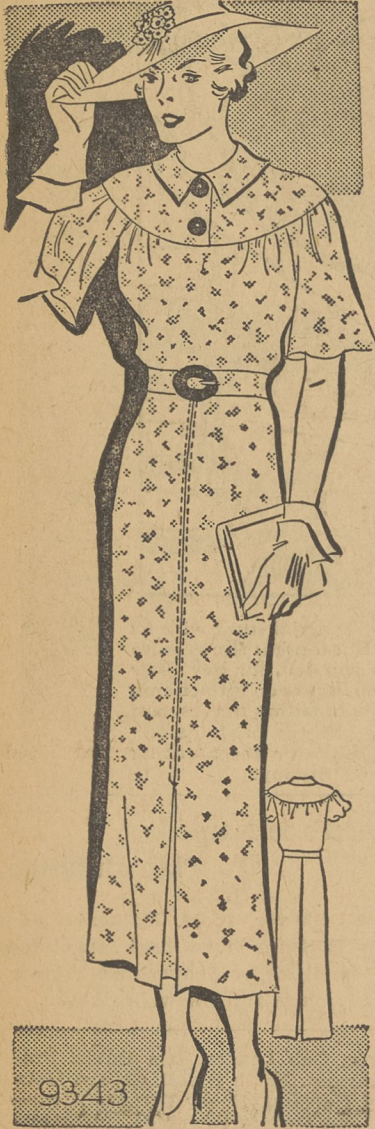


Frock That Puts Accent on Youth

PATTERN 9343



9343

Always a good beginning, this youthful tailored collar on the simple yoke makes a demure foil for the dainty softness of the bodice. The prettiness of the chic frock is furthered with a graceful flare sleeve—or it may puff, if you prefer. The results are so satisfying you'll find it real fun to run up this little dress in a dainty printed silk or cotton. A soft handkerchief linen would be stunning, too, and so easy to tub. Buttons and belt can pick up a color in the print and make a striking accent.

Pattern 9343 may be ordered only in sizes 14, 16, 18, 20, 32, 34, 36, 38, 40 and 42. Size 16 requires 3 1/4 yards 39-inch fabric. Complete, diagrammed sew chart included.

SEND FIFTEEN CENTS in coins or stamps (coins preferred) for this pattern. Be sure to write plainly your NAME, ADDRESS, the STYLE NUMBER and SIZE.

Send your order to the Sewing Circle Pattern Department, 232 West Eighteenth Street, New York, N. Y.

Smiles

SELF-INVITED

John—How'd you like to eat dinner with me tonight?

Joan—I'd love to.

John—Okay, tell your mother I'll be there about six o'clock.

Confidential

"Much money in the new Crimson Gulch bank?" asked the G man.

"Not a dollar," said Mesa Bill. "We feel perfectly able to capture any outlaws who can be induced to visit our fair city. We need machine guns for our own use. That shack labeled 'bank' is a decoy."

Friendly Arrangement

"A girl who is engaged should never go out with another man," said the aunt.

"Oh, it's all right! Bob's engaged, too," replied the modern maid.

Skeptical

Dealer—Yes, we handle all kinds of milking machines.

City Lady—But do you really think any of them make as good milk as a cow?

FLAVOR+QUALITY

WRIGLEY'S SPEARMINT THE PERFECT GUM

THE FLAVOR LASTS

As to College Wardrobe, Here's What

By CHERIE NICHOLAS



A LOGICAL way to assemble the all important "back-to-school" wardrobe is to divide it into two types—the "musts" which are absolutely necessary, and the "would like to have," which make clothes a thrill and a venture.

In the "musts" smart shirtwaist frocks in the new silk weaves should alternate with sweater and skirt outfits. We speak particularly of "new silk weaves" because that's what they really are—"new." Handsome, practical, dependable-wearing silks which have

the "look" of wool, are the last word in smart fabrics. Don't overlook, especially, the new spun silks which have a rustic-looking rough-surfaced texture. These noil silks, as they are sometimes called, are practically crushless, and though they look like wool they are much cooler for early fall days and steam-heated class rooms. They launder nicely, too.

The girl seated in the little inset picture is off to class in a strictly tailored frock of plaid noil silk which, to look at, you would think was wool. The dress buttons down the back and has cuffs and Peter Pan collar of pique.

