

HER WAY OF PLEASING EVERYBODY

(© by D. J. Walsh.)

BEATRICE HALLECK at twenty had achieved without conscious effort the distinction of being the most popular girl in town. Just looking at her one understood her popularity with men, but it was rather amazing to find she was just as much sought after by girls.

At present Beatrice possessed three "best" girl friends; each firmly believed she alone held a place in Bea's heart that no one else could even look into. Beatrice, because above all things she couldn't bear to hurt people, had let them think so. The friendships had just "happened" and she hadn't the courage to tell any of them that the devotion was one-sided. This beautiful morning she sat in the living room of her home and poured her troubles into the ever-ready ears of Jim Boyd.

"What am I going to do?" she wailed. "Why couldn't I have told Ruth that Nora expects me to go to India as a missionary with her? Ruth is positively set on having me go to New York to lead a terrifically Bohemian life with her. It sounds thrilling, too. I can just see that studio in Greenwich Village and Ruth and I in very sudden varieties of boyish bobs, wearing futuristic smocks and sandals and going without stockings."

Jim whistled in mild surprise. "Go on," he said good-naturedly.

"And—both of us slithering gracefully around?"

"I never heard of anyone 'slithering gracefully.'" Jim interrupted disgustfully.

"Slithering gracefully around," she insisted, "amid—"

"Amid, what?" he gasped.

"A tea table or red Chinese lacquer and black lacquer chairs, with people sitting on them—languidly graceful, interesting looking people."

"How awful!" he breathed.

"Jim Boyd, if you interrupt again I'll send you home," she said severely.

"All right, but get the agony over with quickly," was the reply.

"Well, as I said before, the people must be interesting—long-haired musicians, bow-tied artists, Charleston dancers, actors and, and—a spring poet. Oh Jim, do you think you could get me a spring poet?"

"Gosh, this is worse than the time you ordered an airtable to be delivered before night and nobody in town owning anything but fox terriers and bulldogs."

"But I must have a spring poet," she insisted. "He'll help so much—lend atmosphere—Jim, can't you get me a spring poet?"

"Yes, yes," said Jim soothingly, "though I should think a place like the Village would supply its own. What should the old geezer look like?"

"Oh, I don't know," vaguely. "Just a regular spring poet."

"Maybe a spring tonic would be better," said Jim wisely. "Let's forget poets and go play tennis."

"But, Jim, wouldn't it be wonderful to feel one had been called to do a great work for mankind in India?"

"What?" cried Jim in astonishment.

"I said," explained the girl gently, "wouldn't it be wonderful to feel one had been called to do a great work for mankind in India?"

"Who's been called?" asked Jim suspiciously.

"I don't know—I think maybe I have."

"Applause! How could you be leading a Bohemian life in New York while you were teaching the heathen in India?"

"That's just it—how? Nora knows that long ago I gave up all thought of marriage, so naturally she expects me to spend my declining years with her. Ruth expects the same, and tomorrow they're both coming to make final arrangements for my future."

"Well, why the dickens don't you tell one of them that she isn't your best friend?"

"Oh, I couldn't do that, you know. They'd feel badly—really they would."

"I give up," said Jim, shaking his head. "Come on, let's play tennis."

"Jim," she said, "I don't know why you're so comforting, but you are, although you never give me any advice that's worth taking."

"Well, there's nothing like being frank, but some day I may have a really bright suggestion. Race you to the courts!"

"Jim," she gasped as they reached the courts, "can't you picture me in a dark gray dress with high collar and cuffs and my hair grown long and pulled straight off my face and done in a flat knob at the back—with about 500 little brown babies, teaching them their prayers and things?"

"No, I can't," said Jim decidedly. "I can't at all. Why, here comes Jean and Donald. We'll play doubles."

When the game was over Jean, a tall fair-haired girl, drew Beatrice aside and whispered:

"Listen, dear; I have the most wonderful scheme. I must talk it over with you. Let's get rid of the boys. It's something we can devote our lives to."

"I'm sure it's a splendid scheme if you thought of it," said Beatrice, weakly. Silently she cursed herself for the pretty speeches which came so readily to her lips at such times.

As soon as the boys were out of hearing Jean turned to her friend excitedly:

"Bea, did you ever raise chickens?"

