

Sophistication Is Going Out—

◆ Youth Doffing the Soiled Mantle of Those Embittered by Disappointment

A COLLEGE DEAN said recently that being sophisticated is going out of fashion.

Can it be true that the craze for sophistication—to appear blase, to seem worldly wise, to know it all, to be hard-boiled and contemptuous of the simple things—can it be true that modern youth is through with it?

And why? Is the advent of old fashioned hats and ruffles so influencing our point of view that modern youth now wants to throw sophistication into the discard?

I think I know the reason, says a woman writer of international reputation. Modern Youth must have found out the real meaning of the word. Poring over their dictionaries they must have accidentally bumped into the derivation of "sophisticated."

For "sophisticated" means adulterated. Look it up and see if it doesn't!

And come to think of it, it couldn't have a better name. If the wisest of us had tried to put a fitting label on that loss of youths natural and beautiful freshness—if a genius had tried to express that warping of stand-

ards, that tainting of taste, that souring of outlook, that premature aging of all the sensibilities he could have manufactured no better word than "sophisticated."

For sophistication is an adulteration of viewpoint, of judgment, of taste by the taint of frustration, the bitterness of disillusionment, the poison of disappointment, the dregs of the cup of poor experience. True, life is not all beauty or joy or perfection. Neither is it all bitter or sour or wrong.

One of the most powerful weapons in the hands of youth is its freshness, its faith to write on its own slate only beauty and perfection. And when youth prematurely dons the soiled and shabby mantle of those who have known disappointment and failure, it does right to call this by the name "sophistication"—a synonym of adulteration.

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Foreign Words and Phrases

Alia jacta est. (L.) The die is cast. (The words of Julius Caesar after crossing the Rubicon.)

Alter ego. (L.) My other self; bosom friend.

Bonne bouche. (F.) A dainty morsel; a tit-bit.

Coup de theatre. (F.) An unexpected event; a startling surprise.

Durante beneplacito. (L.) During your good pleasure.

Embonpoint. (F.) Plumpness; stoutness; corpulence.

Facile princeps. (L.) Easily the first; the acknowledged leader.

Montani semper liberi. (L.) Mountaineers are always freemen. (Motto of West Virginia.)

Loco citato. (L.) In the place cited.

Par exemple. (F.) For example; for instance.

Quo animo? (L.) With what mind or intention?

Man's Interest Was Purely Professional

Once when Wm. J. Bryan was making an important speech, his attention was drawn to a man in the audience who apparently was held spellbound by the flow of oratory—says Mrs. D. C. French in "Memories of a Sculptor's Wife."

Later in the evening the man seized Bryan's hand.

"I've watched you every minute," he said breathlessly. "I've never taken my eyes off you."

Mr. Bryan felt deeply thrilled.

"Yes," continued the man, "I'm a dentist and I've never before seen a speaker who, when he laughed, showed both full rows of teeth."—Kansas City Star.

BRISBANE

THIS WEEK

Airplanes at \$750 Each
Perils of Pacifism
The "Man of Calcium"
Improving Human Breed?

Fourteen concerns have offered to build small airplanes to cost as little as \$750. That is important aviation news; the bureau of air commerce is to be congratulated on its effort to encourage individual flying.

The day is coming when there will be more machines in the air than there are automobiles on the ground now. More than 25,000,000 airplanes may sound like exaggeration.

But it sounded like exaggeration some years ago when this writer published editorials urging citizens not to spread tacks and cut glass on roads, to puncture automobile tires, because, before long, automobiles would be used by workers going to and from work. That prediction came true.

Some one preparing a list of ten things that Christians would and would not do says:

"There would be no private wealth; Jesus denounced great possessions as alien to His gospel, and fatal to His kingdom.

"There would be no poverty and no war, because real Christians would refuse to fight."

In this civilization, if Christians refused to fight, they would rapidly diminish in numbers and the Pacific coast would be settled by Asiatics.

The founder of Christianity taught that what was due to Caesar should be rendered unto him.

