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Donnelly Garment Co.

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KANSAS CITY *a field for* TEXTILE INDUSTRY...

Making Great Strides in Development of Style Merchandise

By NELL Q. DONNELLY,
Donnelly Garment Co.

KANSAS CITY has proven a fair field for the textile industry in the past 10 years. It is difficult for me to realize that 11 years ago when I made the first Nelly Don frocks that gingham and calico were the only available inexpensive wash fabrics.

Since that time style has forced its way into the mills of even the most conservative New Englanders. Perhaps there has been no industry in America more hard hit in the general depression after the World War than the textile industry. This industry had been built up and its entire prosperity depended upon a market for a tremendous volume of staple merchandise. Since the war the demand for style and beauty in all kinds of products has been more pronounced in women's clothing than perhaps any other commodity. After several very lean years which resulted in putting out of business some of the oldest textile manufacturers and losing tremendous sums of money to others, the textile manufacturers have eventually come to realize the necessity of putting style and beauty into their commodity.

Ten years ago it was practically impossible to find an inexpensive printed cotton with any beauty of design or color. Today the most inexpensive cotton fabrics vie in design and color with the loveliest of printed silks, with the result that there is new life and hope in the textile industry for the first time since the World War depression.

This same idea holds good in the woolen industry. Who does not remember the staple blue serge which was produced and sold in almost unimaginable quantities? The American manufacturers of wool were very slow to realize that the market for these very dependable staple wools had dis-



Producing Style Merchandise, Donnelly Garment Co.

appeared and their only possibility for recapturing any part of this business was the getting in line with other industries and producing style merchandise. This, they are at last doing, and I predict that this fall will see a greater activity in the manufacture of light weight wools than has been for many years past. The wool manufacturers are now producing beautiful, soft, feather-weight wools in lovely colors and patterns which will tempt a very large share of the clothes' budgets of the modern woman.

This development in the manufacture of the textile industry has been a great stimulus to what is known as the "cutting up" trade. Perhaps no other city in the United States has made greater strides in the "cutting up" industry than has Kansas City, and especially in the development of style merchandise. Ten years ago there was very little manufacturing of style merchandise in Kansas City. Today the products of the Kansas City factories are shipped into every large city in the country, particularly into the large cities of the East. This is not only due to the styling, but also to superior workmanship. I believe that the dress manufacturers of Kansas

City are especially fortunate in the type of labor they can command for the production of their garments, which makes it possible to turn out merchandise that does not have the ordinary factory appearance.

In my opinion, Kansas City has the possibility of developing into one of the very greatest centers of the "cutting up" trade in the United States.

HUGHES BROTHERS COMPANY, Chrysler distributors, with sales rooms at 19th and Grand Avenue, and a used car department at 1717 McGee, have opened a branch sales department at Independence, Missouri. Joe and Bob Hughes, proprietors, have recently moved here from Shreveport, Louisiana. They brought with them a sizeable force of employees, which has been enlarged by the addition of several local salesmen and mechanics.

M. B. SALLISBURY, for five years associated with the sales department of the J. C. Nichols companies, has been named sales manager of the Commercial Airways Corp. He will occupy offices at the Commercial Airways Airport, where all offices of the company are now located.