

Fashions Household Hints Gardening, Etc.

Of Interest to Women

Edited by Eva Nealon

Be Chic, But Above All, Be Natural



By EMMA LOU PETTA

BECAUSE there have been interviewed on the subject of clothing many business women and homemakers, but rarely professional artists, we decided the other day to ask a well known singer how she chooses her clothes.

Accordingly, we sought an interview with lovely Margaret Keller, the New York singer whose voice is heard in two leading churches and, nationally, over the air. She is tall, slight, dark and charmingly grave. Fortunately, she could spare us a new photograph in which she is wearing one of those dainty, demure lace dinner frocks with a demure caplet, a stately two-tier, flared skirt—an appealingly individual frock.

We had often noticed that Miss Margaret Keller's clothes were invariably expressive of delicate dignity, womanly without being maudlin. Something very special about "the mode," but an individual's interpretation of the mode in her choice of its offerings. That is where the "instinct" for smartness, which we recently spoke of, comes in. If Miss Keller were to wear the frocks which would make a woman of some other type appear smart, she would seem merely extravagant.

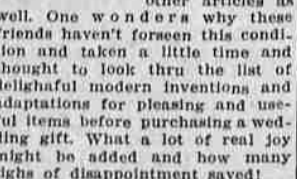
Instinctively she follows the mode, she explained, only in the matter of shades and general lines which each season offers. In textures and basic colors she follows her own natural impulses as sincere as they are sound. And, of course, she suits clothes to the occasion!

This is precisely the lesson leading fashion exponents are today trying to teach—naturalness. If black makes you look disconsolate and woe-begone, don't think of wearing it. If blue makes your kitchen when you should staturesque, please don't wear either.

CULINARY CRAFT....

By Estella Dorgan, Director of Home Service, California Oregon Power Co.

Wedding Presents. After all the "fuss and feathers" of parties and ceremonies, wedding trips and home-coming, the bride at last finds herself making a home, placing and using many of the gifts which have been showered upon her by her good friends of both families. More than likely she finds that she has enough candle sticks and condiment holders to furnish several homes, and numerous duplications of other articles as well. One wonders why these friends haven't foreseen this condition and taken a little time and thought to look thru the list of delightful modern inventions and adaptations for pleasing and useful items before purchasing a wedding gift. What a lot of real joy might be added and how many sighs of disappointment saved!



In this column let us consider just one list of such suggestions—the electrical gift list. These will easily be among those most appreciated by any bride when she has the duties and pleasures of housekeeping to consider. Time and labor savers will be most valuable to her, and such gifts as make her surroundings pleasant and cheerful will always bring a thought of happy appreciation with them. Such gifts are plentiful and have a very flexible price range, suitable for a simple remembrance or a family gift which will last a lifetime.

Perhaps this list will help solve the gift problem for someone, and can you imagine anyone who wouldn't be delighted with any of the following items?

- Electric clocks, living room or kitchen.
- Lamps, reading, decorative or sun.
- Automatic toasters.
- Automatic percolators.
- Automatic irons.
- Automatic waffle irons.
- Radio owl.
- Cigarette lighter.
- Room heater.
- Fan, small or large.
- Tea-kettle.
- Juice extractor.
- Food mixer.
- Drink mixer.
- Egg cooker.
- Table stove.
- Vacuum cleaner, smaller large.
- Washing machine.
- Radio.
- Floor polisher.
- Ironer.
- Range.
- Refrigerator.

Miss Robin Hood Steals Into Style



This is Patou's new Robin Hood hat. It is made of a black woolen weave and trimmed with a black and white feather. Creations in the van of the mode, tilt over the right eye.

Globe Trotting Girl Lecturer Another Yank to Wed Title

WASHINGTON (AP)—Betty Powell, girl lecturer and globe trotter, has joined the American girls who marry titled Britishers.

Her engagement has been announced to Hon. John Roseberry Monson, son of Lord and Lady Monson of Burton Hall, Lincoln, England.

