

It's Most Exciting Blouse Season Known in Years

By CHERIE NICHOLAS



WHEN it comes to drawing the crowds it's the blouse sections that are doing it these days—most exciting blouse season known for years.

The main reason for this stampede in the blouse direction is that suits rank ace-high in importance this spring and as every woman and her sisters and her cousins and her aunts well know, the proper upkeep of a suit calls for one chic blouse after another. However, the fact that suits are "tops" this season is not the only reason for the mad rush blouseward that is going on. It's the blouses themselves that are the magnet that draws, from the standpoint of "style" color and material they are simply not to be resisted.

The interest displayed in sterling pure silk weaves for the blouse this season is especially significant. Simply tailored blouses like the one shown below to the right in the illustration are indispensable with your tweeds. This model, a Lelong creation, is tailored of a heavy exotic silk crepe in rich deep red. It has a tucked shirt front fastened with leather thongs that clasp into gilt "croquet wickets."

Collarless jacket suits frequently have the jacket lined in the same silk print (jacket is often reversible) as fashions the blouse. Dotted silks are the rage for this sort of styling. If it is something out of the ordinary you are wanting to fit into the scheme of things take note of the stunning "bib blouse" pictured to the left below. It classifies under ingenue or schoolgirl type, which does not mean that it is restricted to teen-age wear, for it's the fashion to wear young looking clothes this spring that belie age

counted in years. The clever big effect is achieved via an insert of bold big dots contrasting the tiny-dot print.

The revival of the ornate dressy blouse reflects the influence of the gay nineties. See the model in the upper left corner of the picture. In creating this lady-type blouse for dinner or cocktail hours Lanvin alternates bands of black silk georgette and val lace finishing it off with highband neck and turnover collar.

The revival of the white blouse with the dark suit is one of fashion's top-most highlights. The Gibson girl blouse pictured above to the right is in white silk organdy with lace-trimmed jabot coming high at the neck. The bishop sleeve with its lace-trimmed frill at the wrists give this blouse the new look that is copied from the old.

For the be-frilled and lace edged, tucked and finely hand-worked white blouse now so fashionable, thin silks such as silk organdy or silk triple sheers that will wash well and keep their whiteness are highly recommended.

Perhaps the biggest sensation in the present vogue is the white peasant blouse with full-to-the-wrist long sleeves that gather into a tight band such as are worn with the very new gypsy skirts fashioned of vivid striped or plaid silk. For this blouse, designers use washable white silk chiffon or white silk organdy with gratifying results.

In the color madness that has gripped the world of fashion blouses are playing a dramatic role. Surah silk is a great favorite, printed or plain, stressing chartreuse, fuchsia, yellow gold, rust, violet, mustard and citrus colors.

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Cloque Organdy



A multi-colored floral print Swiss cloque organdy with a permanent crinkle that won't come out in the wash makes this lovely and practical dress for a little girl. The round ruffled collar is of white organdy inset and edged with val lace to match the lace edge finish of the puffed sleeves. The velvet ribbon sash is of soft blue to harmonize with the deeper blue background of the print. There will be quantities of cloque printed organdy used during the coming months.

Cottons Have New Roles This Spring

Cottons have new roles in the creation of spring fashions. Pique and linen, for example, are used for white toques and sailors to wear with navy blue suits. These fabrics also are important for collar and cuff sets that are attached to dark evening dresses. Gloves also are being made of these washable materials.

Gingham accents are equally as popular and unusual in their application to newest costumes. Plaid gingham pipings appear as trimming on navy blue reefer suits and also make matching blouses.

New Hairdress Is Becoming Popular

A new hairdress covers the entire head in flat curls that remind of a boyish bob. It is very youthful and is referred to as the "little girl" hairdress. The high-do for hair is seen less in the daytime but still persists for formal occasion. At the immediate moment hair worn page-boy fashion is popular. A pleasing compromise is the arrangement that brings curls or puffs to the front in somewhat of a pompadour effect, with the almost shoulder-length end-curl bob at the back.

A Town Bag for You

One of the new handbags in rough straw braid is a navy town bag in plain rectangular shape with thick base, having a heavy gold chain around it near the top to simulate drawstrings.

Star Dust

★ Charlie Is Taken Down

★ Politics Promotes Ann

★ Orchestra Leaders All

By Virginia Vale

PEOPLE in New York are still talking about Charlie McCarthy's first week there. In fact, a new aristocracy sprung into being; its members were the people who had actually gone to the first broadcast (tickets were scarcer than hen's teeth), and they are still high-hatting their friends who couldn't get in, and running perfectly good luncheons and dinner parties by insisting on telling about how cute Charlie is.

