THE HOLE STORY ABOUT HOSE

DRAWINGS BY WALTER STEWART

If the wear-out-ability of your hose is causing you worry, Lucile Babcock's interview with Miss Gay Walton, well known hosiery expert, will give new hope

BY LUCILE BABCOCK

PERHAPS, sometime within the last few years, you have had this experience in buying hose. An absurdly youthful but very brisk-moving girl waited on you at the hosiery counter. Mentally you approved the quiet perfection of her attire, the burnished beauty of reddish brown waves, but above all you responded to the alert, sparkling quality of her hazel eyes. Quite wonderful eyes. Attentive. Interested . . . in *you*.

You warmed to her sympathetic attitude and told her that your hose wore at the instep. She suggested a new size, and miraculously, upon trial, it did seem to have been the trouble. You told her what beiges you like and what gray you hated, and after a pleasant purchase of three pairs of hose all in the same color (at her suggestion), you hastened to tell all your friends: "I've found the most *marvelous* hosiery girl at X's," and then the very next time you went back to patronize her again, she was gone —and you've been bemoaning her loss ever since.

Undoubtedly it was Gay Walton who waited on you—Gay Walton in one of her semi-annual back-to-the-customer tours. She never guesses about what you and I want. She gets behind the counters of department stores all over the country and asks us. The directness and simplicity of her methods are a very good reason why she is advertising manager and stylist of one of the largest hosiery concerns in the world.

She looks so like a schoolgirl in appearance, when you first see her in her office, that it is hard to believe that she holds this important position. I liked the simple subtle crêpe frock, with its crisp white frillings around the collar, that she was wearing the day I called on her. I liked further the Vionnet black wool crêpe coat and dull black bangkok hat that I saw nearby. I liked, still more, the brisk tempo with which she met and answered my question: "How can I make my hose give me adequate wear?" It was another very apparent reason for her success.

"Half of the wearing quality of hose," said Gay Walton, "lies in the care you give them, and the other half in the buying. When I was working behind hosiery counters I discovered that women buy almost anything more thoughtfully than hose. You hardly ever, for instance, hear a woman go to a toilet goods counter to say: 'I'd like a big jar of cold cream.' Not at all. She asks for the vanishing cream of so and so, the skin food of such and such. In a word, she asks for a certain brand because it is reputed to accomplish certain results. In place of coming into a hosiery section to ask for *a* pair of hose, beige, nine and a half, it is a much safer proposition to ask for a certain brand of hose. Then the woman has back of her the guarantee of a reputable make. It claims certain things, and if the claims are not lived up to, then she has a very definite come-back to the manufacturer. To buy hose by name is the first important rule, I think.

"Then, next, I think length is the most important consideration in buying hose. If you get them too short—and cheap hose are quite apt to lack length—you are due for difficulties. A twenty-nine inch hose is a reliable length, although, if you are extra tall, you ought to buy them even longer than this.

"The width of the hem is another important point to consider. Cheap hose will always skimp on the hem and then you lose an anchorage for your garter. From three to four inches is a sufficient hem, but certainly no less.

"Then, having purchased hose correctly, tubbing is terribly important. They should be washed after every wearing, and always with a bland soap in lukewarm water. If the hose are the sheer evening variety, it is a good plan to wash them before wearing at all, because they are apt to shrink a little. Very sheer hose should also be purchased a little larger than service weight, so as to allow for this extra shrinkage.

"If, despite all your care, your hose develop a run, the new hosiery repair machines can do perfect wonders in reweaving. Just see this pair of evening hose. Fifty-four gauge, and they're so gossamer fine that in hurrying to put them on, the run happened. But the reweaving is so perfect that you would never guess.

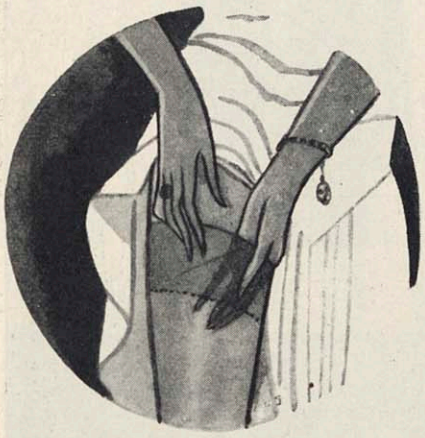
"Personally, I think that the greatest message of hope in the whole hosiery business," said Gay Walton enthusiastically, "is the new dull weave hose. They're knitted with what—perhaps you know—is called the grenadine twist. One thread is twisted one way and one the other, and the two are twisted together, so that upon weaving, you get a thread which is twice as strong and gives practically double wear. Because it has a dull surface, it looks twice as sheer and is actually slenderizing. At any rate, what with care, and hosiery repair machines, and a new weave, it begins to look as though we might say '*Long live our hose*,' and find that there is a good chance of it coming true."

"What about colors for fall?" I asked.

"Colors?" she parried, with that fashion-wise look in her eyes that I have come to recognize. It means: "I know, but I'm not quite ready to divulge." So, with that I had to be content, until another month at least. In the meantime, you may meet Gay Walton, in your own particular city, checking with you to make certain of what you really like, for a manufacturer may create and a fashion magazine approve, but, after all, it is you, who, by accepting or rejecting it, make or break a fashion.

Miss Gay Walton says that the new dull weave in hose wears better, looks twice as sheer, and the effect of it is actually slenderizing

Tub after wearing and tub with bland soap and lukewarm water



The width of the hem should be at least from three to four inches

"Buy hose by name" is an important rule for purchasers to observe

"Never buy short" is an excellent admonition for us all to remember

New evening hose should always be washed before wearing