

Young Coats Styled to Perfection

By **CHERIE NICHOLAS**



WHETHER she has attained the ripe old age of four years or is tottering on the verge of her teens, this year's smart members of the younger set will find that their new wool coats for spring reflect the same interesting fashion trends as those of their chic mamas. With the new vogue for soft tailoring which is important throughout the whole spring picture, fine lightweight woollens—notably the lustrous chevrons, smooth tailor-minded worsteds and fine men's-wear flannels in the very popular navy blue, also the now-somewhat neutral shades plus a long list of beguiling pastels—are designed on cunning flattering lines such as you see here pictured.

In tune with the dressmaker styling which prevails in this season's tailored wear, the newer wool coats are cut on lines that are anything but severe. Smart princess silhouettes, so charmingly adaptable to childish figures, are to be found in double-breasted models with lapels of boyish cut or in high-necked single-breasted types with snug round collars.

Important for trimming detail is the use of pliable colored leather which may be either in suede or smooth finish. The adorable youngster centered in the foreground of the illustration has on as fetching a leather-trimmed coat as you will see anywhere in the spring style parade. For this attractive double-breasted model stitched leather at the neck and pockets provides a smart red accent to red-flecked neutral wool tweed.

A leather trimmed coat is also shown to the right in the group. The leather, smooth in finish and all-over stitched, is charming in a

deep wine tone, as it gives accent to this new double-breasted coat for the eight-year-old. Smooth fitted lines with chic back flare are smartly highlighted by the leather facing on pockets and high rounded collar, with small matching wine colored composition buttons at the double-breasted front closing.

The use of velveteen facing in contrast shades is noted as an important style detail appearing not only on collar and cuffs but as decorative finishings on flap pockets and other interesting design features. Winsome for the six year old is a fitted princess coat as shown in the inset below to left. It is in a flattering shade of pink lightweight wool with new velveteen collar facing, matched to navy composition flower buttons at the front closing. Double V-shaped flaps on the high breasted pockets are decorative and fashionable.

Bright plaid taffeta and other gay silk facings are used to enliven dark coats for the very young. Fitted and flared is the attractively tailored town coat in navy wool flannel pictured above to the left in the group. Plaid taffeta trims the collar and pocket flaps. The matching hat has a plaid taffeta bow at the front.

If it is a whole spring wardrobe in one, you would like to be purchasing for little daughter this spring, keep your eyes open for the fashionably cut four-piece suits now showing in children's apparel collections.

They have a long cape with box shoulders (too cunning for words) a collarless jacket and all-round pleated skirt and a matching hat. The little five-year-olds who wear them look like fashion plate youngsters. As to being practical little or no comment need be made. With a variation of pretty blouses such an outfit offers endless changes and possibilities.

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PLAY OUTFITS

By **CHERIE NICHOLAS**



The peasant scarf is being tied on the heads of even the youngest in the fashion parade, as a highly entertained audience learned that attended one of the series of breakfast clinics presented in the Merchandise Mart of Chicago. The style show given at this mecca for juvenile fashions was unique in that forty or more youngsters served as mannequins, ranging from a babe in arms to the teen age. The toddler here pictured wears a very practical and playful overall in pottery shades. There is a clever use of decorative applique, a cactus motif. The fabric is cotton and easy for laundering. This cunning practical play outfit is to be had in various colors.

VELVET TRIMMINGS SPRING FAVORITE

By **CHERIE NICHOLAS**

Marie Antoinette and Madame Pompadour are the inspiration for the new velvet accents. It is from them that the bows, the ribbons and the velvet trimmings of all types that are so popular this spring, stem. The centenary of the birth of Louis XVI will be recalled in France this spring, and unless all plans go awry, many of the famous fetes of his reign will be re-enacted. Maria Theresa entered Paris in 1660. This will probably have its effect on fall fashions and we will see a perpetuation of a fad that will then become a fashion.

Certainly a velvet collar on a suit, velvet bows or velvet bodices, velvet ribbon trimmed flounces, make interesting details.

Millinery is again millinery, and velvet ribbons, flowers, crowns, brims, as well as bonnets, cloches, tiny berets and turbans always flourish when women are wearing "hats as is hats."

