

# Now's Time for a New Silk Print

By **CHERIE NICHOLAS**



**U**P TO the present you may have held to the "nothing-new-under-the-sun" theory, but have you seen the advance collections of 1938 silk prints? New! They all but shatter into atoms the "nothing new" idea. So "different" are this season's prints from those that have gone before, one marvels at the magic art of designers who can achieve such refreshing newness in both patterns and color effects.

Speaking of the new-this-season prints, picture to yourself a silk with graceful wavy stripes with a wide floral bordering of gorgeous red roses and violets and daisies and green foliage. Imagine the possibilities a silk of this type offers. We saw just such a print made up simply in a frock, the gay floral bordering used for short puff sleeves and for a wide corselet girdle, contrasting smartly the neutral colored stripes—charming to wear under your fur coat instantly!

Stripes, by the way, are playing a tremendously important role in current prints. For that matter they are running rampant throughout the entire program of fashion. There's a newness in the way stripes are made to go round and round this season although any which-way is all right for stripes nowadays—up, down, around, diagonal, seemed together at right angles, play with stripes at your own sweet will and you will be "in style." See the smart daytime dress to the right in the picture. It is typical of the new stripe trends. The silk print used is patterned with bayadere stripes alternating a chain-design stripe in cathedral colors on a black background. Note the hat. It is modeled after the much-talked-about "M" hat Agnes created for Marlene Dietrich.

The distinctively new half-in-half treatment given to the print plus black crepe dress to the left is interesting. Here you see a beige and

white lacy print on black ground meandering down into the hemline where it is gracefully applied in long slender points on to a black silk canton crepe hem. The watteau neckline is set off with rhinestone and amber clips. The hat worn is a modish black straw Irish stovepipe type, trimmed with beige grosgrain bow.

The mention of beige reminds us to tell you that fashion is making a big splurge over the new cereal shades, stressing particularly wheat colors and cornflake tones, all of which relate to the beige family.

Another color innovation in prints is the black and white combination that is enlivened with a single color accent. A silk print of this description fashions the dress centered in the group. It is a black and white floral with a one-color lattice design traced throughout. The silk crepe belt picks up the tomato red color in the lattice print. The black high-side-roll brim hat is a stunning affair, that gives you an inkling of that which is to be during the coming months.

Here's a style message to write down in your notebook and underscore. It's in regard to the effective teamwork prints and pleats are carrying on in the spring style parade. You can't turn around in fashiondom this season without hearing the call for pleats, pleats, and "then some" in the way of added pleatings. If you are making your own print frock you might get the skirt pleated or if it is a ready-made dress you are buying ask to see pleated models. They are being shown in infinite variety and they carry an air of newness about them that bespeaks this season's vintage.

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## YOUR HOUSE COAT

By **CHERIE NICHOLAS**



What about your housecoat? Does it give you glamor and allure? Does it add to the picture of your home environs? Merely a few of the questions you should ask yourself when selecting the garment that should make you appear at your most attractive during the hours spent at home. The new models in housecoats have completely won over the American woman to this charming fashion. The Fashioncraft committee, a group of style experts, have given their approval to the attractive model created by Henry Hadad as here illustrated. Floral cotton tapestry twill is fitted through the bodice and waist, flaring widely at the skirt. The shoulders are pleated, the collar notched and a zipper closes the front.

## LATEST HATS GO TO EXTREMES IN TYPES

By **CHERIE NICHOLAS**

You may wear a very-small hat or one big of brim and be in fashion. Many of the new chapeaux tip coquettishly over one eye, especially those of Watteau inspiration and the Gibson Girl sailors. Then there are roll-high brims which are designed to wear far back on the head. Bonnets, so fashionable just now, also set back so that the brim reveals the hairline across the forehead. Pill-box types are also good style. There is also a tendency for brims with high side flare.

Milliners are using more flowers and ribbons than usual. Bandeau effects are sponsored because of high pose on high-brushed hair-dress.

The smartest hat to start the new season is the sports felt in pastel color. Veils in pastel color are also big news.

## Suspenders Are Adopted by Women for Slacks, Shorts

Suspenders are the latest item of men's attire to be confiscated by the women. Half of the slacks and many of the shorts being worn at the winter resorts are equipped with suspenders. Some of these braces are exactly like the ones that men prefer, others match the fabric of the costume.

White faille silk braces are among the swankiest to be offered for beach wear and invariably accompany slacks of white sharkskin.

## Evening Gowns Are Shown in Two Silhouette Modes

Evening gowns are shown in both romantic and tubular silhouettes. A romantic gown of tulle combines green and purple effectively, while another of black mousseline de soie is cut full over a tubular foundation skirt. It is of redingote design, the opening edged with black sequins.

## WHO'S NEWS THIS WEEK...

By **Lemuel F. Parton**

**N**EW YORK.—There is hope for world peace and solvency. Some day a little band of diplomats and financiers will meet in the Paris catacombs or a London fog, heavily disguised, and put something over, and Pertinax won't catch them at it. To date, the watchful French journalist has anticipated and cried down every effort, warning all and sundry that, whatever it is, it won't work.

Thus, the studious proposals of Paul van Zeeland, former premier of Belgium, were blasted several weeks in advance of their publication, as just so much eye-wash.

Pertinax is one of the most brilliant and influential journalists of Europe and anything he touches up in advance goes in with two strikes against it. As does the Van Zeeland plan for economic reconstruction.

Walt Disney is readying "Snow White" for France. That probably means that Pertinax is preparing to swing on it, just before it lands there. One American commentator made the film his sole exception in many years of dissent. