

See the New Suede Fashions, They're the Smartest Ever

By **CHERIE NICHOLAS**



THE style program for midseason and the soon-to-follow spring definitely stresses the importance of apparel made of handsome colorful suede. A most significant achievement in the field of modern costume design is the use of suede in a fabric way. Time was when imagination carried only as far as novelty hats and bags, gloves and belts, and perhaps a few added accessories.

These small beginnings of suede are past history now. Today designers are working with it as easily and creatively as if it were cloth or any other material. A dress, a coat, a jacket or blouse, in fact an ensemble entire of this supple, caress-to-the-touch and superbly colorful medium is no longer a novelty but a grand and glorious fact.

Up to this season a dress of suede or a coat was more or less a luxury. It's going to be different this year, for in anticipation of a widespread vogue, leading shops and stores are featuring fashions that dress you in suede from tip to toe. And are these new suede clothes good looking? Just go to your nearest dealer and ask to see the newest in suedes and you will have the answer.

In these advance showings, daytime dresses in delectable colors (suede takes dyes so beautifully) are tailored and dressmakered and style-detailed so artfully, you know then and there as you gaze on them you will never be satisfied until you own something of suede, perhaps a frock with innumerable little pockets and a decorative slide-fastener or a swagger coat that is tailored to perfection or a bolero with any dress.

Out Hollywood way the fashion alert colony has gone in wholeheart-

edly for suede apparel. A suede jacket, suede hat and suede blouse make up the striking casual costume selected by Lynn Bari. See this ensemble pictured to the left in the illustration. The three-quarter length coat of suede in a luscious wineberry color has padded shoulders with four interesting pockets extending from the wide fold down the front. The 16-gore skirt is matched to the coat while the slid-fastened waistcoat is in pink suede. With this outfit Miss Bari wears open-toe wineberry calf pumps.

To brighten her black wool dress Eleanor Hansen wears a teal blue suede bolero with contrasting embroidered motif and belt that ties. See this attractive two-piece shown to the right in the picture.

The hat in the inset is of suede combined with felt. Mary Carlisle wears it. The felt part is in nut brown while the upward suede side is a mosaic rust tone to match a 14-inch long suede bag which is so capacious it carries everything.

Suede evening fashions are thrilling. A graceful cape of white suede trimmed in white fox makes a most beautiful evening wrap. A formal gown of delicate pink suede is bewitching. A long coat tailored of colorful suede with richly furled collar is eye-filling. Then there are charming jacket blouses of suede and waistcoats and boleros with bags and sash girdles to match and the latest is to add a whimsical muff of matching suede.

You can get cunning and very inexpensive collar-and-cuff sets of suede to add a sure style touch to your sports outfit. These are swank to wear with your about-town shirt-maker frocks.

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Skating Outfit



This happy skater is darting about like a bird of gay plumage in a fetching costume introduced at the Merchandise Mart of Chicago. The jacket front has red and white scroll work and is interwoven with a cellophane thread to give the appearance of snow. Her matching skirt is red lined and flares decidedly as fashionable skating skirts are supposed to do this season.

Soft Styling New Trend in Fashion

An interesting movement among designers is that of styling the new dresses and likewise coats with extra fullness. The dirndl skirt and the very new monastic silhouettes are ways of achieving the extra fullness. However many of the incoming costumes show a restrained handling of fullness that easily maintains coveted slenderness. It is not only skirts that are taking on artful fullness. Fashion's demand for soft styling extends to waists and blouses and large full sleeves in both coat and dress.

Favor Wool for Teen-Age Frocks

New daytime frocks for teen-age after-school occasions often are fashioned of lightweight wool—gray, brown or teal blue. One is a dark jumper frock worn with a gaily flowered challis blouse and another is made of light gray wool brightly smocked at the hipbones in red. Black or dark colored velvet or velveteen dresses trimmed with a pleated neckline frill of striped ribbon seem to be favorites for daytime holiday occasions.

