. Now, when a new style is announced we gaze upon it in wonder and rapture. Nothing previous has ever been so engaging and becoming. We hasten to possess or imitate it. In a twinkling there is a change. It has become ridiculous.

A thing that is ridiculous at one time is ridiculous at all times. A garment is either intrinsically beautiful or is in itself ugly. What a travesty upon our mental habits when we are forced to admit that the person dressed in shoddy garments, but of the mode, wins our approbation, while the out-of-date garment, though of excellent quality, will claim only a derisive smile.

My hope for the Polymuriel is that it will have the same function as the "cut-away coat" or the dress suit. It will be honored, respected and welcomed everywhere.



(Above) Another Conception of a Polymuriel That Can Be Worn All Day and by Any Type of Woman.

(Below) The Same Gown Adapted for Evening Wear.