Reds and Corals Lead in Colors in New Fashions

The gamut of geranium reds and coral tones, shading into pale blotting paper pink, take first place in colors shown in one French collection recently. The prominence of pink is even noticeable in tartans, in which soft tones of pink are combined with vivid green or yellow.

Purples, fuchsia red and soft "flax" blues are given importance, and the burnt tones from ochre yellow to brick red are emphasized. New greens are confined to turquoise shades.

Color Enlivens Hat

Color rises as colorful hats become more and more popular. A pill-box of deep ruby velvet has its cuff trimmed with tiny humming birds in green and blue.

FARM TOPICS

CITES EXPENSE IN POULTRY BUSINESS

Specialist Warns Novices to Plan in Advance.

By **G. T. Klein, Extension Poultry Specialist, Massachusetts State College, WNU Service.**

The poultry business is keenly competitive and requires a large investment. Unless a beginner has a sound knowledge of production and marketing problems, he will be seriously handicapped.

The poultry population has increased more than 30 per cent since 1930. Numbers of eggs on the market show an even greater increase because hens are better layers than they were seven years ago.

These things ought to be carefully considered by one who is thinking of going into the poultry business. The premium price for eggs has practically disappeared. There is the advantage of savings in transportation and perhaps some of the handling costs. There is also the opportunity for a limited number to sell eggs at retail, which gives an advantage.

This does not mean that it is no longer possible to make a satisfactory income from the poultry business. It does mean that more careful planning is necessary and that more birds per farm must be kept to realize the same income that was derived ten or fifteen years ago.

Poultry account studies have shown that the best paying part of the business is the sale of baby chicks. Following closely would be the sale of hatching eggs, and of course retailing gives higher income than the sale of eggs at wholesale.

The baby chick business is limited and will not stand a much greater expansion. The same is true with the sale of hatching eggs and establishing of retail routes. This should not discourage one who is able to do a little better job than the average fellow. It requires about 850 hens per person employed if eggs are to be sold at retail or for hatching and 1,200 to 1,500 if eggs are to be sold at wholesale. These numbers are necessary to derive an adequate income from the poultry business.

Twelve acres of land are needed for each 1,000 birds. As for investment, figures from farm studies show an investment of approximately \$10 a bird. This figure includes the poultry, supplies, land and buildings, equipment and machinery.

Use of Home Grinder

Assures Sharp Tools

Is the ax dull? The saw need sharpening? How about the pruning shears?

Successful work and pleasure in using tools depend largely on their condition, says Prof. L. M. Roehl of the New York State college of agriculture. All edge tools used on farms may be ground with a motor-driven emery grinder, and a grinder with the motor back of or below the grinding wheel is needed for this work.

There's a knack to grinding every farm tool, he says. At the same time, the operator is careful to avoid injury to himself. The guard should be kept over the emery wheel whenever the work permits. Certain tools, such as scythes, mowing-machine sickle, ensilage-cutter, blades, and ax require the removal of the grinding guard. The emery wheel itself needs care to sharpen tools well.

Farm Briefs

Hereford cattle were introduced into America in 1817 by Henry Clay.

Layers should be kept supplied with warm water during cold weather.

Appetite of all geese runs about the same and calls for no less than 90 per cent greens.

Five million dollars was spent in the last year to fight insect pests in California citrus groves.

The average farm family requires at least one hundred and fifty pounds of meat a year for each person.

Proper fencing of pasture land is important. Pastures that have been overgrazed should be fenced off and given a chance to develop.

Roast meat thermometers were first used by home economists at the college of agriculture, University of Illinois, more than 35 years ago.

More chickens than people are numbered in many leading European countries.

Success or failure in raising calves depends on the skill and judgment of the feeder, and on his ability as a dairyman in handling calves.

Single-story colonies of bees should have the combs three-fourths full of honey in winter, while two-story colonies should have the upper ten combs full.

WHAT to EAT and WHY

C. Houston Goudiss Discusses



TEETH--Your Passport to Good Health--and Tells How You Can Avoid the Tragedy of Dental Decay

By **C. HOUSTON GOUDISS**
6 East 39th Street, New York.

