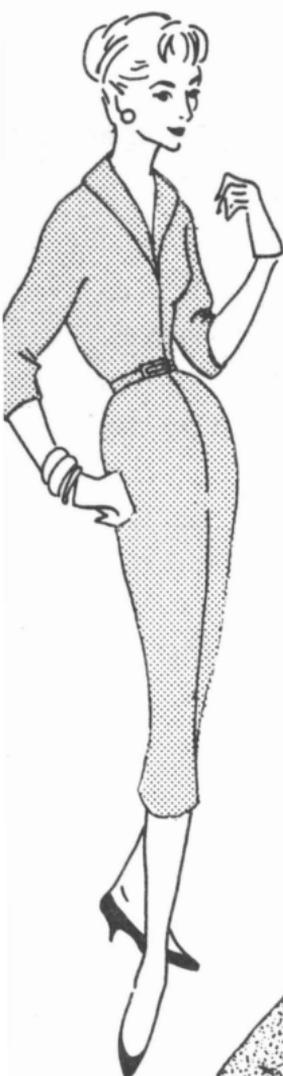


# *Buying a Street Dress*



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## Buying a Street Dress

**T**HE STREET DRESS may be worn to town, church, or for plane or train travel. Perhaps you will need to change the accessories for each occasion. The street dress may be the slim-skirted shirtwaist with convertible collar and three-quarter sleeves. Or it may be the shirtwaist with easy rolled shawl collar and the softly flared four-gore skirt. Another suitable style could be the coat dress with flared or straight skirt lines.

### consider

What you need in color, style and fabric  
How many seasons you will need to wear the dress

What you can pay for it

If it will be a wash dress or have to be dry cleaned

Which current styles are most becoming to you

What accessories and coats you will wear with the dress

### look for colors

That are becoming—consider eyes, skin, hair and size

Try on colors to see which are becoming to you.

A general rule is to keep the colors in clothes darker than the *Skin*.

Emphasize *eyes* by wearing a bit of the same, but not brighter, color near the face. Color in *hair* is enhanced by contrasting color in clothing.

The *figure* appears larger in white, bright colors and warm colors, especially red. Dark, dull, cool colors, such as navy, seem to slenderize stout figures.

### select styles

That have vertical and diagonal lines if you are short and stout

That have horizontal or curved lines if you are tall and slender

Ruffles, pleats and fancy trimmings add to care problems.

### ask for fabrics

That do not require special care in laundering or dry cleaning

That have crease-resistant and soil-resistant finishes

That may be worn the year around except for the coldest and warmest days

That are heavier and stiffer, if you are tall and slender

That are light-weight, smooth textured and soft, if you are short and stout

### watch the sizes

The sizing of ready-made dresses for women generally falls into four classes—misses', women's, juniors' and half sizes. Each come in three heights—tall, regular and short; also three hip sizes—average, slender, and full. Sizes in ready-to-wear are not standardized; therefore, try on the garment to be sure you are getting the correct size.

Select a dress which requires the minimum of alterations in the shoulder, armhole and neckline areas.

## labels should tell

Fiber content

Recommended cleaning method

Temperature for pressing or ironing

Colorfastness information

Finish and what can be expected of it

Shrinkage control

Brand name and manufacturers' name

## look for these qualities

All pieces cut with correct grain of fabric

Seams at least  $\frac{1}{2}$  inch wide, and wider if alterations are needed

Firm, even machine stitching, done with strong matching thread

Even hemline

Fasteners sewed on neatly and securely

Well-made belt that can be cleaned the same way as the drees

Buttonholes and buttons in place of snap fasteners

Taped waistline

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Cooperative Extension Work in Agriculture and Home Economics, The Texas A. & M. College System and the United States Department of Agriculture cooperating. Distributed in furtherance of the Acts of Congress of May 8, 1914, as amended, and June 30, 1914.

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