The shirtwaist dress is full of bright ideas this fall. Round yokes, jeweled or fancy metal buttons, fur Peter Pan collars glorify the new silk models. Skirts have silk pleats; box pleats placed just above the knee all around are new and girlish looking.

The two-piece type of dress vies with one-piece styles. Perfect for campus wear is a two-piece frock as pictured to the left in the illustration. It is made of one of the chic tie-silks which are having such a pronounced vogue. This one is wine color with green dots. The blouse has flap pockets and the skirt buttons all the way down the front.

Prom-trotting daughters can really let themselves "go" on the subject of clothes. They can be glamorous and exciting and sophisticated and gloriously young, too, in satin, silk velvet or one of the new metal silks. This year's evening frocks go in for molded bodices and waistlines, wide belts or sashes and fullness spreading

EVENING ENSEMBLE

By CHERIE NICHOLAS



Velvet for evening, velvet for day-time, velvet, velvet, velvet! All signs point to a velvet season. The evening ensemble pictured is of deep red stiff velvet—a Chanel model. Luxurious marten collar and cuffs add to the glory of this superb creation. Note the button fastening of the gown. Many of the Paris dresses show a down-the-front button closing. Often on sheer or lightweight materials dozens upon dozens of tiny buttons are placed as close as possible and the effect is utterly feminine and charming.

FASHION SIGNALS GREEN FOR AUTUMN

Yellow, the sun's own color, is usually a summer favorite. This year has been no exception; yellow with brown, yellow with black and yellow with green is yellow still. This brings to mind that green is being waged on as the follow-up color.

When utterly satiated with the idea of current fashions it's a relief to be able to peer into the future. On a recent peek behind the scenes the discovery was made that green looked good to many manufacturers whose fall lines are in preparation. And why not? It's one of the Renaissance colors and a change from the inevitable browns, reds and rust. Each autumn brings a change also from the blues in which we have been steeped all summer.

There are a number of likely looking green woolen dresses ready to make their shop window debuts. Some of them are sure to win applause. It won't be long now before shopping throngs will flatten their noses against the plate glass front which shields the cloth-clad mannequin from the street.

Green, White Jade Having Tremendous Vogue in Paris

Green and white jade is having a tremendous vogue of popularity in Paris now. One-third of every jewelry shop window is devoted to fascinating carved necklaces, pins, clips and earrings, while fat rounded bracelets of uncarved jade are matched by round jade rings. Knick-knacks of carved jade such as small, fat Buddhas on jet stands, ugly little monkeys and awkward elephants are made in green and white jade and vary in size from tiny miniatures to statuettes of 8 or 10 inches in height.

Fall Fabrics

Materials used by smart designers for evening clothes include velvet, lame, metal fabrics, "cellophane" mixtures, brocades and lace.

STAR DUST

Movie • Radio

By VIRGINIA VALE

JUST at present the radio spotlight is being thrown on Lanny Ross' bride; people want to know what she's like and how she looks and all that sort of thing. So here is some information for you.

To begin with, as no doubt you know, it was revealed shortly after the announcement of their marriage was made that she's not a bride at all; they were married three years ago. But that fact was kept secret; she was known as his manager, and that was all.

Just her being his manager was enough for Hollywood, when Lanny went out there to make a picture. Hollywood was accustomed to mothers who managed their daughters, but was quite unprepared for what it got from Mrs. Ross. She announced that all communications must be made to him through her. You can imagine how the director loved that! She was to come to the set early, to prepare things for him. And so on and on. From the movie center came rumblings. Ross was all right; he might have a career in pictures—if it weren't for that manager of his! And presently Hollywood had had enough of the combination.

As for what Mrs. Ross looks like, I can tell only what was told to me. "The other night," said my informant, "she wore a dress of amber velvet, that awfully heavy velvet, and it had ruffles on it! She wears such strange clothes! And she's plain looking, and older than he is. And awfully jealous, evidently; he hardly dares look at another woman when he's with her."

The radio people are a clannish lot. After a rehearsal or a broadcast they like to go out and eat together, and have fun. The Show Boat troupe goes to a delightful oyster bar near the R. C. A. building, where folks can dance if they want to.

Rudy Valley goes there, too, and frequently takes his dog along.

