Pretty Frocks for Dressy Dates Set New High in Chic and Charm

By CHERIE NICHOLAS



technique.

MORE men at home means calls from wives, sweethearts, sisters, cousins and aunts and adoring mothers too, for dress-up clothes for joyous reunions and social events that are sure to follow. More celebrations at homecomings and more people in a gala mood just naturally calls for one pretty "date" dress after another. Glancing over the new collections, one realizes that our style creators have sensed this demand for dress-up clothes. This season utmost stress is being placed upon the importance of charming "date" frocks that have that air about them that makes one look one's prettiest.

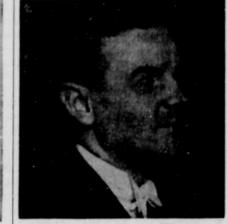
While it is true that fancy again turns to "beautiful black," which this season takes on more beguiling ways than ever for cocktail and date dresses, there is also a definite flair for wool frocks that play up vivid eye-thrilling colors.

Wool dresses that double for campus or dates place emphasis on color as well as a soft styling technique which achieves very interesting and new-looking silhouettes. It seems that college girls are going all out wools this set for fine choices run in two directions. The neutrals in pale beige or various grays make wide appeal. Contrasting these are colors as daring as imagination can picture, some playing up striking contrast, others used in one tone for the entire dress. The newest fashion gesture is to use bright colors with beige or gray wool. This season satin comes into the picture as ideal for dressy "date" wear. A young style that is convincingly of last-minute vintage tops a graceful dirndl skirt of soft black crepe satin with a bodice top of black jersey, cut severely plain, but teamed with the full satin skirt. The effect is very striking. A streamered bow of the satin at the left waistline adds the perfect accent.



ONE year ago Darryl Zanuck, of 20th Century-Fox, selected five comparatively unknown young players and predicted that within 12 months each would be a star. He was right. Jeanne Crain, Dick Haymes and Vivian Blaine are currently starring in the new technicolor musical, "State Fair" - though they don't seem exactly stellar material. June Haver is seen in "Where Do We Go From Here?" with Fred MacMurray, will be seen with Betty Grable in "The Dolly Sisters." William Eythe played opposite Tallulah Bankhead in "A Royal Scandal," and will be seen in a starring role in "The House on Ninety-Second Street," the F. B. I.-atomic bomb news-drama. . . .

Alec Templeton, the blind pianistsatirist of the air's "Star Theater," recently returned to New York from Hollywood, where he completed



ALEC TEMPLETON

work on a Metro film, "Cabbages and Kings." He composed the score, will introduce the music on the air.

When the "Confidential Agent" company at Warners' had to shoot around Charles Boyer, who was ill, the studio announced that he'd had a severe summer cold and subsequent laryngitis. Unromantic gossips reported that he really had lumbago.

. . .

Many radio stars - among them Carol Bruce, Ann Sheridan, Ez-a Stone, Eileen Barton, Yvette, Marion Loveridge and Bobby Hookeygot their professional start on the Children's Hour program; they owe much to the astuteness of Mrs. Alice Clements, who produces it, and who encouraged them. Marion has her own program now, on NBC.

. . . For the first time since his Vienna



Future of Cotton

WHAT is going to happen to King Cotton, mainstay of more farmers than any other crop? And more farmers are affected by what happens to cotton than by what happens to any other crop. Up to onethird of ail farm residents in the country live on cotton farms and they're the lowest income group in agriculture.

Not only these cotton farmers, but every farmer, every resident of the thousands of home towns from the East to the West coast and from top to bottom of the country, is interested in cotton . . . for cotton in peacetime accounts for four-fifths of our total textile yardage.

According to recent statistics released by Secretary Clipton P. Anderson of the department of agriculture, the gross average farm income of cotton farmers in the 10 years ending in 1942 was only \$865 a year, as against more than \$2,000 in other parts of the nation.

Why, then, with cotton an all-important crop and selling at prices well above parity should income of these cotton farmers, a third of all farmers, be so much lower than the average of other farmers? The answer is found in the agricultural practices of the South for the past hundred years, and includes (1) a one-crop system of farming, (2) lack of conservation practices which has driven the center of the cotton kingdom from the southeastern states across the Mississippi to the Southwest and (3) cotton surpluses which have in the past demoralized the market.

Tough Competition

While the department of agriculture is not pessimistic over the future of cotton in the immediate postwar years, it is obvious, they point out, that great care will be necessary for cotton to hold its own in an increasingly competitive field.