Miss Powell is the daughter of Lieut. Col. E. Alexander Powell, noted traveler and author.

She has accompanied her father and mother on many of their journeys to far parts of the globe. She met her fiancé while the two were on a trip to the Yukon. Last summer they met again in the Balkans.

The bride-to-be has spent so much time traveling and lecturing on international politics that she has had no time to make a debut, though she is rated very popular with the capital's younger set.



BETTY POWELL

The Informal Mode. Now that formality and stiffness in dress have been carefully laid away to rest, we note the arrival of many new fabrics used in many interesting ways. Among these are Irish linen meshes, which have a delicate durability about them, and the eyelet embroidered handkerchief linens, which have revived the Victorian era in evening dress. These little linen evening dresses have such an air of easy informality that they are particularly desirable on the dance floor. In fact those who love the simple smartness of linen are able now to wear it from morning until night. The dark or bright colored Irish linen suit with a handkerchief linen blouse, plain or with eyelet embroidery, is already beginning to replace the spring suit of light weight woolen for town wear.

Chic for Spring



Utter simplicity is the charm of this golf dress of light weight mesh from Saks-Fifth Avenue. The tuck-in blouse buttons down the front, with the button line repeated in the skirt. A narrow brim Panama hat and short white pluckin gloves are accompanying features.

BEAUTY ESCAPES MASS PRODUCTION

NEW YORK, July 3.—Dull statistics were revealed today as the newest champion of American women, proving—among other things—that feminine beauty is one commodity on the American market that has escaped the evils of mass production.

Mrs. Ruth D. Maurer, nationally prominent as an authority on beauty culture, has just made public the results of a survey which she conducted among beauty shops in every state of the Union and they proved that American women are smart enough to know that what may be decorative for one woman may be grotesque for another.

"We made a poll of beauty shops throughout the United States," Mrs. Maurer explained, "to ascertain whether it is true—as frequently charged—that American women 'run to types' and lack individuality in makeup and personal adornment. We gathered figures from thousands of shops and discovered that the charge is false.

"American women are no longer copying the beauty methods of the Florida English or the flamboyant Latin beauties. They have come to realize that they must develop the distinctive natural beauty resources that they possess themselves and the beauty shops report their demand is for individualistic makeups by a score of almost five to one.

"The survey showed further that American women are becoming conscious of varying climatic conditions with the result that cosmetics which are popular in Minnesota have no appeal to the women of Florida, that creams suitable for a dry climate such as Arizona are scorned by the women of the Great Lakes region.

"Mass production may be all right in many lines of business, but it is all wrong in the beauty profession. Those who say American women make up according to a single model simply do not know the truth. They are slandering the intelligence of the women of this country."

Cottons Go To Town For Summer



NOT every one is fortunate enough to get away from home all summer. Those of us who stay on in town find one of the perplexing problems of the summer is to dress comfortably. Probably that is one good reason why so many women have taken up cotton so earnestly this year when such a great variety of attractive summer fabrics are available for smartly tailored costumes. The crispness and comfort of cottons go hand in hand with the simplicity that is so essential for town wear.

Two of the new models shown in the accompanying photographs. The one at the right presents a street costume in cotton tweed designed in sheer open weave that is cool and non-creasable. Its texture makes it admirable for summer travel. The other is of white pique and fabric gloves complete this outfit. The other model is one of the novelty pieces with an interesting blouse of cotton net. The hat of a new woven cotton cord is fringed with a swaggar trim.

Hats Push Forward and Cock Themselves Over Right Eye

By Diana Morwin (Associated Press Fashion Editor)

PARIS (AP)—Hats have taken a forward tilt. The day when smart chapeaux perched on the back of sleekly coiffed heads has passed and headgear now tilts over the forehead almost enough to cover one eye.

The latest hats take their inspiration from the days of Lily Langtry.

Tiny black straws with flat round crowns and brims which turn down in front and up in the back are trimmed with a double wing in front or a tiny crystal feather perched on one side.