"You simply have to see him to appreciate him," they declare, which is rather hard on the people who have never seen Charlie and probably won't get a chance, as Edgar Bergen is too busy for personal appearances.

Charlie's kidnapping, one evening, by the amusement editor of one of the newspapers, very nearly stirred up a lot of trouble. The famous little man is insured for \$2,500. Bergen was so worried that after Charlie's reappearance he took to taking Charlie apart and hiding him in sections.

Ann Sheridan has sort of crept into stardom by the back door, although she deserves the promotion. It's "Naughty but Nice" that stars her, and studio politics are involved. For this is Dick Powell's last for



ANN SHERIDAN

Warner Brothers, and it's an old studio custom to play down the departing star, since advertising him just means that you're promoting property that will soon belong to somebody else.

So the charming and hard-working Ann gets big billing in this one, after five years of doing her best with whatever roles came her way.

Katherine Hepburn is doing very well indeed in her new theatrical venture, "The Philadelphia Story," although it has not, at this writing, been given the acid test of presentation in New York. Apparently Miss Hepburn still cherishes some affection for the screen; she has bought the film rights to the play and will do it herself before the cameras eventually.

Nowadays it seems that everybody who can't get a job feels that the answer to the unemployment problem is becoming an orchestra leader. Prize fighters, millionaires, tap-dancers, movie stars—all are more than willing to step in front of a band and wave a baton. But it's a rare thing for a man who works with his hands to become an orchestra leader—Russ Morgan is about the only exception to the rule.

He's an ex-coal miner, you know. He worked in the Nanticoke Mine, near Scranton, Pa., until the foreman fired him for playing a trombone in his spare time. The foreman happened to be his father.

Today he is one of the top bracket orchestra leaders. Before he was twenty-one he had written arrangements for such famous musical men as John Phillip Sousa and Victor Herbert.

If you're considering writing for radio here's something to remember. Due to the threat of federal censorship, radio stations are leaning over backward in their efforts not to offend. The Federal Communications commission, which is in charge of renewing broadcasting licenses every six months, has hinted they will frown on the following forms of radio fare: fortune telling, astrology or similar sciences, solicitation of funds, except for recognized worthwhile charities, misleading statements, defamatory statements, obscenity, programs of offending religious or racial groups, over-melodramatic children's programs, liquor advertising, too much advertising and too many phonograph records.

ODDS AND ENDS—All the big name bands will be in New York for the World's fair. . . . Joan Crawford has picked South America for her impending vacation. . . . Bing Crosby brought the law down on a Topeka lawyer recently; when arrested for speeding the lawyer alibied, "I was listening to Bing Crosby and forgot to look at my speedometer," and when Bing heard of it he wrote the man a note saying "You've been punished twice; how much do I owe you?"

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WHAT to EAT and WHY

C. Houston Goudiss Explains How Food Can Make You Fat or Thin; Offers Tips on Gaining Weight

By C. HOUSTON GOUDISS

TO NEARLY every adult, weight is a matter of great concern. Thin people step on the scales in the hope of finding that they have gained a pound or two. Fat people sometimes weigh themselves several times a day, trusting each time that the arrow will point to a slightly lower figure. In many cases, the reason for this absorbing interest is vanity—a desire to look better. But the real objective should be to attain the weight at which one feels better, for few people realize that to weigh neither too much nor too little is one of the best possible aids to buoyant health. Moreover, the secret of weight control for normal individuals lies in the kind and amount of food consumed.

The science of nutrition teaches us that all body fat originates as surplus fuel that is, food which has been consumed over and above the immediate requirements of the body machine. It therefore follows that in general the problem of gaining or losing weight is concerned with an increase or reduction in the total fuel value of the diet.

Shortage or Surplus of Fuel Those who find it difficult, after 30, to avoid taking on excess pounds must learn to reduce the total fuel intake. Otherwise, they may find themselves burdened with a mounting surplus of fat, which not only destroys beauty, but impairs health, and tends to decrease both mental and physical efficiency. On the other hand, those who feel that they must struggle to keep their weight up to normal . . . who declare that they simply cannot gain, no matter how much they eat, should acquaint themselves with the high-caloric foods and make a persistent effort each day to eat a little more than enough to meet their needs. If a gain is achieved, the result will be well worth the effort. For just as overweight is a handicap to health and efficiency, so have nutritionists observed that physical efficiency may be definitely decreased when the weight falls more than 10 per cent below the average for one's height.