Waistline Prediction
A lower waistline on your spring dresses will be indicated mostly with a ribbon sash tied in a bow.

Elegant Blouse
An elegant blouse is becoming essential to the completeness of a wardrobe.

Poise Begins With Proper Care of Feet

By **PATRICIA LINDSAY**

YOU'VE seen them, perhaps you are one of them. Women smartly dressed limping along with tortured expressions on their faces, or surreptitiously slipping off their shoes for a few moments of foot ease! All their poise destroyed, all facial beauty sacrificed for shoes that are in fashion.

Ill fitting shoes are the chief offenders to foot health. It is appalling how few women have good feet, and rare is she with beautiful feet! Wrong lasts have deformed them, and constant constriction in leather since infancy has weakened their muscle tone.

Look at the shoe you are wearing. If it is run down badly at the heel, if the lining is worn through, the



So scuffed or the sides bulging it is a safe bet that you are not fitted correctly.

Your Shoe Tells The Story

To begin with, a good shoe has a straight inner line which keeps the big toe straight and prevents a bunion from forming. It should be wide enough to give your toes ample room for gripping when you walk, and the heel should allow good posture as well as comfort. Learn whether you should wear a long vamp shoe or a short vamp shoe. Choose a model with strong arch support and don't let style or color influence your purchase. Just any shoe which is pretty, is the wrong philosophy—in fact that is flirting with ruined health.

For general wear, I advocate a heel no higher than one and three-quarters inches. The pretties, with heels three inches or more, should be kept for times when you are not depending upon your feet to get you out! Or for dancing.

Ignorance of foot care is another offender to foot beauty. Regular treatments by a registered pediatrist, or a chiropodist, are strongly commended if you have the means, otherwise you must learn to exercise your feet at home, daily, and give them a pedicure at least once a week. Walk around bare footed or sandal shod, as frequently as possible, and whenever you can (without drawing attention) sit with your feet resting higher than your body. Up on a table or the back of a chair.

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HINT-OF-THE-DAY

Importance of Sleep

There's much wisdom in the advice of Kitty Carlisle, lovely singing star of the stage and screen: "Enough sleep and not too much alcohol—and you can keep your face looking 18 right up to the day you are 35."

By way of taking her own medicine, Miss Carlisle averages nine hours sleep a night. She is equally religious in her exercise and has developed her own method for specific exercises.

"When I do an exercise that makes me sore, then I know I've hit the right muscles for that spot," she explains.

One of Miss Carlisle's favorite exercises is designed to benefit the arms and shoulders. You place one clenched fist in the palm of the other hand and then hold the hands at chest level, elbows out at either side. Push against resistance and force the hands first to one side, then to the other.

As for keeping the waistline slim and the tummy flat, here's the exercise recommended by this star: Lie on the back on the floor with hands braced at either side, and flop both feet back over the head. Keep the knees straight, legs together, and slowly lower the feet back over the head until the toes are on the floor. The trick is to lower the legs very slowly, and if you can do that you are not so rusty on exercise after all. Return to the original position and repeat the exercise three times.

Man Trap Displayed

A gruesome object displayed in Bolton, England, was a man trap, formerly used as a bleaching plant to catch stealers of cloth lying in the fields during one of the processes.

Floyd Gibbons' ADVENTURERS' CLUB

HEADLINES FROM THE LIVES OF PEOPLE LIKE YOURSELF!



"Storm on the North Sea"

HELLO EVERYBODY:

Put on your oil skins, boys and girls, and come aboard. We're off to sea in bad weather with Henry S. Cowden of Chicago, with the lee shore of adventure off to starboard, and a heavy gale blowing us right smack into it.

In the spring of 1896, Hank Cowden was second mate on the four-masted bark Stanley of Liverpool, homeward bound from Calcutta, India, with a cargo of jute and cotton for Hamburg, Germany. It was the twenty-sixth of March, and the Stanley had passed through the English channel and the Straits of Dover and was ploughing along through the North Sea.

