

Novelty, Message of Smart Cottons

By CHERIE NICHOLAS



SMART cottons go galloping through the fashion picture at high speed this season. Keep us guessing, too, as to their real identity, being silky looking one moment, dull-lustered and wooly the next, sheer, heavy, spongy, lacy, sporty, dressy, formal or informal as occasion may demand. When it comes to novelty, the new cotton weaves have it written all over them and that is why in all fashion reports they are getting front-page notices these days.

The material which fashions the attractive frock centered in the picture is a fair example of a cotton which conceals its identity. It is one of the new durenne crepes—a knitted crepe which is extremely sheer and cool. It might be tweed from the looks of it, which goes to show the extraordinary tricks quality-kind cottons are playing in the game of fashion at the present moment. The fact that this handsome durenne cotton weave is dotted adds to its prestige, for its dots and dots according to what "they say" in Paris.

Speaking of novelty, the new mesh cottons "say it" with emphasis. The latest member of the lacy mesh-cotton family to announce its debut is eyelet durenne. The last-minute frock which you see illustrated to the left in this trio of swagger spring and summer gowns is made of the very new and interesting eyeleted durenne cotton. Those who wear a gown fashioned of it to a golf tournament, or while watching the horses at the first big meet, will discover that this material is even cooler than chiffon because of the "air-holes"—not a classic term, but informative—for the fabric is unusually absorbent.

This very modern frock, worn by a

very young woman, is designed to accentuate the wider shoulder line. It also has a smart-looking diagonal cut to its seamings.

Take notice, please, that this same Miss Modern is wearing a beret, for she has heard all about their continued vogue in Paris. The simplest of berets or the rather dressy sort, the beret which harmonizes or the beret which provides a color contrast to one's costume, they each and all qualify as perfectly good style. And her gloves! Have you sensed the open-mesh gloves which this lady of fashion is wearing? To sport the new cotton lacy mesh gloves such as those pictured is proof-positive that the wearer is correctly style-informed.

Speaking of novelty as expressed in this season's ultra-chic cotton weaves, the fabric employed for the up-to-the-moment gown to the right in this group, has "it" in no uncertain terms. It is a faggoted cotton which is "nauff said" to those who keep pace with fashion's stride. All the best designers are choosing faggoted materials for their latest spring and summer gowns. The one shown is a particularly lovely durenne openwork fabric, lacyly faggoted to stress the importance of diagonal lines. The trim little belt—belts may be almost any width—indicates a fairly high waistline. The fanciful lacy quality of the durenne fabric provides all the needed decoration, hence the simplicity of its treatment. A piquant little rough straw beret is worn.

Another outstanding movement of smart cottons is in the direction of embroidered effects. This applies to sheer materials for party wear as well as sturdier types for sports.

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WOOL PIQUE LAST WHISPER IN CHIC

We've had cotton pique and we've had silk pique.

Now may we introduce the newest member of the family, wool pique, which is the last whisper in spring-time chic.

For instance, one of our more alert shops along the avenue is showing a suit of white wool pique, with a trick yoke effect which makes your shoulders look like those of a West Point cadet. The yoke of the jacket is cut straight across the sleeves, about midway between shoulder and elbow, giving effective shoulder breadth as well as a new dash and a last-minute air.

The jacket is short and fitted as to waistline. The skirt is straight, with a front pleat concealing the fact that it is divided. It is worn with a knitted blouse of white wool yarn with an ascot scarf banded in red and green.

If you'd care for a sailor of rough white straw, with a tri-color band of green, red and white, you'd find it added quite the finishing touch.

Simplicity Is Theme of Smartest Dresses

Lines still point the way to smartness. Not only the lines of the model, but the diagonal lines of the various woollens and the lines formed by the ever-smart plin tucking that is seen so much just now.

Simplicity is the theme of most of the frocks. Life is much less complex and exciting than it used to be and clothes are paced in the same gait. Novelties are conspicuous by their absence, so are freak clothes.

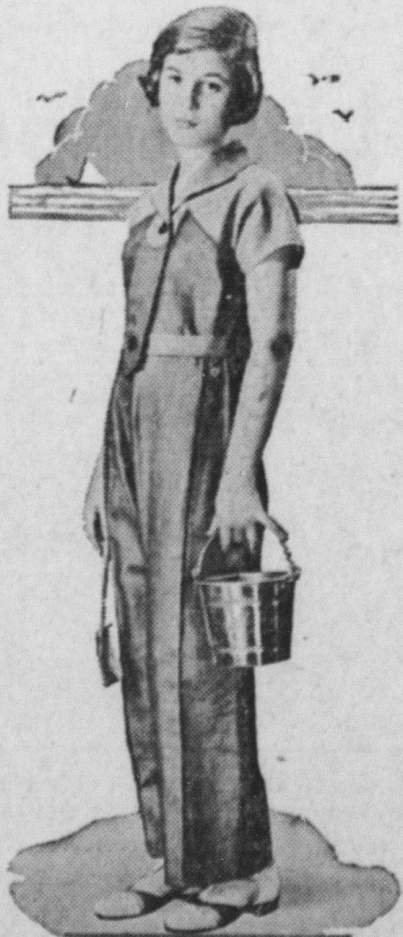
Instead we have smart little suits, attractive and wearable, and charming frocks that have a fine dressmaker air about them, but are careful not to flaunt it. This is the type of frock that will be worn for the present, during the day, anyway.