Light straw derbies are finished with a crystal buckle slipped on the crown band, and saucer hats turning down all around have films of paradise feathers tucked under the left side of the brim.

The hats are worn raked forward over the right eyebrow, leaving the left eye and the entire left side of the head fully revealed.

Even the cloches, which in this summer, cover the eyes, while tricorns are designed with an exaggerated point above the right temple.

The smartest sports hats borrowed their lines from Robin Hood. Knitted caps fitted close to the head, turned up in the back and trimmed with a perky feather, are the favorites.

For dressy wear the flat creped, broad brimmed chapeau, which Paris calls a capeline, reigns supreme. It is designed with a crown of fabric and a twelve inch brim of straw and is worn at an exaggerated tilt.

PARIS (AP)—Deep violet, a shade darker than the Parma variety, a favorite summer style sports costume and street wear are made of soft violet wool with pearl gray organza blouse, white dinner gowns are designed of dark violet chiffon trimmed with mauve flowers or bands.

Annual Plants Now on Sale

If for some reason or other you neglected to plant seed of the annuals you need in the garden, the big seedhouse can now supply your needs in growing plants. Marigolds, zinnias, sweet alyssum, phlox dummondii, petunias, verbena, ten weeks stocks, ageratum, and pansies are in the market. Get a supply and start your garden with blooming plants. You can see the colors you are buying and make your color plans accordingly in many of these plants.

Some annuals cannot be sold practically as plants but fortunately these are easily and quickly grown from seed planted now. These are the poppies, annual larkspurs, and bachelor buttons or cornflowers. They can be sown at any time within a month and be certain of giving a lavish and well worth while crop of bloom.

The annual larkspurs have been developed into one of the finest of garden subjects with a beautiful new range of colors in fine double well filled spikes. They can be grown to color for garden effect or they can be grown in rows in the cutting garden of vegetable garden as a succession crop and furnish beautiful cutting material at any time within a month and the seed should be sown where the plants are to remain and they should then be thinned to stand six inches apart at the least. A foot would be better if there is ample space. However, in the cutting garden the main terminal spike is the most desired material so they can be planted six inches apart and yield a fine supply of bloom.

The Shirley poppies have come to be the handiest and most valuable all around annual in the garden. When anything else fails you can always scatter a pinch of poppy seed and you will have brilliant bloom before many weeks go by. These poppies in their delicate pinks and salmons as well as in their brilliant red can furnish a whole garden with color and often are so used as the transition material between the early bulbs such as tulips and daffodils and the iris display to give color until the phloxes and perennial asters and main crop of late annuals such as zinnias and asters get into their stride. Keep a supply of Shirley poppy seed on hand to seed any vacancy where some plant has failed to do its duty.



A FEW EASILY GROWN ANNUALS WILL KEEP THE HOUSE SUPPLIED WITH DECORATIVE BOUQUETS ALL THROUGH THE SUMMER.

COTTON FABRICS EASILY WASHED

Amazing things have been done with the old reliable cotton that once was identified solely with aprons and underwear. While it still ranks among the most popular fabrics for such utilitarian garments, it has been found equally appropriate for the daintiest of "dress up" frocks. Cottons, for the most part, are the simplest of all fabrics to wash. White garments can be soaked in warm suds over night, rinsed in hot water, and hung in the sunlight to dry. Eyelet embroidery or any kind of embroidered work should be ironed on the wrong side.

Colored garments should never be soaked no matter how fast the colors are reputed to be. Colored cottons, as well as all other printed or solid colored fabrics, should be washed in accordance with the basic rules for washing all delicate fabrics. Use tepid water followed by fresh suds if necessary and rinse several times in water of the same temperature as the soap solution.

Careful drying is of equal importance, especially with prints. Wash as rapidly as possible, turn inside out, and dry rapidly, either by hanging out of doors in the shade, or with the aid of an electric fan. Another good method is to roll the garment in Turkish towels to absorb the moisture. Extra towels should be placed inside the dress and sleeves to keep the back and front from coming in contact with each other.

