

what Irvin S. Cobb thinks about:

Seeking Contentment.
SANTA MONICA, CALIF.—
 Out in the desert country I met kindly, hospitable folk bravely making the best of things on remote, small homesteads.

On little far-away ranches, on reservation trading posts, they are educating their children by resolute self-sacrifice; keeping in touch with the world through radio, through books and magazines and newspapers; and almost invariably content with their lives and proud of their struggles and living comfortably—yes, and happily—within their means, however meager.



Irvin S. Cobb

Then I come back to crowded cities where wealth seems only to make the inmates dissatisfied because somebody with greater wealth puts on a gaudier show of ostentation and extravagance. And I see the man who feverishly is striving after riches so that when he breaks down he may afford the most expensive nerve specialist. And the spoiled woman who was born with a silver spoon in her mouth, but judging by her expression the spoon must have been full of castor oil—and the flavor lasts. And the poor little rich children who have everything now and so will have nothing—except maybe dollars—when they grow up.

Curious, isn't it, that so little buys such a lot for some people and such a lot buys so little for the others?

The Return of Prosperity.
 I CAN'T help gloating over what appeared in this space when I predicted that the temperamental and fickle bird of passage known as prosperity was winging its way back. Because the Better Business bureau reports that sellers of no-good stocks are showing increased activity.

Moreover, I hear that for the first time in years practically all the veteran bunco-steers are off relief. The lean times when the locusts of depression gnawed away our substance must indeed be over if the customers begin to nibble more freely at the same dependable old baits. So, as he thumbs his copy of the sucker list against the morrow's campaign, I seem to hear Mr. Henry J. Slickguy (late of Leavenworth but now opening offices in the Wall street district) murmuring to himself:

"Happy days are here again! Drouth may kill the corn, Rust rots the wheat. Boll weevils destroy the cotton. But, thanks be, there's one crop in America which never fails!"
 Have you a little gold brick in your home, dear reader? Well, don't worry, nobody's going to be slighted. Ere long you'll get your chance to invest in one.

Making Mental Slips.
 THE most incredible thing has come to pass. Here I go along, year after year, building up a reputation for invariably being right, the same as George Bernard Shaw and Mme. Secretary Perkins. Then—bang!—I make one little slip and the trusting reader is shocked from pit to dome.

The other day I suggested taxing salaries of governmental employees. Now from all sides I'm told federal employees are subject to income taxes; only the vast majority of them, and probably the hardest-worked ones, draw such small wages that they owe Uncle Sam nothing when March 15 rolls around.

So far as I recall, this is the second time in my life I've been wrong. I can't cite what the other instance was—some very trifling matter, no doubt—but it must have occurred because I remember the nation-wide excitement which ensued, with people going around in a daze muttering: "Can it be possible?"
 I now admit that early error and the recent one, too, and humbly beg pardon of my devoted public—all eight of them. It'll never happen again.

Conquered Champions.
 IT HAS been brought to the attention of Mr. James J. Braddock that something happened to him a while back. Probably, by now, he has quit wondering whether many others were caught in the earthquake, but is reported to be still saying "Ouch!" at intervals.
 And now, as is customary, his backers will insist he demand a return engagement—or disaster—with the Brown Bomber. But if I were Mr. Braddock—game though he be—I think I'd pattern my reply on the example of the gentleman who was knocked galley-west by a hit-and-run motorist.

As the dazed pedestrian was trying feebly to ascertain whether he was all in one piece, a kind-hearted citizen hurried up.

"Have an accident?" he inquired, brightly.

"No, thank you," said the victim; "just had one."
IRVIN S. COBB.
 WNU Service.

GOOD TASTE TODAY

by EMILY POST

World's Foremost Authority on Etiquette
 © Emily Post

There's Good Reason for Visiting Cards

DEAR Mrs. Post: Visiting card formalities are something I never will understand. I've moved into a strange community and neighbors and friends are calling and leaving their cards. Why do they leave cards when I'm in and receive them? I can understand why they would leave cards in my absence but not otherwise.

Answer: It is really essential that they leave cards so that you will know their full names and the spelling and possibly their house addresses. After all, you would have to have better than average hearing, not to say anything of memory, to remember the names announced to you. And later when you look for Mrs. Jimson in the telephone book, you may have no way of knowing whether she is Mrs. Alexander—or Mrs. John—or Mrs. George. Excepting on this first occasion, visitors are not apt to send in their cards unless they find you out.

Wedding Announcement Need Not Name Town

DEAR Mrs. Post: On wedding announcements may I omit the name of the town in which we were married? Or if there must be some town mentioned may I use the name of my home town instead? We were married out of the state and I don't care especially to use the name of the town if it is possible to omit it.

Answer: The best way to overcome this is to leave a space between the line giving the year of the marriage and the name of the town. In other words, actually the announcement ends with the date. Adding the name of the town merely gives the people to whom the announcements are sent your parents' address.

