MEMO. OF CONVERSATION WITH MR. SHAW

The conferences which his board has been holding since May with woolen manufacturers, designers of clothing, makers of men and women's clothing as well as retailers of same have, without publicity, led to an enormous voluntary conservation of wool. Mr. Shaw showed me a large number of Dry Goods Economy articles of Dry Good designers, calling attention to new models which have been devised to conserve wool. They have been for establishing economies in style of clothing, although at the time of this movement was undertaken, the whole tendency was toward full skirts for women and pleated coat skirts for men. An examination of the new styles will show how this quiet cooperation has saved cloth on coat flaps, wide linings, turnovers and like, and thousands of yards have been saved. Mr. Shaw's theory of how the economies should be conducted is not that any industry, whether making something necessary or not, should be shut down, but rather that all industries should be studied so that the aggregate of small economies would result in the necessary saving. It is like the theory of the Food Administration that if every individual saves its pound of wheat, its lump of sugar, etc., the unusual demand will be met without any further action.