"N-no—never," was the answer.

"Would you love to?"

"I—I don't know," she faltered. "They're kind of cute when they are little and furry."

"Oh, they're wonderful! There is nothing to compare with them—in all stages." Jean clasped her hands and her eyes became wider and brighter as though she were picturing to herself millions of chickens of every conceivable color and breed.

Beatrice looked at her friend in mild-eyed astonishment. Much as she liked chickens on the rare occasions when she saw them, she would not have believed that any feathered creature were capable of arousing so much enthusiasm in the breast of Jean, the calm and serene. Apparently it was worth while to cultivate barnyard acquaintances.

"Where did you get to know chickens so well?" she ventured.

"Where?" Jean turned. "So well? I don't know anything about them except what I read in the Farmers' Monthly yesterday, but it made me realize that my vocation in life is to raise chickens and you, Bea, dear, are to help me. We'll buy a little place outside the city and raise really good-looking chickens—quite the best assortment."

"It does sound rather nice," said a meek voice, "but how do you suppose we'll be able to look after them? I never lived within two miles of a chicken in my life."

"Oh, that's easy," returned Jean promptly. "You don't need to know anything about them. That will come in time. We'll just buy books, a good big stock and, and—" vaguely—"some eggs and we'll—just start in and raise chickens."

"All right—if it's as simple as that," said Beatrice.

"And you'll promise to make your country proud of you as one of the two greatest chicken fanciers (I think that's what we'll be called) in the world?"

"I promise. Come over tomorrow and we'll make final arrangements."

As usual, upon sober reflection next day, Beatrice was filled with remorse and uneasiness. India, Bohemia and chicken farming didn't mix. About noon she phoned Jim and explained the situation.

"Isn't it awful?" she asked. "You must think I can't."

"Awful is too mild a word," said the young man. "I'm doing some thinking all right and I'll be over at four o'clock to offer suggestions."

Promptly at four Jim arrived. Nora, Jean and Ruth were on the porch with Bea. The air seemed charged with electricity.

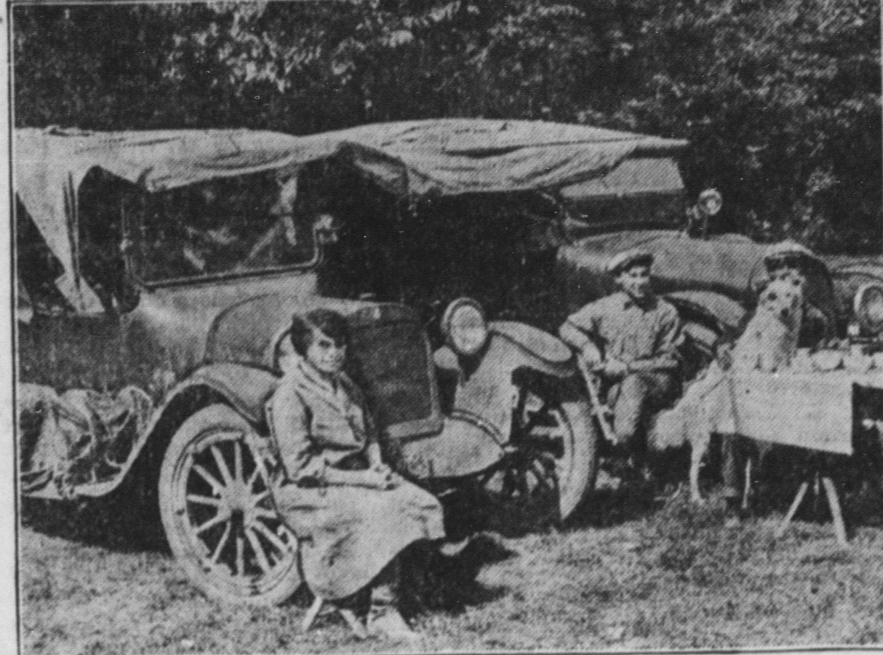
"May I speak with you alone a few minutes, Beatrice?" he asked.

"Why surely. If the girls will excuse me," she replied.

They walked out to the sunroom at the back of the house. They returned in ten minutes and Jim announced:

"Beatrice has something to tell you."