Proper Invitation Form.

DEAR Mrs. Post: Will you suggest a form for an important dinner to be given by the children of a couple who are to be honored on their fiftieth wedding anniversary? Everything I write out doesn't seem correct.

Answer:
 The pleasure of (name written in)
 Company is requested by
 The Sons and Daughters of
 Mr. and Mrs. Fifty Years
 on the occasion of their
 Fiftieth Wedding Anniversary
 on Tuesday, the tenth of February
 at eight o'clock
 Hotel Uptown
 City State
 Kindly reply

How to Accept.

DEAR Mrs. Post: How in the world can so much be written by hand when answering a third person invitation sent out by a committee of a certain organization, both names appearing on the form as well as the names of two guests of honor?

Answer: You need write no more than the following:
 Miss Mary Smith
 accepts with pleasure
 the kind invitation of
 The Women's Committee
 of (whatever Organization)
 for Wednesday evening
 at eight o'clock
 at the Hotel Steven

The Wedding Breakfast

DEAR Mrs. Post: Will you suggest a good menu for a ten o'clock wedding breakfast? There will be only about two dozen guests.

Answer: At that hour I would make it really a breakfast. Something such as melon and chicken mince with hashed cream potatoes or scrambled eggs and sausage, buttered hot breads, breakfast coffee (meaning coffee in big cups with sugar and cream), and I think that is enough. Wedding cake and either champagne or fruit cup or whatever you are going to use to drink the bride's health are of course part of every wedding collation.

No "Tails" on Sunday

DEAR Mrs. Post: Will you kindly settle a question in dressing for us? I have always understood that "tails" for men are absolutely correct at any time after dark, no matter what the day. We have just been told that this does not include Sunday.

Answer: The reason that "tails" are never seen on Sunday evening is that balls and dinners of ceremony, which alone require them, are never given on Sunday.

How You Do It

WHEN someone says "How do you do" is it correct to say "I am fine, thank you" or "How do you do" to be taken only as a greeting?

Answer: "How do you do" is a punctilious greeting to which the customary response is also "How do you do."
 WNU Service.

Chic Swim Suits and Deck Fashions

By CHERIE NICHOLAS



FICKLE fashion? Maybe so, but decidedly practical and dependable when occasion demands. Be assured when it comes to proper clothes for outdoor activities modern fashion is displaying an efficiency that is equal to every demand for practicality and wearability plus all that can be desired in the way of smart style. It is really amazing and most gratifying to see how skilfully the esthetic and the utilitarian combine in present day apparel.

Speaking of fashion from the practical viewpoint, have you noted the clever use being made of denim in the sportswear realm, just plain ordinary denim such as is used for workmen's overalls? Designers are making the swankiest tailored jacket suits of it. Goodlooking? Yes, indeed, and as to withstanding strenuous wear and tear, we leave that for you to figure out for yourself. Slacks and shorts of denim too, are on the sportswear style program.

And there's bed ticking, the simple "homey" blue and white stripe sort, or giddier stripes if you prefer. It's fun to see what fashion is doing with this sturdy material, making separate skirts of it, jackets, beach robes and simple one-piece frocks and like denim there's "no wear out to it."

On board ship and at all smart resorts many women are wearing shorts and tailored shirts (see illustrated to left) made of serviceable chambray, the kind workmen have always depended upon to give good wear. This reliable fabric now enters the high-style sportswear picture, and being completely shrunken beforehand, workmen's chambray becomes the perfect fabric for strenuous play clothes for fashionable women.

Aye, aye sir, the sailor's life is the life for any girl who owns such a timely costume as the venturesome young woman is wearing, making the hazardous climb among the ship's rigging as pictured in the group. This suit is beautifully tailored out of sanforized-shrunk cotton. Yes, this swanky slacks and

shirt outfit is genuinely amphibian—takes to water like a duck and when it comes to setting a fashion pace on dry land it is all that it should be.

If you want to show up colorfully in fashion's swim and beach parade by all means choose a flamboyant print. Designers land print this season for the entire outfit, swim suit, matching beach coat, accessories in everything, even to the very sandals one wears. Printed silk crepe that washes to perfection makes the one-piece bathing suit with halter top shown to center-left in the picture. The matching long beach coat has a shirred yoke and full push-up sleeves.

To fashionables who go in for aquatic sports here is a message to delight the imagination. It's concerning the wide use of costume jewelry being made this season by those who go forth to brave the surf. Things that walk or swim or fly is the theme for the pins and clips to adorn bathing suits and such. The idea is to wear pinned here and there on your swim suit frogs, turtles, or decorative fish hand-carved from rich white catalin. See the cunning little lady to the right in the picture. Her clever play-suit is of Congo cloth with gray, white and red striped halter and gray shorts trimmed with same striping. A hand-carved frog of handsome white catalin blinks at you from the edge of her amusing coconut husk hat, another frog is pinned to her halter bodice while a third pins casually to one side near her waistline. Clever idea these beach jewelry novelties, and the fad is being taken up with enthusiasm.
 © Western Newspaper Union.