If He were on earth now He might say the same of organized capital, knowing that it supplies, in our complicated system, the possibility of steady work.

Nobody, not even a clergyman, can be positive as to what Christ's commands would be if he returned in this age of flying machines, automobiles, public schools and the strange problem of too much of almost everything, combined with want among many thousands of families lacking food and the government wondering occasionally what to do with millions of bushels of wheat.

Before long you may have football coaches feeding calcium to their players. You know what we call "a man of iron" is really the "man of calcium."

The metal calcium in the blood, in quantities that do not change, or that change little, produces a steadiness of nerve lacking in men with a fluctuating calcium supply.

It is said that experiments made on four young men at an eastern university showed that a drop in calcium brought on "moodiness, depression and pessimism."

If there is high calcium content in the blood serum they are in a "happy, cheerful, optimistic, emotional state."

But ask your doctor about it. Don't swallow calcium recklessly.

London thinks something should be done about "more than 250,000 mental defectives," and sterilization, on the German plan, is suggested, on condition that the individual consents. With such a law, government sterilization agents would have few customers.

Under one law suggested, the health minister would order the sterilization of "physically ailing persons shown to be carriers of transmissible disabilities."

The world is preparing to regulate and improve the human breed, as it has long regulated and improved breeds of cattle, swine and other creatures; a step in the direction of uniformity that may not be desirable.

One of the most enlightened educators in America tells teachers and undergraduates that the important thing is the general welfare, not the individual welfare. An excellent idea to put into the minds of young people.

They should also be told that individual welfare and striving, with selfishness back of it, is the foundation of general welfare.

The baby wiggling its arms and kicking its legs in the cradle is building up one more strong baby, for its own sake, not for the general welfare, to which it, nevertheless, contributes. The man, concentrating on his career, and on the care and education of his children, has chiefly in mind his career, children and family. But he also is building up the general welfare. Each tiny coral builder worked only for its own speck of coral, but beautiful islands are the result.

After four years of study, wise men discover that ideas are impressed on the minds of children more deeply by moving pictures than by reading books. Less than four minutes is required to establish that fact.

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Arthur Brisbane

Second Anniversary of Better Sight Lamps

Look for I. E. S. Tag for Beauty and Eye Comfort

By Louise Brown

It's just two years ago that lamps were first designed to give light for easy seeing—that is, built according to the newly discovered principles of the Science of Seeing.

Before that, lamps were simply lamps. We chose them according to our taste in design, material and size with little or no thought as to whether they would give sufficient light for seeing tasks. As a matter of fact, we knew very little about the relationship between sight and light.

Then came the development of the Science of Seeing which revealed many facts about the eyes and the amount of light they needed for seeing. The Sight Meter was developed to measure intensities of light in footcandles as a thermometer measures degrees of heat. And lamps were first designed to give a satisfactory quality and quantity of light for safe seeing when working at various tasks.

THE TAG OF APPROVAL

Perhaps you have seen lamps which have a small tag fastened to them reading "Certificate as to Compliance with I. E. S. Specifications." and wondered casually if it meant anything in particular. It certainly does!

These lamps are designed to meet 54 rigid specifications set up by the Illuminating Engineering Society, and certified by the Electrical Testing Laboratories as having passed these tests for sight-saving light as well as for the highest quality of workmanship and materials.

Lamps that are made to these specifications wear a special tag with the Illuminating Engineering Society insignia. If you want to buy a package of good light as well as a lamp, look for the tag.



Eye protection and the decorative scheme can be in perfect harmony. The lamp shown here—one of the Better Sight type—provides plenty of well-diffused light yet blends with the other furnishings.