CLUB FEDERATION TO AID DISABLED WOMEN

WASHINGTON (AP)—The General Federation of Women's Clubs will aid the Women's Overseas Service League in assisting disabled women who served overseas during the world war.

Each unit of the federation will report the names of all overseas women in its locality, stating those who are disabled, with what organization they served and if they now are in need of medical or financial care. The survey will include women who served overseas during the war.

Planes carrying more than two passengers for hire at night are required by federal regulation to have fires with a light duration of three minutes and a candle-power of 200,000.

Shall Women Inherit the Earth? Bankers See New Trend in Wealth

Within a few generations the entire wealth of the United States will be in the hands of women if the present prevailing trend continues, according to figures compiled from banking statistics by Richard J. Walsh of the Woman's Home Companion. Here are the facts about the existing "trend," which has been somewhat accelerated by the stock market crash and the general business depression:

- Women pay income taxes on forty-one per cent of the national taxable income reported by individuals—not including the much larger volume reported on joint returns of husband and wife.
- Women millionaires are as prevalent as men.
- Women are getting seventy per cent of the estates left by men and sixty-four per cent of the estates left by other women.
- Women are beneficiaries of eighty-five per cent of the life insurance.
- More than half the stockholders are women in such great corporations as the American Telephone and Telegraph Company, the United States Steel Corporation, the Pennsylvania Railroad and others.

Then there is the familiar assertion that women steer the spending of the eighty-five to ninety per cent of the family income. As to just how we know this tremendous fact we have never been wholly clear. Presumably the estimate is based upon studies of budgets, bank accounts, retail store records and similar statistics. A well-qualified authority has asserted that not only do women spend eighty-five per cent of all salaries paid in the United States, but they influence the spending of another ten per cent, so that out of the entire payroll of the nation men control only fifteen per cent. Even without meticulous proof most of us are ready to concede, out of our own experience and observation, that this is broadly true.

Five specimens of a cave-inhabiting fish—a fresh-water sculpin from Onondaga cave, Leasburg, Mo.—have been presented to Field museum in Chicago.

Cotton for Sports



By EMMA LOU PETTA

ANOTHER victory for cotton is described by the Chairman of the Woman's Carolina Golf Association Tournament—Mrs. E. E. Barnwell, who is also secretary of the South-wide "Wear Cotton" Campaign which has headquarters in Gastonia, N. C. Mrs. Barnwell says:

"The first all-cotton golf tournament was held at the Ocean Springs Golf Club in Myrtle Beach, S. C. when the Women's Carolina Golf Championship was decided. On qualifying day when women from all over the two Carolinas teed off, durable cotton sports fabrics were very much in evidence. All ladies qualifying were asked to wear only cotton golf frocks, and all complied with that rule. Francois durene was a spectator, durene 'ric rac' and 'mesh' played the first round in par, but it was generally thought that before the close of the tournament 'mesh' will have won the trophy, as it is unquestionably a 'birdie' in the eyes of all the onlookers as well as all the players."

DETACHABLE SLEEVES MODISH, PRACTICAL

PARIS (AP)—Detachable sleeves are a fashionable practicality of the summer mode. Black crepe or flowered foulard frocks, designed with circular tiers falling from the elbows, have lower sleeves which may be added or subtracted at the wearer's will. Addition of the sleeves is accomplished by snaps concealed under the circular flounce at the elbow line.

CONTRASTING JACKET AND SKIRT FAVORED

PARIS (AP)—Mme. George Fenwick is among smart women who are wearing the new "light jacket, dark skirt" suite this spring. She lunched at Ciro's recently in a tuxedo suit designed with a white hip length jacket and navy blue skirt. With it she wore a full over blouse of white angora wool and a white wool beret.

INJURED-BODIES FENDERS-REPAIRED

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