It is often said that it is easier to lose weight than to gain it, and in many cases this is true. For the overweight person who consistently cuts down the fuel value of the diet, should, under normal circumstances, be able to reduce gradually, comfortably and effectively. But the individual who is underweight often has a small appetite and therefore has little desire to eat the increased quantities of food that are required in order to gain.

Influence of Body Build Nutritionists have observed that many people who find it difficult to gain have a tall, slender type of body build. It has been determined that in people of this type, the digestive tract is usually shorter than in those having a stocky build. Moreover, they tend to be

more tense, more active and of a more nervous temperament. As a result, the passage of food through the digestive tract may be so rapid that it leaves the body before all the available nutrients can be utilized. At the same time, these active people tend to burn up more of their food for energy, so it is not surprising that they fail to store body fat, unless the diet is especially planned to meet their needs.

Concentrated Foods Desirable The well balanced diet, with its full quota of minerals and vitamins is basic to good health for all. But in order to produce a gain in weight, the diet of individuals belonging to the slender type should be composed of easily digested foods, which can be utilized by the body with a minimum of effort; and it should include generous amounts of concentrated and highly nourishing foods.

Included in this classification are eggs, cheese, cream, butter or margarine, bacon, bread, cereals, cream soups, custards, ice cream, rice and tapioca puddings. The addition of two or three glasses of milk to the regular meals will be found useful in increasing the fuel value of the diet. Milk also belongs in the

reducing diet, but there it is used to replace other high caloric foods. Fruit juices will be found useful in stimulating the appetite of those who desire to gain; and the fuel value of these beverages may be increased by the addition of milk or cream.

An Extra Meal Very often it is possible to get extra nourishment into the diet by way of a light lunch in mid-morning, mid-afternoon or both—provided it does not interfere with the appetite for the regular meals. This may take the form of fruit juice and crackers; malted milk; cocoa, egg nog or plain milk. A between-meal snack is regarded as especially desirable for thin people whose work is fatiguing. It will help them to sustain energy and prevent them from coming to their regular meals too tired to enjoy or profit by food.

Importance of Rest Since thin people have a tendency to tire quickly, they are advised to get plenty of rest. There should be long hours of sleep at night, and nutritionists have also observed that the food is apt to be better utilized if a short rest is taken before meals.

Questions Answered

Mrs. G. M. P.—Liver contains four vitamins, A, B, C and G, though the vitamin C is mostly destroyed in cooking. It is also notable as a source of the blood-building mineral iron, and of copper, which is necessary for the proper utilization of iron. Muscle meats are considered a significant source of vitamin G, and contain some vitamin B. Pork has a considerably higher content of the B vitamin than lamb, mutton or beef.

Miss G. L. D.—It has been estimated that one quart of fluid skim milk and one-and-one-half ounces of butter may be considered as approximately the equivalent in food value to a quart of fluid whole milk.

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TIPS to Gardeners

Fertilizer Usage

GARDENS can't go on producing excellent flowers and vegetables year after year without an application of fertilizer now and then. Because stable manure is difficult to obtain, a complete commercial fertilizer recommended by your dealer will prove most satisfactory. Before applying fertilizer, however, give consideration to a few simple, practical hints.

First, be cautious! Never apply fertilizer recklessly or over-abundantly. Don't be like the man who saw a neighbor get good results from a sparing use of fertilizer. He proceeded to apply 10 times as much, but expecting 10 times as good results—but his garden proved worthless.

Broadcast the complete fertilizer over the soil 10 days before planting, using about three pounds per square rod. Three or four weeks after planting, if the garden seems a bit backward, apply a side dressing. Sprinkle fertilizer lightly alongside the rows, about six inches from the plants; then cultivate. Apply only from one to two pounds per square rod of garden

This climate is an OLD STORY to Ferry's DATED Seeds

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FERRY'S Dated SEEDS

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The Patterns. No. 1723 is designed for sizes 34, 36, 38, 40, 42, 44, 46 and 48. Size 36 requires 4 1/4 yards of 35-inch material and 1/2 yard for contrasting collar, if desired. No. 1622 is designed for sizes 32, 34, 36, 38, 40, 42 and 44. Size 32 takes, for apron No. 1, 2 1/2 yards of 35-inch material and 6 yards of braid. For No. 2, 2 1/2 yards, and 3/4 yard contrasting; for No. 3, 2 1/2 yards, and 1 yard pleating or ruffling.

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Left Wanting

Those who seek for much are left in want of much. Happy is he to whom God has given, with sparing hand, as much as is enough.—Horace.