The oyster bar is so attractive that it's no wonder radio stars like it, and it's an excellent place to go to see them just being themselves.

Myrna Loy has made up her spat with Metro, and here's hoping she'll soon be back at work again. It's too long since she made a picture. She hasn't told yet just how much more money she's to get each week, but when she took off in a plane for the coast she seemed to be happy, so no doubt it's plenty.

Speaking of Metro, there's thunder in the air. Irving Thalberg is said to have dashed to New York not merely for pleasure, but to form a new combine because he didn't like the way he'd been treated on the old home lot. They say—it may be announced by the time you read this—that he'll join with three other moguls and make pictures for the new company.

The set-up looks very, very nice. For the other three men are Winnie Sheehan, who ran Fox until Twentieth Century stepped in; Sol Wurtzel, who has no peer in turning out good, cheap program pictures and has done it for years for Fox, and Hunt Stromberg, who has been supervising and making pictures for Metro.

Funny, but every so often there is one of these shake-ups in the movie business, and first thing you know you have a lot of new companies on hand. Darryl Zanuck started the present landslide when he left Warner Brothers and formed Twentieth Century.

Meanwhile Mary Pickford has joined with Lasky and is at last going to produce pictures. Couple of new contracts were signed recently in Hollywood by Warner Brothers. Kay Francis has one for three years with an increase of \$1,000 a week, and Pat O'Brien cashes in on his popularity by receiving \$750 a week more than he's been getting, and signing up for three years more. That's what your liking them has done for them.

Whatever you do, don't miss the new Astaire-Ginger Rogers picture, "Top Hat." Astaire has turned into a swell comedian, and audiences are beginning to laugh the moment he appears. He has plenty of amusing situations in the new picture, and dances as often—almost—as you want him to. He's been built up quite a bit; dances a good deal alone as well as with Ginger, who's improved, but isn't so pretty in "Top Hat" as she ought to be, thanks to a bad hair-do.

ODDS AND ENDS . . . Norma Shearer and Helen Hayes lunched together the other day at one of New York's smart restaurants; just two talented girls, who probably discussed their children instead of their careers . . . You'll hardly recognize Merle Oberon when you see her in "The Dark Angel" . . . Just as Margaret Lindsay arrived in Honolulu to vacation with Janet Cagney the studio summoned her to begin work on her next picture . . . Two policemen carried Mae Murray through the crowds at the opening of "Page Miss Glory," whereupon somebody remarked, "She's brought one lawsuit too many and she's being arrested!"—Mae is one of those who seem to sue at the drop of a hat.

HITCH-HIKING FLY SPREADS DISEASE

The common house fly is a hitch-hiker. However, the fly doesn't bother to jerk a thumb and ask a ride; it flies into moving autos or even trains or airplanes without permission and often travels hundreds of miles before leaving its chosen vehicle.

This habit of flies traveling great distances on other power than their own has made local fly eradication campaigns less effective than the campaigners hoped. Cases have been found where a fly carried disease germs on its legs and body for miles and infected people in the community where it settled. No previous cases of the disease were in existence in the new community and health authorities could find no other source of infection than flies.

Repeated warnings of physicians and health officials have apparently failed to instill a proper fear of the house fly in the average mind. However, a more thorough knowledge of the habits of a fly would increase the respect for this tiny insect, according to authorities on the subject.

Decent cleanliness in any home requires protection against the menace of flies. Whether a fly is home-born or a hitch-hiking visitor, he is a danger. Fortunately, an effective fly-killing program can be conducted in any home by the use of a reliable fly spray containing an ample quantity of Pyrethrins, a product derived from Pyrethrum flowers, which is death to flies, when sprayed in a fine mist.

Haste at the Wrong Time Often Fatal to Motorists

A motor accident never occurs if it can be avoided. Drivers do not deliberately crash into each other, skid off the road, run into trains at grade crossings or swerve into trees. Traffic mishaps occur only after it is too late to prevent them. Reduced to a fundamental, they are almost always the result of too much speed in the wrong place.

Speed in itself is relative. A speed of three miles an hour is too much if it carries a load of people onto a grade crossing in front of an oncoming locomotive. A speed of 70 miles an hour, or even 80, under the proper conditions, with car mechanically perfect, brakes in good working order, driver alert, road wide and smooth and the way ahead clear of traffic for half a mile, is safe enough.