A SCIENTIST, who was also a wit, once remarked that you must be true to your teeth or they will be false to you. That most people do not heed this advice is evidenced by the fact that almost 100 per cent of the adult population is affected by some form of oral disease, and from 90 to 97 per cent of all school children have decayed teeth.

As there is a close relationship between healthy teeth and healthy bodies, and conversely, between decayed teeth and sickly bodies, it is easy to understand why science views this appalling situation with the greatest alarm—and why such an eminent authority as Professor Ernest A. Hooton of Harvard University warns that "unless steps are taken to discover preventives of tooth infection, and correctives of dental deformation, the course of human evolution will lead downward to extinction."

Health and Happiness Depend on Sound Teeth

That is a strong statement, but it is not an exaggeration, for it would be difficult to over-estimate the influence of the teeth upon human health and happiness.

Do you wonder how teeth can affect happiness? Consider, then, that a pretty face depends, first, upon the position of the mouth when the lips are closed, and second, upon the appearance of the teeth when the lips are parted. You cannot have a lovely mouth when the lips close over crooked front teeth; you cannot have an attractive smile if the teeth are dull.

And when gums recede, and loosened teeth are forced out of their natural position, the position of the lips is likewise changed—with the result that the lower part of the face is disfigured.

Surely this is tragedy enough. But the effect of decayed teeth upon health is of far greater significance.

Dental Decay Does Extensive Damage

A decayed tooth is a poison factory, distributing its noxious product to every part of the body. In the body, that poison attacks and centers in the weakest spot.

It may lead to neuritis, rheumatic ailments, dyspepsia, or even duodenal ulcers. It may be a contributing cause of heart disease.

In view of such extensive damage, it is easy to understand why a prominent medical authority has declared that if the teeth were given proper care, so that dental decay became rare, instead of almost universal, more than half of all sickness would be eliminated.

DO YOU WANT TO REDUCE

Safely . . . Surely Scientifically?

Get This Free Bulletin Offered by C. Houston Goudiss

READERS of this newspaper are invited to write to C. Houston Goudiss, at 6 East 39th Street, New York City, for his scientific Reducing Bulletin, which shows how to reduce by the safe and sane method of counting calories. The bulletin is complete with a chart showing the caloric value of all the commonly used foods and contains sample menus that you can use as a guide to comfortable and healthful weight reduction. A postcard is sufficient to carry your request.

FIVE
minus
TWO
leaves
FOUR

Mothers Are to Blame For Children's Bad Teeth

It has been estimated that the temporary, or "baby teeth" of children come through the gums practically perfect in 98 per cent of all children. Yet, statistics show that by the time they reach the first grade, 90 per cent of the children, both from wealthy homes and from homes where money is scarce, have bad teeth; one-third have abscessed conditions in their mouths, and every fourth or fifth child does not have proper masticating surfaces.

If this disgraceful state of affairs is allowed to continue, the blame must be laid squarely at the doors of the nation's mothers.

Formerly it was thought that oral hygiene alone would prevent tooth decay. But though the importance of thoroughly cleansing the teeth is recognized today as never before, nutritional scientists have discovered that correct diet, plus mouth hygiene, is the real key to dental health.

Diet and Its Relation To Dental Disease

The teeth are living tissues, which require proper nourishment just as much as any other part of the body.

Every food element required for a healthy body plays its part in building healthy teeth. But special emphasis must be placed upon providing adequate amounts of calcium, phosphorus, and three vitamins, A, C and D.

Teeth Are Actually Formed Before Birth

These substances must be supplied before birth and throughout life.

Although teeth do not appear in a baby's mouth until some months after it is born, they are actually formed before birth.

It is during this period, therefore, that proper dieting should begin. The teeth are constructed of the same materials as the bones, chiefly calcium and phosphorus, and if the diet of the prospective mother is not adequate, these building materials are withdrawn from her own teeth and bones.