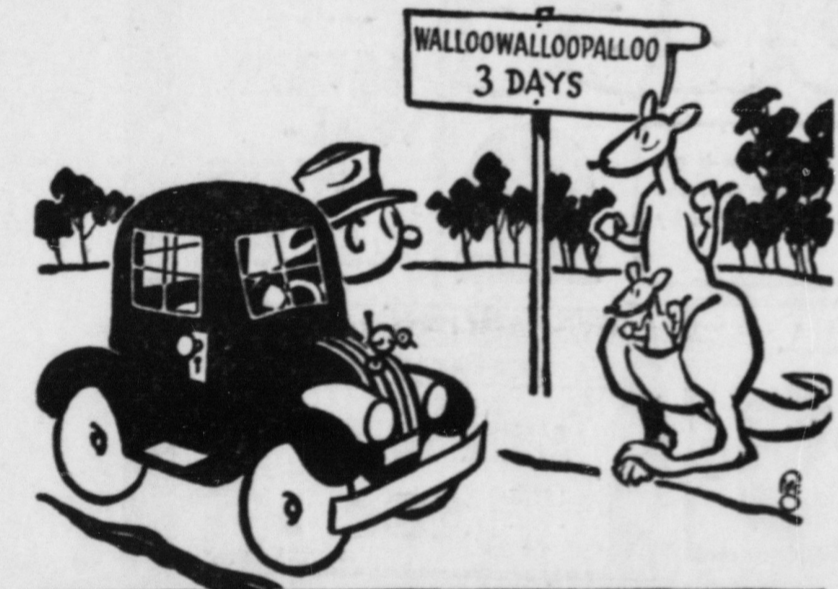
At the right is the tag by which you can identify lamps that give light for safe seeing.

SIGHT-SAVING AND BEAUTY

Don't think that with all this testing I. E. S. Lamps are merely utilitarian. They are really beautiful. There are many lovely period designs which harmonize perfectly with room furnishings. Eye protection and the decorative scheme can be in complete accord.

There are new styles in the study lamps for table or desk.

One type clamps on the side of the desk. There are wall bracket models and a new swivel floor lamp that's an excellent idea and very good looking. Decorators approve the new end table lamp which is slightly shorter than the study lamp and is most attractive when used in a balanced arrangement at either end of theavenport. Then two people can read in comfort instead of just one!



GO FARTHER BEFORE YOU NEED A QUART

Make the "First Quart" test! Drain and refill with Quaker State. Note the mileage. Prove for yourself that you do go farther before you have to add the first quart. The retail price is 35¢ per quart. Quaker State Oil Refining Company, Oil City, Pennsylvania.



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Nose Betrays Character

It is the nose, rather than the mouth, which betrays character. All other features can be consciously controlled, but the quivering of the nostrils will often reveal an inward unrest even when the other features remain tense and immobile, according to a writer in Pearson's Weekly. Most famous soldiers have possessed Roman noses. Wellington and Napoleon were two. The man with pinched nostrils may have considerable ability, but he lacks the will power to get there. Pinched nostrils usually denote a pronounced inferiority complex. The straight Grecian nose indicates artistic ability; the large, fairly thick nose is the hall-mark of the financial genius; the long, thin nose is suggestive of the quarrelsome type, while, at the other extreme, the good-humored, door-mat type of person will usually be the possessor of a pug nose.

The Little Brown Bear

The little brown bear is the descendant of a long line of European brown bears. Perhaps his ancestors did not come over on the Mayflower, but they once entertained Queen Elizabeth at a command performance. That was in 1575, says a writer in the Washington Star. Thirteen brown bears consented to be baited with bulldogs for the edification of her royal highness, and they made such a hit that the sport was continued for centuries, despite the Puritans and various uplift organizations. The hybrids obviously are of pioneer stock and have no family traditions. The little brown aristocrat's forbears were trained artists, dancing for the crowned heads of Europe, while the hybrids' parents were mooching fish from the Eskimos.

