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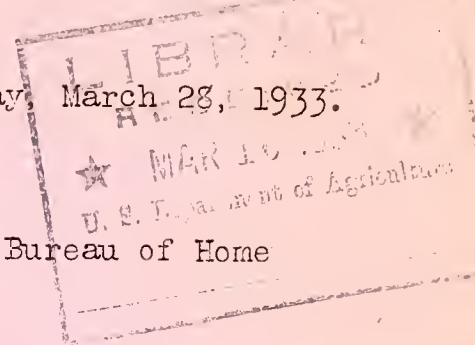
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HOUSEKEEPERS' CHAT

Tuesday, March 28, 1933.

(FOR BROADCAST USE ONLY.)

Subject: "Economy Styles and Patterns." Information from the Bureau of Home Economics, U.S.D.A.



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Sewing day again. And more news for the thrifty home dressmaker from clothing specialists at the Bureau of Home Economics. Their suggestions today are to help you select economy styles and patterns for your spring clothes, both new and made-over. If you are planning a low-cost wardrobe, as most of us are this year, you'll need to select your patterns as well as your materials carefully. Some styles this year are much more economical than others. Some patterns take up more material than others. Some patterns take much more time in making up. And some patterns, when made up, are not durable in cut and finish or are short-lived in style. Plenty of things to watch out for even when you go to buy even as small an article as a paper pattern.

Now suppose you are going shopping for a pattern this morning. What are some of the points to consider before you make your choice? Well, first of all, style. A good pattern is the right size and the right style; it will fit you without much adjusting and it will be becoming. We haven't time now to discuss styles to suit different figures. But most of us know in general whether we need long lines or broadening effects, whether our faces look best above round necks or V-necks, and so forth.

Then, of course, you want a style that is economical, one that will be good this season and next. Economical clothes suit both the present and the immediate future, at least. A dress worn only a few times and then discarded is a waste of time and good material. Simple conservative styles are the ones that last. Flashy and faddy styles generally go out in a season. Simple conservative models don't grow tiresome so soon and are in better taste generally. If you have plenty of money to spend on clothes, you can afford to go in for startling and unusual styles occasionally. But most of us, who do our own sewing, will find it safer to stick to the simple.

This is not the only reason why simple styles are more economical. Most simple styles require less material and less time to make. If you choose a pattern that requires less material, you can afford to buy better material. Economical patterns of simple cut have few pieces or parts. Before you buy any pattern, look at the cutting guide on the back of the envelop. Notice first, whether the pattern has many parts, and, second, whether it will fit economically on the goods for cutting or whether it will be wasteful.

Now here are some of the features to look for when you are choosing a pattern on an economy basis: Simple design; as few seams or other construction lines as possible for a good and becoming fit; raglan or simple set-in sleeves; and finishes that will not pull out and will press or iron easily. By the way, ordinary kimono sleeves, though economical of material and easy to make, tend to tear out under the arm and spoil the dress. If you use them at all, better set in a gusset to relieve the strain. Now, here are some of the features to avoid for economy's sake. Avoid difficult pleatings and shirrings and fragile trimmings of all kinds. These seldom look well after the first laundering. Avoid any very complicated construction. Avoid skirts with many gores, extreme flares, very large sleeves or any faddish cut that takes a good deal of material and that will soon go out of style. Avoid seams and finishes that are thick because these are hard to iron. And finally, avoid circular or extremely diagonal joinings or any other construction lines that require much delicate clipping underneath and are likely to pull out or tear when they are worn.

Several of the newest styles this year appeal especially to the thrifty. Perhaps you've heard about double-duty dresses or two-in-one styles. Many of the new garments this year are planned to serve several different needs. The new suspender dress or the guimpe dress or jumper are examples of double-duty styles. These dresses you wear with separate blouses or guimpes. For street or office wear or for wear at home in the morning, you can have a plain, tailored blouse. For afternoon wear a fluffy blouse, made of lace perhaps, or of some sheer material like georgette or organdie makes the dress suit this more dressy occasion. Another double-duty style is a one-piece dress with a short coat or jacket. The dress has a plain skirt but a dressy waist. The coat is plain and completely conceals the upper part of the dress. For the street the outfit looks very correct and tailored. Take off the coat and you have just the right dress for an afternoon party or even dinner at night.

Fortunately, short sleeves are very much "in" this season. Sleeveless styles with little caps, short sleeves or elbow styles are all good. Economy again. They require less material, are more comfortable and stay clean longer than full-length sleeves.

Very cheerful news about coats this spring, in case you are thinking of making one yourself. Coats are of all lengths. You can choose just the length you prefer. If you haven't enough material for a long coat, make a short coat or a three-quarter coat. And here's something else. Unlined coats are in style. That saves the expense and the work of putting in a lining. By the way, some of the smartest spring suits have coats of one material and skirts of another. If you have a coat, still good, that belonged to an old suit, bring it up in style by making a new skirt to go with it of plaid or of some other different but harmonizing material.

Tomorrow: "Points on Making Cream Soups."