It was the morning watch, and Hank was at the wheel. A heavy mist hung over the sea, and the captain was standing at Hank's side gazing anxiously to starboard. To Hank, he said: "We must be near land, mister, even though we can't see it in this fog. Keep a good lookout and see that the lead is used every ten minutes. If any squalls make up in the north, call me at once. I'm going down to breakfast."

The captain was gone, and Hank was alone at the wheel. A squall did come up—but it came up so suddenly that Hank didn't even have time to warn the captain. It caught the ship under full sail. It tore the royals and topgallants to ribbons and blew the Stanley off its course. With the change in the wind, the fog began to lift. The captain came on deck and ordered Hank aloft to look for land.

Starboard Breakers Peril Ship.

Hank got as far as the fore cross trees. There he could see over the fog, and he didn't have to go any farther. To the starboard were breakers, and the ship was almost into them!

Hank knew then and there that the ship was doomed. A strong wind was blowing them straight into those breakers and there was no sea room to make a getaway.

By this time the wind had risen to a gale and coils of halliards and braces were being washed through the ports or over the side. At nine o'clock the ship ran aground with a shock that sounded like the



Hank caught a rope and was hauled aboard.

report of a big gun. It threw the men flat on the deck and seas began breaking over the ship, carrying away two boats, the fo'c'sle and galley, and everything movable on deck.

Water began pouring into the hold. In an hour, the fore topmast carried away and fell aft. The Stanley was rapidly breaking to pieces.

"We carried a crew of thirty-three," says Hank, "and the captain's wife and two-year-old son were aboard. We had two remaining boats, but there was no use trying to launch them then. No boat could live in that sea. We were grounded off Texel Island, and we were all hoping that the lighthouse, located there, would sight us and send help. But personally, I did not think the ship would hold together long."

All day long the seas battered the ship. The water in the hold was making the cotton and jute bales swell and the decks were bulging. Toward night they tried to launch a boat. Hank and three other seamen were in it when the seas began washing over it.

Hank caught a rope and was hauled aboard when the boat capsized. The other three men were drowned.

All this time, the gale was increasing in fury. Now the chart house was gone and the seas were pouring into the cabin. The last remaining lifeboat was smashed. The crew took to the rigging, and the captain's wife climbed to the cross trees like a sailor while the captain brought the baby, wrapped in a shawl.

Distress Rockets Save Endangered Men.

The fog had lifted, and they could see the lighthouse on Texel Island, but there was no sign of help in sight. "With darkness coming on," says Hank, "I was sure our number was up. Night fell, and still we were marooned in the rigging. But at midnight, the wind abated considerably. The first mate, Mr. Steeves, and I, went down into the place where the cabins used to be and brought out a watertight case of distress rockets."

Those rockets saved the day. They set off three in rapid succession, and a few moments later they saw a great blue flare go up in the vicinity of the lighthouse—a signal that their rockets had been seen. But could help reach them? They didn't know.

Morning came. Still the sea was empty and there was no relief in sight. But at eight o'clock they sighted a sail and in half an hour a lifeboat from Texel island was hailing them. A line was thrown aboard, and 16 people including the captain's wife and baby, were taken aboard.

Last Man to Jump Off the Boat.

Sixteen was all the boat would hold. In about an hour a ship's boat from the steamer Hercules of Amsterdam, arrived and took off the rest of the crew, including Hank.

Hank was the last man to jump off the ill-fated Stanley. The boat carried them through rough seas to the Hercules, and the Hercules landed them in Nieuw Diep, Holland.

There Hank learned that the Stanley had not been the only unlucky ship in that night's storm. Five hundred fishermen had lost their lives in it.

Hank has quit the sea now and settled down ashore, but I wonder if once in a while he doesn't wish he were back on a rolling deck again, in spite of such things as gales and ships aground in the North Sea. How about it, Hank?