Yew Trees

The taxus, or "real yew," as some call these trees, because they had the name before the podocarpus was known, are headed by what we call the "English" yew, though its native heath stretches from England across Europe to North Africa and the Himalayas, notes a writer in the Los Angeles Times. "In days of old, when knights were bold and barons held their sway," all were armed with bows of yew, made from taxus baccata, the so-called English yew. In fact, it is said that the word yeoman was originally yewman, one armed with bow and arrows. This tree becomes, with age, of noble proportions. Rarely more than sixty feet high, it is a widespread tree with an occasional trunk diameter of more than eight feet.

The Wart Hog

The wart hog inhabits Eastern Africa from Abyssinia to the Zambesi river. Other members of the same homely family can be found over most of the African continent. They usually live along streams and den in holes in the ground. The curving tusks of the wart hog are highly prized by some natives of Africa, who extract them and string them together in necklaces.

Use of Music in Churches

In the early churches of Ohio there was much opposition at first to the suggestion that musical instruments be used to accompany the voices in hymns. In one church in Columbus a bass violin was brought secretly at night into the choir loft to be introduced as accompaniment. Gradually the congregation became friendly with this sort of music during their services.

Mango Trees

The mango (*Mangifera indica*) is a tree of the sumac family, sometimes 40 feet high, with large, shiny leaves and yellow or reddish flowers. The fruit varies in size from that of a plum to that of an apple, sometimes weighing a pound or more. Mangoes are grown in many tropical and subtropical countries, particularly in the West Indies and, to some extent, in southern California and Florida.

Lost Loin Cloth Set Style

In the most ancient Olympic games loin cloths were the uniforms worn by the boys. But in 720 B. C. Orsippus of Megara, who wasn't given a chance, lost his loin cloth and scampured "unimpeded" to victory in a race. For many years thereafter the boys dressed only in smiles and frowns.

Atmosphere Is Dusty

Dustiness is one of the many characteristics of the atmosphere that science is not content merely to observe, but must also measure. The usual procedure is to count the number of dust particles per unit space. A generation or more ago the standard instrument for this purpose was the dust counter devised by John Aitken, the Scottish physicist, and the measurements obtained with this instrument were responsible for some rather startling statements still found in reference books; as, for example, that the air of a dusty room may contain upwards of 88,000,000 dust particles to the cubic inch and that a cigaret smoker sends 4,000,000,000 particles into the air at every puff.

Heidelberg

Heidelberg, a university town of Baden in southwestern Germany, is the seat of the university, which was founded in 1385. The town has an ancient castle which contains in its cellar a cask with a capacity of 46,732 gallons. Near Heidelberg, in 1907, the lower jawbone of a prehistoric man was found, and this city has given its name to the racial type which is believed to have existed many hundreds of thousands of years ago.

Strange Animal Alliance

One of the strangest alliances of the animal kingdom is that of the rattlesnake, the prairie dog and the owl on the western plains. The prairie dog is an involuntary host to the two intruders who move into his underground home. The owl gets shelter and the rattler demands both shelter and food—in young prairie dogs for choice. In some rattlesnake families, observers say, the mother opens her mouth when danger approaches and her young crawl inside.

Conservation Laws Old,

According to Authority

Definite mention of conservation of both birds and trees is made in the laws of Moses over 2,500 years ago, cites a writer in the Detroit News. On trees we find this:

"When thou shalt besiege a city a long time in making war against it to take it, thou shalt not destroy the trees thereof for forcing an ax against them, for thou mayest eat of them, and thou shalt not cut them down (for the tree of the field is man's life) to employ them in the siege." Deuteronomy 20:19.

Then touching on birds we read: "If a bird's nest chance to be before thee in the way in any tree or on the ground, whether they be young ones or eggs, and the dam sitting upon the young, or upon the eggs, thou shalt not take the dam with the young." Deuteronomy 22:6.

First Circus Tights

The use of tights for circus performers is said to go back to 1848. Before that, performers wore short jackets, knee breeches and stockings. One afternoon a rider in the John Robinson show misplaced his costume, as the story goes, and before he could find it, had to appear in the ring. He did his turn in his underwear. The freedom of action thus afforded was so great that the fashion created by necessity became more and more favored, until long drawers developed into tights.