In the first place cotton production in this country has decreased, whereas foreign production has increased. In 1920 for instance, we produced 13 million of the 21 million bales of cotton produced in the world. In 1940, the last year for world statistics, we produced only 12 out of 29 million bales, and our production in 1943 dropped to 11 million bales. In spite of this drop in production other competitive commodities have soared in common usage replacing cotton. Rayon, nylon, spun glass and other newer developments of textiles are boring into the cotton market. U. S. rayon production 10 years ago amounted to only 10 million pounds, whereas last year rayon had grown to 724 million pounds or the equivalent of 1.700,000 bales of cotton. Paper products entering the market formerly held by cotton . . . towels, tissues, napkins, window shades, plastic and twine, in 1929 was equivalent on a poundfor-pound basis of a million bales of raw cotton. The Commodity Credit corporation in the department of agriculture is the godfather of the cotton crop and the haven of cotton crop farmers. It is the Commodity Credit corporation which supports the market price for cotton, by buying up surpluses, and providing substitutes for cotton exports. Through August 18, 1945, the CCC had purchased on its Cotton Purchase Program (support price program) 2,465,087 bales of cotton of the 1944 crop at an average price of about 22.31 cents a pound, involving approximately \$250,000,000. In addition it had provided a 4-cent per hundred pound subsidy for its export program involving 592,176 bales of the 1944 crop. Favorable Outlook Secretary Anderson in a recent address before the New York Cotton Exchange pointed out, however, some favorable factors in behalf of the postwar future of cotton. He pointed out that during the war thousands of cotton farmers had started soil conservation practices and diversified farming; there are constantly being discovered new uses for cotton; the department has just announced discovery of a new cotton fabric which will not mildew nor



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wo practical nurses \$125.00 per month room, board, & laundry. T. B. Pavilion, Troutdale, Oregon. Tel. Gresham 5235.

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It is just such masterpieces of simplicity as is this frock that proclaim the dawn of a new era in styling The allover gleam of satin as seen

in the stunning gown centered in the illustration is the newest note for cocktail and informal evening glamour. The satin is in Oriental stripes carried out in muted shades of blue, green and rust on a brown ground. The widened cap sleeves and higher neckline are news, as is the gathered pouch pocket and narrow tie, each dotted with sequins. This handsome gown, shown in a recent New York Dress Institute fashion display, bespeaks a brilliant future for richly colorful striped satins.

Cotton de luxe goes on a special date in the rich black velveteen suit pictured. Eight bright silver buttons give the jacket the gala touch needed for a party. The high neck, cap sleeves and bustle at the back of the jacket are favorite style details with fashion this year. The slim skirt goes on duty with other jackets and a whole wardrobe of blouses, both dressy and tailored. For "across table" glamour be sure to include in your collection one of the very lovely pastel satin blouses that has a discreet but fascinating touch of glitter embroidery. Designers see infinite possibilities for drama and glamour in the nowso-fashionable contrast sleeve effects that highlight many a charming gown that will go dating this fall and winter. See the lovely model to the left. Note the graceful wing-sleeves that contrast the dark crepe of the dress. This is newstyle costume design at its best. The leopard fur at the front of the belt gives smart accent. Released by Western Newspaper Union.

Campus Favorite



The loose-knit classic cardigan is proving a college girl favorite. Versatile, useful and comfortable, it is one of the "hit" fashions of the season. The girls are wearing them with clan-plaid all-around pleated skirts, and they are also good-looking worn with the new slender wraparound skirts.

Black Satin Frocks Are

Topped by Marten Stoles At fashionable gatherings black satin dresses with marten scarfs or stoles are very much in evidence. With sparkling jewels and a tall important looking hat these de luxe costumes stand out conspicuously as the favorite costume for early fall dress-up wear.

Entire Wardrobe Of Chic Cordurov

It seems as if corduroy is being used for most everything this season from sport and campus clothes to most elegant formals and date dresses. At a recent fashion display, it was demonstrated how beautifully corduroy can be styled for the bride's trousseau. For instance, there was a Victorian gray goingaway suit that was simply stunning. The new corduroys come in the most charming colors fancy might picture. The featured shades this season for corduroy are neon pink, Indian turquoise and the lovely Victorian gray. Young fashions were stressed in party coats made of white corduroy. The new French pleat slacks, and clam digger shorts with black jersey tops in corduroy are top fashion this year. With the college girl, the long coat or the shortie type made of corduroy has become a favorite. Smart as can be is the bolero suit made of wide wale corduroy, the stripes rather wide wales, worked horizontally all the way through.