Rakish Little Hats

They are young and cute and rakish, these new hats of woven visen straw, with a low, rounded crown, a brim pointed a bit over the left eye and with two quills in contrasting colors standing straight up on the left side. They are slipped through the crown.

PLAY OVERALLS

By CHERIE NICHOLAS



Spring has come and it's time for children to play out of doors. What more befitting for your little girl to wear than this clever overall costume? Make it of jeans or cotton broadcloth or any preferred sturdy weave. The original model photographed is in marine blue and red, with bright red ocean pearl buttons. Be sure to add the gay pearl buttons for they give this cunning suit the touch that tells.

Raffia Necklaces Are New Spring Accessory

Raffia necklaces are fashion's newest accessory novelty to wear with that spring wool frock. They are made of fine raffia braided in checker design and finished with a long tassel which falls to the waist. White necklaces are worn with black wool frocks and emerald green with light green.

GULF STREAM NOT CHANGING COURSE

Authority Says Belief Has No Foundation.

The ingenious who pin their faith upon the Gulf stream as the real explanation of all the current vagaries of our weather are assured by an article in the Merchant Marine Bulletin that they are wrong. The Gulf stream has not changed its course; it is, moreover, somewhat improbable that it ever will within our time. That familiar river of the ocean (which, according to a recent computation, has a discharge through the straits of Florida equal to twenty-two times the total discharge of all the rivers in the world) is directed by the action of the trade winds and the configuration of the coast and the ocean bottom; as long as the trades persist it would take a vast submarine upheaval to effect any permanent alteration in the Gulf stream's course, and nothing of the sort has been observed recently. The minor variations which do occur owing to wind changes or the varying effects of the Labrador current are not enough to do much with New York weather, even though New Yorkers might wish that they were.

The same article reprints a facsimile of the first chart upon which the Gulf stream ever appeared. Although its existence had been known to mariners since the days of Ponce de Leon's expeditions to Florida, and it had had an important effect on the routes of the early transatlantic trade, this first chart of it did not appear until about 1770, when no less a scientific investigator than Benjamin Franklin got a Nantucket shipmaster to mark down the course of the current for him. The Nantucket man had learned it by experience and as a part of the professional lore of his trade; the resultant map was not very accurate, but for the earlier part of the course at any rate was good enough, both in direction and velocity. Though it had never before appeared on charts, it had been used by seamen in their business for 250 years; and it would be interesting to know how far the Gulf stream, as a part of the system of wind and current which made the West Indies the natural gateway to America rather than our own north Atlantic coast, has affected the history of this continent. We are familiar with the way in which the land rivers channel economic and political development; the similar effect of this sea river is less often spoken of.

The Broad Hint

"I've never seen such dreamy eyes before."

"Maybe that's because you're keeping me up so late."—Judge.

A man who has enough work to do, so that every day there is some left over, ought to be happy, but he seldom knows it.

Economic Leaders Will Speak on Newspaper Hour

Outstanding economic problems of the day will be discussed in the National Farm and Home Hour Saturday, April 30, by L. A. Downs, president of the Illinois Central railroad, Benjamin M. Anderson, Jr., economist of the Chase National bank of the city of New York, and United States Senator Otis F. Glenn of Illinois.

The broadcast will be under the direction of the corn belt farm dailies, a group of daily agricultural newspapers which circulate principally among the larger producers of live stock. In the group are the Chicago Drivers Journal, Kansas City Drivers Telegram, Omaha Journal-Stockman, and St. Louis Daily Livestock Reporter.

Charles E. Snyder, editor of the Chicago Drivers Journal, will be in charge of the broadcast and will introduce the speakers who are to devote their attention to presenting for the farm radio audience discussions of existing economic conditions of the day.

The program promises to attract the attention of vast audiences particularly because it will bring before the NBC microphones three distinguished leaders in the economic world.

The program will be brought to listeners as part of the plan to feature the messages of practically every important agricultural organization in the country. The speakers were chosen by Mr. Snyder because of their long experience and contacts with our economic problems.