Then Beatrice, looking very thrilled and excited, said: "Jim and I are engaged. We won't be married for a year, but I just wanted you all to know that I'll be so busy getting ready I won't be able to do any of the lovely things we had planned."



Typical Motorist's Summer Camp.

VACATION TOURS BY AUTOMOBILE

Immense Amount of Money Will Be Spent This Year by Motorists.

More than forty-four million people, over a third of the nation, will take vacation motor tours during 1928 and will spend the staggering sum of three and a half billion dollars, according to preliminary estimates of this year's motor tourist business made by the touring bureau of the Chicago Motor Club.

The Chicago Motor Club's estimate for 1928 is based on a detailed study of figures for the 1927 season, with an allowance of 10 per cent increase for this year, which is about the normal annual growth in the gigantic industry of motor touring over the past few years.

Annual Vacation Movement.

Approximately forty million people, in ten million cars, took to the winding ribbons of paved highways and into the byways for their vacations last year, the Chicago Motor Club declares.

"One of the most impressive and important features of the motor tourist business in 1927," says the Chicago Motor Club, "was the trend away from the tourist camps and toward the hotels and tourist homes catering to motorists. The latter enjoyed a heavier business than in the previous year, despite weather conditions that somewhat handicapped the annual vacation movement. In this trend, amounting to an increase of 12 per cent in business, is seen a clear indication of the position of the resort hotel as a permanent fixture in the rest and play life of the motorists."

"The figures for last year show that 29,000,000 people in 7,250,000 cars patronized hotels and tourist homes. On the basis of last year's figures, the total of this class of motorists should soar to 32,000,000 this year."

"Figuring four people to a car and allowing each occupant an expenditure of \$7.50 a day, for an average period of ten days, the army of motorists patronizing hotels and resorts would spend nearly two and a half billion dollars in 1928."

"Wandering in gypsy fashion, lured by climate, scenery and history, more than 11,000,000 campers used their cars last year for vacations. The caravan numbered about 2,750,000 automobiles, including house cars fitted out for housekeeping and as trailers. This would justify the estimate that more than 12,000,000 campers will use over 3,000,000 pleasure cars to visit the great outdoors this year."

"The camper spends three times as long away from home as the hotel tourist and on a basis of \$3.30 per day, per person, nearly a billion and a quarter dollars will be left along the gasoline trail by this class of motorist."

"These tentative estimates for 1928 may appear large, but they are in reality conservative and are based strictly on the figures for the past few years and the normal growth that each year has brought."

Two Important Factors.

Two factors, according to the Chicago Motor Club, which handled 250,000 tours last year, are playing a predominant part in the development of America's motor tourist business, namely, the establishment of standardized motoring services throughout the country and the growing appreciation of the importance of the motor tourist caravan as a creator of community growth and prosperity. The statement concluded:

"All over the country, America is preparing for an unprecedented year in motor tourist travel. Thousands who stayed at home in 1927, due to the cool weather that hung over the nation in the summer months, plan to take to the open road during the present year and to spend more time touring."

Red Printed Silk in Small, Formal Flowers

In keeping with the popular fashion, here is shown a prominent "movie" star wearing a chic sports costume of light red silk printed in small, formal flowers. A three-cornered neckerchief is worn loosely about the collar line.

Hard steering may be caused by improper wheel alignment. Tires are worn unevenly and too rapidly. Also, a quick and inexpensive correction can be accomplished by any well-equipped service station.

AUTOMOBILE NOTES

It takes a billion dollars' worth of gasoline to feed America's motor cars every year.

It is estimated that 500,000 passengers arrive in New York city in automobiles every day.

Registration figures show that only 11 per cent of the automobiles are in the cities of the nation.

More than two-thirds of the farmers in this country own and operate at least one automobile.

