

URGES LONG SKIRTS FOR COTTON RELIEF

W. D. Hines Tells Convention of Plan to Induce Women to Aid the Industry.

TO SEEK FLAPPERS' HELP

Fashion Expert Would Make Cotton Fabrics Appealing—Other Aids Are Offered to Makers.

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ATLANTIC CITY, N. J., May 13.—Among many proposals for relieving the depression in the cotton industry put forward at the opening of the convention of cotton manufacturers in the Hotel Traymore today, two plans stood out for boldness and difficulty. One was to persuade American women to return to petticoats and long skirts, and the other was to induce flappers to wear cotton instead of silk.

These suggestions were interludes to more prosaic plans for increasing consumption and decreasing overproduction of cotton—such as modification of the Sherman anti-trust law to permit the regulation of production and the establishment of "uniform cost standards," a campaign of education among Southern cotton growers to prevent overproduction, the use of statistical information on supply and demand to keep production and consumption abreast and to stabilize prices, and cooperation between all branches of the industry. The convention, which is a joint affair of the National Association of Cotton Manufacturers and the American Cotton Manufacturers' Association, will end tomorrow. It is the first joint convention of Northern and Southern cotton manufacturers since the World War.

The renaissance of the long skirt and the petticoat was the idea of Walker D. Hines, President of the newly organized Cotton-Textile Industry, Inc., which was formed to meet the crisis in the industry. Mr. Hines, who formerly was director-general of railroads and an official of the League of Nations, made it plain that he realized the difficulties confronting any mere man in trying to tell women what to wear.

"It would seem logical," he said, "to create a section of old uses to deal with this matter (the extension of the use of cotton goods for women's clothing) for what would give the greatest extension in this direction would be a return to the good old uses when women wore petticoats and longer skirts. It remains to be seen whether in this feminine empire such a thing as organized effort can have any sway whatsoever."

Plans Extensive Study.

Mr. Hines announced that he had organized a committee of representatives of cotton mills and of the United States Department of Commerce to help him in gathering and spreading information on supply and demand, and in extending the uses of cotton.

The proposal to "sell" flappers on the idea of cotton instead of silk came from Miss Laurice T. Moreland, fashion expert, who has been directing a traveling style show to boost cotton goods and cotton-and-rayon combinations. She advocated taking a leaf out of the book of the silk association, which she said had put over silks through "sheer mass suggestion." The psychology of appealing to the flapper, she went on, was indirect rather than direct. In the first place, more women and fewer men should pass on new designs in cotton fabrics and should work on the basis of "Would I wear it myself?" which she said was "the feminine court of last appeal." Then, she said, instead of appealing directly to the flapper and ignoring stout women and older women the industry should try to turn out smart dresses for the non-flappers.

"If the flapper sees the larger and older woman dressed in an ill-fitting, badly chosen cotton dress," she said, "she is going to turn up her nose and not be at all interested in cottons; while if the older woman picks out an attractive material and makes it up becomingly the flapper will not have an instinctive and pronounced reaction against it."

W. M. MacColl, President of the national association, advocated changes in the Sherman Anti-Trust law. "We are living in a new era since the enactment of these restraining laws," he said. "Big business has seen a new light. Responsibility to the public and self-regulation rather than Government regulation have been generally approved. New methods are being adopted of combination and cooperative action by competing nations. Labor has, by the development of trade unions, profit-sharing plans, increased savings and capital ownership, established its right to combination."

"The general trend in the cotton industry is toward consolidation. The creation of larger units will do much to stabilize prices and put the industry on a more profitable basis. We should go forth from this meeting with the earnest belief that our industry has passed through its worst period and is now entering into the dawn of greater prosperity."

Blames Lack of Cooperation.

James P. Gossett, President of the American Association, declared that the plight of the cotton producer has never been more desperate than it is today. He blamed present conditions upon lack of cooperation among cotton farmers in the South and their "extravagance and indiscretion in planting, as well as their bad handling of the crop."

"The farmers," he continued, "are buying gasoline and automobile tires with the money they should use for improved seed. They are planting cotton every year instead of rotating their crops, and they are not planting food for their own families. Relief can not come from legislation. No law can displace indolence with industry, idleness with energy, extravagance with thrift."

Spencer Turner, President of the Cotton Textile Merchants of New York, said "cut-throat competition" must give way to cooperative endeavor to prevent overloading the market.

M. J. Warner, President of the Converters' Association, suggested a tribunal for commercial arbitration to settle disputes between the mills and the converters, in order to help the industry present a united front.

A. Lincoln Filene of the National Retail Dry Goods Association said he thought that association would help the textile manufacturers and wholesalers establish a trade relations group in the industry.

Robert Amory, Vice President of the Cotton-Textile Institute, said each mill should limit its production in accordance with the consumption of its products.

James A. Emory, general counsel of the National Association of Manufacturers, said that taxation should be regarded as a business rather than a political question and urged further tax reductions, especially in States and municipalities.

The American Association elected the following officers: President, George S. Harris of Atlanta, Ga.; Vice President, H. R. Fitzgerald of Danville, Va.; Secretary-Treasurer, W. M. McLaurine of Charlotte, N. C.