Supplying Sponge Demand

Sponge production is centered in two localities—the Mediterranean and the Gulf of Mexico and West Indies. The Mediterranean fisheries are a little the larger. These are exploited chiefly by Greeks, but to some extent by all the Mediterranean nationalities. Americans do harvest sponges, and in the western hemisphere the output of two Florida fields is the most valuable. One field is off Tampa bay, the other around Key West. The Bahamas and Cuba produce most of the West Indian sponges.

Cataclysm

"Did you tell your father over the phone that we were engaged?"

"Yes, dear."

"What did he say?"

"Well, darling I couldn't tell whether he was replying or whether it was a breakdown on the line."

Change It!

He—What a queer name you have, Miss Dunkelberg.

She—Well, you know what you can do with it.

Colorful Speech

"Color can speak," declares an artist.

Sez hue!—Passing Show.

DON'T MISS HIM!

TUESDAY and THURSDAY NIGHTS JOE PALOOKA



★ He's dumb. He's funny. The women love him no less than the men. You'll laugh with him. You'll cry with him. You'll love him! Listen in!

Sent through the courtesy of Heinz Rice Flakes "One of the 57 Varieties"

BALTIMORE... Station WCAO. 6:45 E. S. T.
WASHINGTON... Station WMAL. 6:45 E. S. T.
PHILADELPHIA... Station WCAU. 6:45 E. S. T.
NORFOLK... Station WTAR. 6:45 E. S. T.
COLUMBIA COAST-TO-COAST NETWORK

Lee Sims Broadcast

in a Bathing Suit

"Things are different now," remarked Lee Sims, NBC's master showman of the keys.

"Ten years ago my first radio job was with Charley Erbstein's station WTAS or Willy, Tommy, Annie and Sammy, as it was known in those days. The station was a remodeled stable, with the transmitter on the first floor and the luxurious studio in the hayloft.

"The equipment consisted of a cheap player piano, an old glow mike and 50 chairs which were used on Sundays when visitors were allowed.

"Charlie and I were the entire artist staff.

"In the summertime the studio, due to the velour ceiling, would get so hot that we could not work in clothes, so I always wore a bathing suit. When it got too hot, Charlie and I would put a Lee Sims piano roll on the piano and take a dip in the swimming pool in the yard.

"But now," continued Lee, "I come down to work in my automobile or speedboat, enter the world's largest building, sit down at the most expensive concert grand piano that money can buy, and get more money for 15 minutes of playing than I did for a full month of 8 to 14 hour shifts in the old days."

Pigeon's Nest Blew In

A citizen of Lewiston, Maine, keeps the window of his bedroom open all the time. Going up to bed one night he was astonished to see a heap of what appeared to be rubbish on the smooth counterpane of his bed. Looking more closely he saw that the mess of straw and sticks was really a nest, a pigeon's nest. But there was more to it than that. There was an egg in the nest.

The uses of adversity are sweet, but you don't taste that until long afterward.

Concrete That Floats

A block of concrete floated on water, bobbing up and down like a cork, at the school of practical science, University of Toronto, recently, when Prof. G. R. Anderson, carried out an unusual experiment. Known as cellular concrete, this floating stone was made on a system, analogous to raising a bread with yeast. The cement, gravel, water and sand, were put into a mixer and a carbon dioxide forming chemical was added. The cement then set into a hard porous substance lighter than wood. Professor Anderson says it has remarkable resistance to sound.

Enterprising Thief

Charles S. Hall, of Rockland, Maine, reported to police that some one had been stealing a cottage of his piecemeal. The cottage is a two-room log cabin, built three years ago on Spauldings island. The thief had taken away the furnishings, as well as the doors and windows and partitions, and part of the roof had been removed.

Just the Scallops

The B family was enjoying a turkey dinner with all the "trimmings" and, of course, scalloped oysters were included. When they were passed to Kathleen, she was asked whether she would like to have some scalloped oysters. She replied:

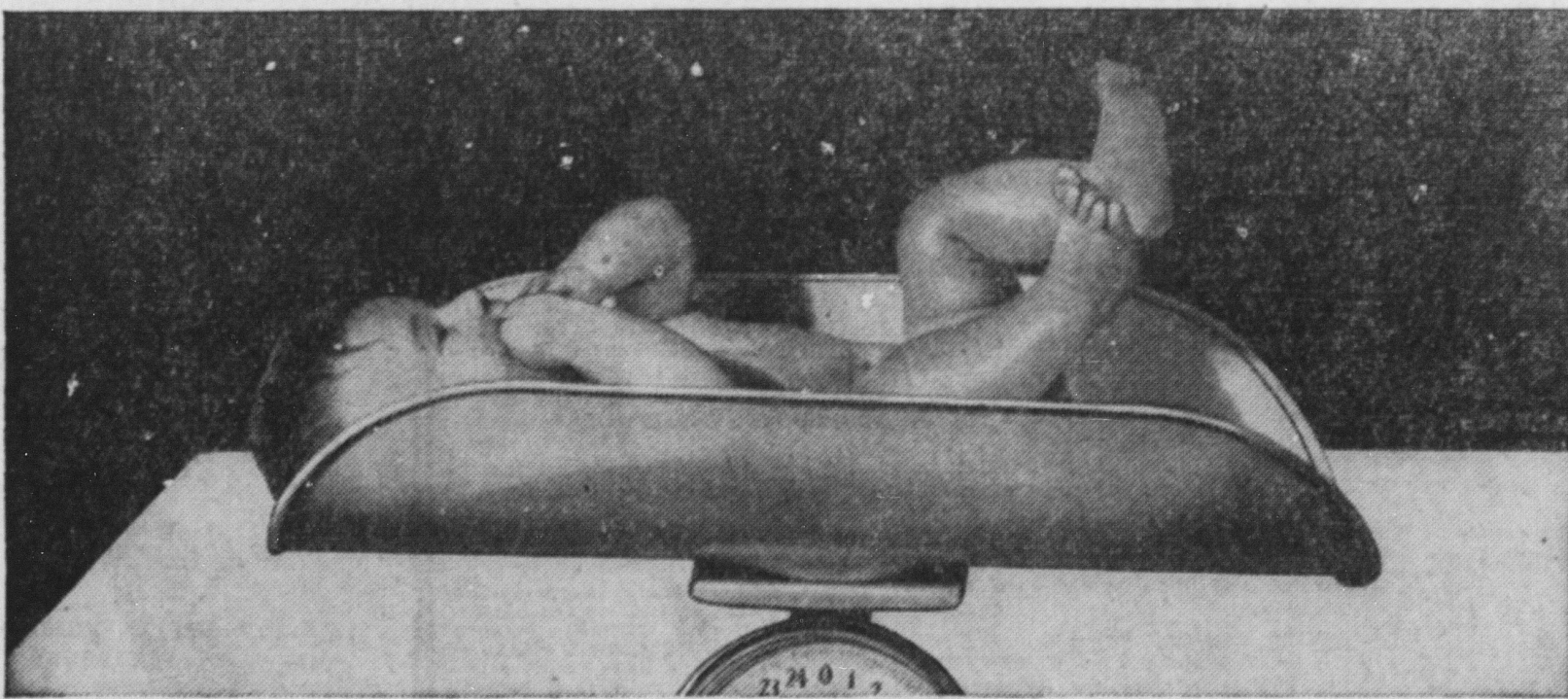
"Well, I don't care for the oysters, but I will have some of the scallops."

Motto From Washington

From the neglected sayings of George Washington comes this motto: "I had rather be on my farm than be emperor of the world."—Country Home.

Vanity is the foundation of the most ridiculous and contemptible vices.—Adam Smith.

The first bond of society is marriage.—Cicero.



To every mother who can't nurse her baby... NEWS!

When a mother's milk fails, nothing is more important than this—to be sure that the food that goes into her baby's bottle gives him just what he needs to make him rosy and healthy now, and build him a firm foundation for future health.

Test made with fifty babies

Recently, two physicians—specialists in baby diet—conducted a test with fifty average babies, to throw new light on this subject.

The food tested is one unique in infant feeding history. Next to mother's milk, it has raised more babies than any other food in the world. Over a period of 75 years, it has given millions their start in life. Throughout America, there are healthy babies, children, grown-ups, to prove the value of this amazingly digestible food.

Yet never before had scientists put this famous food—Eagle Brand Milk—

to such a thorough, controlled, scientific test. What would such a test reveal?

Simple diet proves builder of 100% babies

For months, the two physicians fed those fifty babies on Eagle Brand—checking with closest care every detail of their health and growth. Bone structure was studied with the X-ray. Tooth development was watched. Weight and height were periodically recorded. Blood tests were made...

And those fifty Eagle Brand babies, judged by every known test, proved themselves splendidly nourished. This simple diet—Eagle Brand, with merely the usual supplementary foods—had proved equal to the building of a 100% baby.

Now, science joins the millions of mothers who say, "We have our proof that Eagle Brand Milk is a truly val-

uable and effective food for a baby."

If you cannot nurse your baby, try Eagle Brand. Easy to prepare—merely add boiled water. Always pure, safe, free from dangerous germs. Keeps indefinitely in any climate. Simple feeding directions are on the label.

*The usual supplementary foods, of course, are orange or tomato juice, and cod-liver oil or other source of the anti-rachitic Vitamin D.

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