Rich Jewelry Embroidered Right on Dress Is Latest One of the big success fashions of the season is the dress that has a necklace and bracelets (two on the left long fitted sleeve) embroidered on as an integral part of the dress itself. Cleverest idea ever! And it's going over big. The bracelets are wide and are usually embroidered on one sleeve only. Sequins, pearls and multi-color stones are used together with metal thread stitchery. They give a most opulent look to the simple black frock.

song-and-dance days 10 years ago. and for the first time on the screen. Paul Henried sings in "The Spanish Main." The song is "Taunton Dean," first heard in a play, "The Jolly Crew," in London in 1641. It later became a favorite of pirates in the inns of Tortuga island, West Indies - hence its selection for the picture.

Because the army asked Kay Kyser to extend his Pacific entertainment tour several weeks after the Japanese surrender, the "College of Musical Knowledge" is only now returning to the air. The ole professor had no time off when he got back; he was scheduled to star in a new film musical. "How to Be a Wolf," and Hollywood was waiting for him.

When the new comedy, "Mr. Cooper's Left Hand," opens in New York next month the first row will have an organized cheering section, made up of the entire cast of the air's "The Aldrich Family." The author of the play is Clifford Goldsmith, creator of the successful radio show. And the star of the play is House Jameson, who plays "Sam Aldrich" in the radio series.

. . . All these years that Guy Lombardo and his orchestra have been playing for the public it never occurred to them that their facial expressions made a hoot of difference; they just concentrated on their music. But that's been changed. Hollywood's changing it. On the coast to make "No Leave No Love," the Royal Canadians are being coached on how to make faces like musicians.

For the first time Artur Rubinstein, famous pianist, will play for a picture. He will record the entire piano score for Frank Borzage's "Concerto," for Republic, which features Rachmaninoff's second piano concerto - and will receive \$85,000.

ODDS AND ENDS-Dennis Morgan, of "Christmas in Connecticut," was once a soda jerker at a drug store in Prentice, Wis.-says he invented a banana split that made him famous locally Alan "Falstaff Upinshaw" Reed has joined "Duffy's Tavern"; he isn't re-turning to the Fred Allen show because he prefers to live on the West Coast ... Ozzie Nelson and Harriet Hilliard celebrate their tenth wedding anniversary in October . . . Tommy Dorsey was figuring the cost of his Victory Garden during rehearsal of the RCA program-the cold hard figures revealed the sad fact that each tomato cost approximately six dollars.

rot which will be used extensively in yards, threads, packaging and bagging: demand for cotton in other countries will be at a new peak, although world carryover is at an alltime high; in the U.S., despite a cancellation of 80 per cent of war orders for cotton products, slack will be taken up by the tremendous backlog of civilian demands.

"American cotton will face not only large stocks on hand . . . it will face as well the need for better farm practices if it is to hold its place in the world market," Secretary Anderson warned. He said, however, that he is depending on co-operation and American "know-how" and an increased export market to bring cotton "marching home from war." In this connection it will be interesting for cotton farmers to note that the Commodity Credit corporation has been placed under the new Production and Marketing administration in the new U. S. D. A. set-up.

62 ACRF⁴, ¹/₄ mile frontage on Lewis River, ¹/₉ cultivated, ¹/₉ 30 can be cleared easily: 150' chicken house, barn for 29 cows. Modern 7-room house, oak floors, full cement basement, electricity and running water to all buildings. Duck pond, \$10,000 to handle, 3 mi. from old bridge. Clark County. Luella V. Smith, Mayes Star Route, Box 4, Woodland. Wash.

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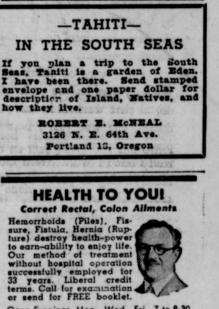
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Fatality Causes

Gasoline, kerosene and other petroleum products are among the main causes of loss of life on farms and rank high among causes of property loss in farm fires.

Farm Marketings

Total receipts to U.S. farmers for cash marketings in 1944 were \$19.-800.000,000, which was \$500,000,000 more than they received from marketings in 1943.

Egg Production

The hen is capable of producing one or more pounds of eggs from every five pounds of feed eaten, and at the same time to maintain her body.

Production Loss

Time lost from farm accidents last year equaled that required to produce five bushels of wheat for every person in the United States.