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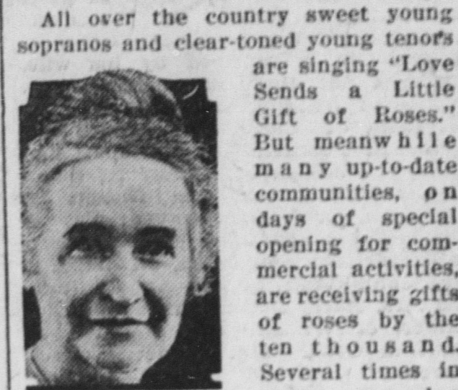
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Dame Fashion Smiles

By Grace Jewett Austin



All over the country sweet young sopranos and clear-toned young tenors are singing "Love Sends a Little Gift of Roses." But meanwhile many up-to-date communities, on days of special opening for commercial activities, are receiving gifts of roses by the ten thousand. Several times in recent weeks

Grace J. Austin, Dame Fashion has been simply thrilled at the delightful spectacle resulting when nearly every man, woman and child one meets carries in his or her hand a wonderful half-open rose. Please notice that pronoun, "his" hand. For this is fact, no rhetoric. There seem to be just about as many men as women who appreciate the privilege of viewing advance styles and scenes where beautiful wearables abound. This rose-giving is distinctly a modern custom, and has more esthetic value than gifts of cigars and candy.

Now isn't there more flower-appreciation in the country generally than there used to be? Asking a silk dealer the other day for new silk-shade names, he remarked at once: "This year some of the most beautiful shades have been given flower-names. I've got a whole gardenful for you." And then he proceeded to lay out daffodil, foxglove, cosmos, peony, English daisy, sweet william, smilax green, cockscomb red, mignonette, tea rose, hyacinth, birth-leaf, lace-flower and larkspur. What a garden those would make if they were all growing! Anyone with experience in gardens can in almost every case see at once the beautiful shades so named.

One of the women with great flower magic in her finger ends sat by Dame Fashion's desk the other day and gave her a little lesson about the kinds of narcissus or daffodils, of which she was raising 42 varieties. "It's all in the trumpet," she declared, meaning the little round trumpet-shaped part which in some form appears in every daffodil. After she was gone Dame Fashion just wondered if that was not a kind of clothes-slogan, as well as flower-rule. You think it over and see if the effectiveness of each costume does not depend on the "trumpet-call" it gives; whether it is harmony or discord; adapted not to be too "loud" nor yet too meek, and successful just so far as it is a note of beauty.

Many women in the early summer months will pack suitcases and hatboxes and tie themselves to the conventions for women—district, state or national—which abound on every hand. They will do gracious ensemble gowns, throw fox scarfs around their necks, adjust small modish hats suitable for traveling, and be well attired for the days of pleasure and inspiration. One of the spring modes which gives much assistance to the women going convention-ward or even for the popular week-end visit, and who wish to vary the costume without the burden of too much luggage, is the present popularity of the collar and cuff set. Suppose you see a pretty gown of blue or beige, worn with a lace collar and cuff set of deep ecru, and then a day later that same gown is brightened with a fluffy set of bright scarlet or gay plaid, with perhaps a change of belt, pumps and hand-bag to match, you will hardly believe that you are seeing the same costume.

On and on the ensemble gowns some women are taking the notion to pin the gay dress-flower on the back of the shoulder! It might do for a change, but Dame Fashion likes so well to be able to look down at a bunch of violets, apple blossoms or gay nasturtiums that she will probably not adopt a style to pin them on the back.

Polka-dotted crepe and silk are used for the bags that match the polka-dot frocks and are especially chic in black and white and blue and white. Those shown in one shop are made with frames of imitation ivory and are lined with white. In leather bags of the more tailored sort the geometric pattern is illustrated in many combinations, and almost all of the modern type of bags are of envelope shape and severe in the manner of decoration.

Modernistic art is flamboyant in the printed scarfs. These are gay, fresh and summery, but colors are more subtly blended than in the first of this style that appeared. Evening scarfs are growing more delicate in color and pattern. They are to be had in chiffon, nylon, crepe and marquisette, and in squares of net in tracteries of metal thread.

Tailored Ensemble of White; Summer Outfit



For summer the coolness of white makes that color immune to any momentary whims of fashion. For smart afternoon occasions a prominent motion picture actress chooses a white tailored ensemble, with coat collar trimmed in ermine, topped off with a shabby-brimmed felt hat to match.

Modern Touch Prevails in Dainty Accessories

Geometric designs are shown in many charming accessories for the new style of dress. The smartest bags in this style are smaller than those of last season and present fine workmanship and beautiful materials. Black-and-white is particularly smart and is offered in bags for every occasion.