The old idea that mothers must sacrifice "a tooth for every child" arose because expectant mothers did not realize the importance of taking extra amounts of calcium, which is obtained from milk, cheese, dried peas and beans, green leafy vegetables and many nuts; phosphorus, which is abundant in egg yolk, cheese, whole grain cereals, dried legumes and milk; and vitamin D, which is supplied by fish-liver oils; irradiated foods, or those enriched with vitamin D concentrates; and egg yolk.

It has been proved experimentally that when vitamin A is withheld, the teeth begin to deteriorate, and become chalky, white and brittle, owing to the loss of the enamel and exposure of the dentine.

Vitamin C is so closely related to the health of teeth and gums, that when it is lacking, profound changes occur, including swelling and bleeding of the gums and loosening of the teeth.

Four Important Rules For Dental Health

The prevention of dental decay and the preservation of sound teeth and healthy gums is founded on a four-point program:

First, a well-balanced diet containing an abundance of calcium,

Have You a Question?

Ask **C. Houston Goudiss**

C. Houston Goudiss has put at the disposal of readers of this newspaper all the facilities of his famous Experimental Kitchen Laboratory in New York City. He will gladly answer questions concerning foods, diet, nutrition, and their relation to health. You are also invited to consult him in matters of personal hygiene. It's not necessary to write a letter unless you desire, for postcard inquiries will receive the same careful attention. Address him at 6 East Thirty-ninth Street, New York City.

phosphorus and vitamins A, C and D.

Second, frequent and thorough brushing of the teeth, to remove all food particles. The use of an efficient dentifrice encourages efficient brushing and helps to keep the teeth looking attractive.

Third, the inclusion in the diet of foods that require the chewing, tearing, gnawing and biting for which our teeth were designed, such as raw cabbage, celery, apples and other fibrous foods.

Fourth, a visit to the dentist at least twice a year, so that he can check the condition of the teeth.

If every mother will follow this program, and train her children to follow it, the result will be a vast decrease in dental decay, and a forward step in human progress. For it is not too much to say that the SALVATION OF THE HUMAN RACE LIES IN SAVING ITS TEETH.

Write to **C. Houston Goudiss, 6 East 39th Street, New York City, for information on How to Build and How to Maintain Healthy Teeth.**

Questions Answered

Mrs. J. E. McK.—It is incorrect to say that rye bread is more, or less, fattening than white bread. A slice of rye bread supplies the same number of calories as a slice of white bread.

Mrs. E. T. D.—Answering your question as to the effect of cooking on vitamin D, this is no problem in the kitchen. Natural vitamin D is virtually absent from most foods, but in irradiated foods, or those to which vitamin D concentrate has been added, the vitamin D is stable and ordinary cooking has little destructive effect on it.

Miss F. S. P.—The sulphur dioxide used to bleach a good grade of dried fruit is present in a chemical combination that is entirely harmless.

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Terence Shea Tells of His Bulging Barrels

A social worker with more enthusiasm than tact went to call upon Terence Shea, night watchman, at his home.

"I hope, Mr. Shea," she said, "that you do not squander your money in riotous living. May I ask what you do with your wages?"

"I'd just as soon tell you as not," replied Mr. Shea. "Tis \$15 a week I make. When I've paid the rent, the provisions, and the milkman, and bought what's needed for Maggie and me five children, I deposit the rest of my money in barrels. Mostly, ma'am, sugar barrels. They're bigger an' hold more. But when I can't get them I use plain flour barrels."

Housecleaning? NOTHING TAKES THE PLACE OF O-CEDAR FOR FURNITURE

More women use O-Cedar Polish and Mops than any other kind—for furniture, wood-work, floors.



It CLEANS as it POLISHES O-Cedar POLISH MOPS • WAX

WRONG? Well, yes—and no. The arithmetic of your school days taught that if "Mary had five dollars and spent two . . ." three dollars remained. But that is mathematics—not shopping!

In managing a home . . . guarding a limited family income . . . we've simply got to do better than Mary did. We must sharpen our buying wits . . . ascertain where the dollars of extra value lurk . . . take five dollars to town and get much more for the money spent.

Fortunately, there are ever-willing guides right at hand—the advertisements in this newspaper. Advertised merchandise is often exceptional value merchandise. It makes dollars S-T-R-E-T-C-H.