Rather than put all the blame on speed, perhaps it should be placed on haste, which is speed at the wrong time. The proper conditions for speed, of course, vary. Sometimes the conditions demand unusually slow driving. Sometimes they permit of unusually fast driving. But drivers, if they will remember that any speed which places them in danger or causes them to be dangerous to others is too much, can often avoid accidents before they are in the midst of them.

Geyser Changes Time

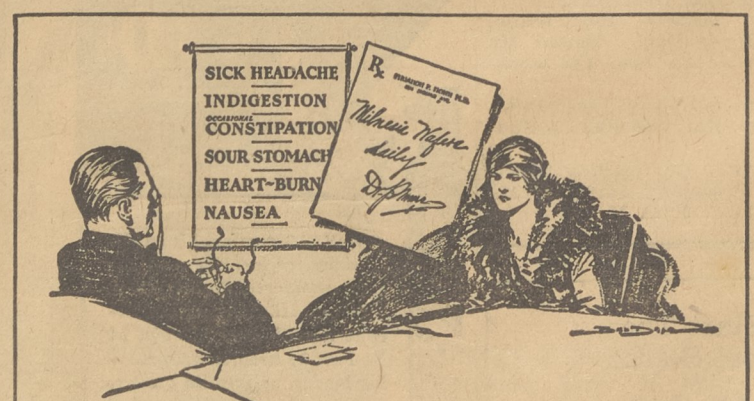
The famous geyser, the Minute Man of Yellowstone, instead of playing every minute or so as was its policy for years, now plays constantly for an hour and twenty minutes. It repeats this process about ten times daily, playing to 60 and 70 feet.

Beauty that "Stays On"



Try Simoniz and Simoniz Kleener on your car. They'll make it sparkle like new again . . . and stay beautiful! In fact, you can't expect your car to keep its beauty unless you Simoniz it. Only Simoniz protects the finish, makes it last longer, and keeps the colors from fading. So, the sooner you Simoniz your car the better.

MOTORISTS WISE SIMONIZ



WHEN THE DOCTOR SAYS YOU HAVE "TOO MUCH ACID"

Health, your doctor will tell you, is based on a delicate balance in the system between alkalinity and acidity. Modern day habits, especially the foods we eat, destroy this balance by creating excess acids. Watch for acid danger signals!

In the mouth acids attack enamel, bring tooth decay and bad breath. In the stomach they attack delicate linings and bring sick headaches, indigestion, gas and constipation, and often chronic disorders.

Neutralize excess acids at once with Milnesia Wafers—original Milk of Magnesia in tasty Wafer form. One Wafer before bedtime, and the whole digestive system, from mouth and gums to intestines, is kept sweet and clean and clear of these harmful acids. Thousands of physicians now recommend Milnesia.

Economical, too! Each Milnesia package contains more Magnesium Hydroxide than all other liquid forms.

MILNESIA WAFERS MILK OF MAGNESIA WAFERS

BEAVER FARMS

Beaver farms are to be established in Newfoundland as a colony development project.

Quick, Safe Relief For Eyes Irritated By Exposure To Sun, Wind and Dust —

MURINE FOR YOUR EYES

Life Life will give you what you ask of her if only you ask long enough and plainly.—E. Nesbit.

FLY-TOX Kills MOSQUITOES FLIES • SPIDERS and OTHER INSECTS

BEST BY 10,000 TESTS REFUSE SUBSTITUTES

ITCHING... anywhere on the body—also burning irritated skin—soothed and helped by Resinol

Watch Your Kidneys! Be Sure They Properly Cleanse the Blood

YOUR kidneys are constantly filtering waste matter from the blood stream. But kidneys sometimes lag in their work—do not act as nature intended—fail to remove impurities that poison the system when retained. Then you may suffer nagging back-ache, dizziness, scanty or too frequent urination, getting up at night, swollen limbs; feel nervous, miserable—all upset. Don't delay! Use Doan's Pills. Doan's are especially for poorly functioning kidneys. They are recommended by grateful users the country over. Get them from any druggist.

DOAN'S PILLS

MERCHANDISE

Must Be GOOD to be Consistently Advertised BUY ADVERTISED GOODS