One envelope purse-bag is made of black suede with a single row of large brilliants marking an uneven angle on the flap. A soft bag of black satin for afternoon or evening is studded with rhinestones in an all-over pattern of diamond shape. In another, white satin is plaited into a black onyx frame that is studded with brilliants.

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Collars and Cuffs of Linen on New Jackets

Linen plays an important part in the new tailored dress. On the jackets the cuffs and collars are of linen. Ironed into adorable little plaits. There are also linen jabots which add individuality to the dress. Among the favored materials is toile de Indes or wool linen, which lends itself admirably to the tailored style. Another smart new material is a very heavy shantung silk.

Puffs and bows have brought ribbons again into fashion. Also the required accentuation of the snug waistline and tight, firm hips has resulted in the use of ribbons for sashes. These are wound tightly three or four times around the waist. Sashes are specially adapted to the morning and sport costumes. Those knotted in front are very new.

Scarf Knotted at Side in Front, or in Back

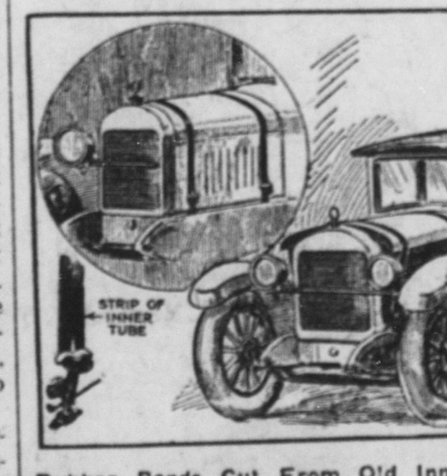
Various are the methods of wearing that popular fad, the scarf. Sometimes it is knotted in front, sailor fashion. Again it is tied at the side as the cowboy does his. Or it may be tied in the back, patterning after the monk with his cowl. Millady may even wind it around her wrist when she dances. The scarf is probably the most decorative feature of the season and you can hardly go wrong in designing ways to make use of the gay square or triangle of silk.

Negligee of Transparent Velvet

An exquisite negligee is made of transparent white velvet with touches of silver embroidery on sleeves and front. Huge white flowers outline the neck.

Annoying Hood Rattle Is Hard to Overcome

Auto hoods on light cars and trucks often develop an annoying rattle which is difficult to overcome. Two long bands cut from an old inner tube and stretched over the hood, as shown in the insert, will remedy the rattle. If



the bands are cut evenly and placed symmetrically on the hood, they will not detract from its appearance. It is often desirable to open the sides of the hood to permit better cooling of the motor, and then the rubber bands will hold the hood in the open position.—Popular Mechanics Magazine.

Sixteen-Story Garage to Be Erected in Chicago

Chicago's tallest garage building, a 16-story structure, to cost \$1,500,000, is scheduled for construction at 211-21 West Lake street.

With the inauguration of the non-parking regulations in the loop, interest in garage construction and in potential garage sites in the close-in North, South and West sides has received a big impetus. Lake street seems to be attracting the garage men more frequently than any other thoroughfare. Half a dozen garage projects, representing investment of several millions of dollars, are said to be in various stages of promotion along the street.

The project at 211 West Lake street is said to be backed by a syndicate. The site fronts north 100 feet in Lake street midway between Franklin and Wells and has a depth of 180 feet. The same syndicate is said to be planning a similar structure for the vicinity of Madison and Franklin streets.

Test Oil Filters, Advises an Expert

If you could see what goes on inside your automobile engine you'd be amazed at what happens to the oil. As the oil circulates through the bearings and moving parts, it is constantly picking up fine particles of metal, bits of dirt and other abrasive material, according to research engineers.

To prevent serious wear and other trouble in the engine, this abrasive matter is being constantly removed from the oil by the oil filter.

The filter works automatically and without attention, for long periods of time; and because of its purifying action, the same oil can be used for perhaps 3,000 miles.

But remember this: That, after long use, about 10,000 miles, the filtering unit becomes filled with dirt, sludge, etc., taken from the oil, and can no longer do the job as it should.

Therefore, be sure to have your oil filter tested from time to time.

Rubber Bands Cut From Old Inner Tubes Will Stop Rattle of Hood Whether Closed or Open.

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