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Soda Water, European Discovery

Aerated water, popularly known as soda water, such as is served at American fountains, was a European discovery. The great scientist, Priestley, discovered the method in 1772. Paul of Geneva and Schweppe of London, introduced such water commercially in 1790. Dr. Philip S. Physick, a Philadelphia doctor, is regarded as the introducer of soda water into the United States. In 1807 he and a chemist, Townsend Speakman, made the forerunner of the soda fountain. The first use of fruit syrups with aerated water is credited to Eugene Roussel, the owner of a perfumery shop in Philadelphia, early in the Nineteenth century.

"The American's Creed"

"The American's Creed," by William Tyler Page, is: "I believe in the United States of America as a government of the people, by the people, for the people; whose just powers are derived from the consent of the governed; a democracy in a republic; a sovereign nation of many sovereign states; a perfect union, one and inseparable; established upon those principles of freedom, equality, justice and humanity for which American patriots sacrificed their lives and fortunes. I therefore believe it is my duty to my country to love it; to support its Constitution; to obey its laws; to respect its flag, and to defend it against all enemies."

Indoor and Outdoor Ideas

ONE of these designs gives you four gay little extras to freshen up your dark dresses and suits—an accessory set comprising a fitted jacket, a soft, roomy bag, a tailored ascot scarf and a pair of those new boxy-figured gloves. The other is a practical house dress, so comfortable and so good-looking that you'll want it for

crepe or polka dot print as well as in tubfast cottons like calico, percale, gingham and linen.

The Patterns.
No. 1652 is designed for sizes 36, 38, 40, 42, 44, 46, 48, 50 and 52. With long sleeves, size 38 requires 4 1/2 yards of 35-inch material; with short sleeves, 4 1/4 yards; 2 1/4 yards of edging.

No. 1643 is designed for sizes 14, 16, 18, 20, 40 and 42. Size 16 requires 1 1/2 yards of 54-inch fabric for the jacket; 1/2 yard for the gloves, with 1/4 yard contrast; 1 1/4 yards for the scarf and 1/2 yard for the bag.

Send your order to The Sewing Circle Pattern Dept., 149 New Montgomery Ave., San Francisco, Calif. Patterns 15 cents (in coins) each.

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shopping and runabout as well as for home work. Make the frivolous accessory set—make the useful house dress! Both are easy, and you'll enjoy them both!

Four Matching Accessories.

It will make your clothes seem like lots more, if you vary them with bright accessories in just the colors you want. Don't be afraid to tackle the gloves. They're easy, with the detailed sew chart included in your pattern and so smart! Lots of women who haven't sewed any more than you have are making their own, with this design. Choose flannel, jersey, or suede.

Slenderizing House Dress.

This is such a trim, tailored style, with darts at the waistline for slimmness, and a gathered bodice to give fullness over the bust. The skirt has an action pleat for greater comfort. The plain V neckline, finished with edging, is very becoming. All in all, this dress fits so well and looks so well that you should have it in fat



Time to Debunk

On the theory that machinery adds to poverty, a publicist pleads for an inventors' holiday. Are we to believe that invention is in reality the mother of necessity?

Learn to paddle your own canoe before you expect to manage the ship of another.

A good editorial formulates comprehensively what you have thought more or less hazily.

It isn't true that what you don't say can't hurt you. Silence at the wrong time can injure you irreparably.

Merely Detail, We'd Say

As we read them over, we feel that there is enough law in the Ten Commandments and enough ethics in the Sermon on the Mount to guide the world. What, then, is all that which we have built up since?

Sourness, though often mistaken for it, is not wit.

One may put up with small annoyances. He doesn't know how annoying they are, until some accident or circumstance blessedly removes them.



ENEMY

Every cougher is a public enemy. Don't spread germs. Carry with you Smith Bros. Cough Drops. (Black or Menthol.) Cost only 5¢. Smith Bros. Cough Drops are the only drops containing VITAMIN A. This is the vitamin that raises the resistance of the mucous membranes of the nose and throat to cold infections.

DIZZY DRAMAS

Now Playing—"GO ON, TALK!"

By Joe Bowers