GAY SILK PRINT

By CHERIE NICHOLAS



As the season progresses the fascination of silk prints leads on and on to acquire another and another and "just one more." The latest message is for brilliant flowers in gorgeous purples and vibrant blues and exotic magenta reds and bright greens and other ravishing colors printed on white backgrounds. Typical of this midsummer spirit in prints is the handsome model shown. It is a white silk crepe patterned in medium size florals. A grand dress to wear to afternoon occasions. The neck is high with a tiny collar that flaunts a spaghetti tie in purple. The large hat is most interesting and significant since it bespeaks a type of millinery that is new and outstanding. The long gloves are according to the latest style dictates.

NEW SUMMER SUITS FAVOR EMBROIDERY

Heim has gone in for embroidered details on spring and summer suits. One black tailored suit in black wool has a straight little skirt and a tailored and fitted jacket that fastens high at the neck with a cut-out and embroidered design of a bird in a cage. The round cage is banded by gold embroidery which matches the gold braid that trims the neckline. Inside the round cage is a natural linen foundation upon which is embroidered a little silk bird.

A more summery suit is grege (between gray and beige) shantung. The skirt is made with front pleats that are stitched down to the knees and then pressed into place. The jacket fastens high at the neck but is cut away in a center V to make small revers and to reveal a blouse of black linen embroidered all over in a conventional design of colored birds.

Skirts Shorter and Fuller

Shorter, fuller skirts are shown in the new Chanel collection and waistlines are slightly dropped to give a more youthful silhouette.

Series of small pockets trim the tailored clothes, and there are many touches of bright red throughout the entire collection.

Tulles, laces and sheer organdies are shown in white and in pastel shades for summery evening gowns that are fashioned with full, bouffant skirts to stress the youthful and girlish trend.

Nassau Hats for Beach

Those picturesque colorful hats worn by dusky market women of Nassau and Havana have influenced beach hat fashions. Made of reeds, they are gay as summer and flattering as moonlight.

Fashions at Vacationland



HURRAY for dear old Johnnie Two-Weeks! He's recently given the nod to these three sweet young laborers and now they're off reaping the rewards. Yes, they're vacationing—and how! But, of course, Sew-Your-Own had them dressed right up to the hilt.

Chic in Chiffon.

Miss M, picturesque blonde, above, left, knows what glamour is and how to have it. That's why she chose this softly feminine frock with its swirling skirt and delicately slim waist. You should see her at an evening in the outdoor terrace. She's a picture in black gossamer chiffon trimmed with white satin. And to think, she made it all herself!

Cunning in Cotton.

Miss B, above, center, and center of attraction at the Surf club, has everything under perfect control as she strolls along the boardwalk. With not a care in her pretty head, and lots of streamlining in her natty little sports dress, she walks with confidence and pride. She has a clever way of achieving variety by switching scarfs and belts.

Cool for Sports.

Miss Y, the sports enthusiast at the right, says that her three piece ensemble is so very, very and practical she wears it almost to the exclusion of her other frocks. Her idea is to soak up as much sunshine as possible, and that's pretty easy to do when she wears the halter and shorts sans dress. Take a tip from Miss Y. Make your version of this ensemble in duplicate for all summer wear. Have one in seersucker, the other in acetate.

The Patterns.

Pattern 1241 is for sizes 14 to 20 (32 to 44 bust). Size 16 re-

quires 4 1/2 yards of 39 inch material plus 1 1/2 yards of ribbon, and 3 yards of trimming.

Pattern 1316 is designed for sizes 12 to 20 (30 to 38 bust). Size 14 requires 4 yards of 39 inch material.

Pattern 1335 is designed for sizes 12 to 20 (30 to 38 bust). Size 14 requires 4 1/2 yards of 39 inch material for the dress and shorts, and 1 yard for the topper. The dress alone requires 3 3/4 yards.

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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Sentinels of Health

Don't Neglect Them!

Nature designed the kidneys to do a marvelous job. Their task is to keep the flowing blood stream free of an excess of toxic impurities. The act of living—life itself—is constantly producing waste matter the kidneys must remove from the blood if good health is to endure. When the kidneys fail to function as Nature intended, there is retention of waste that may cause body-wide distress. One may suffer nagging backache, persistent headache, attacks of dizziness, getting up nights, swelling, puffiness under the eyes—feel tired, nervous, all worn out.

Frequent, scanty or burning passage may be further evidence of kidney or bladder disturbance. The recognized and proper treatment is a diuretic medicine to help the kidneys get rid of excess poisonous body waste. Use Doan's Pills. They have had more than forty years of public approval. Are endorsed the country over. Insist on Doan's. Sold at all drug stores.

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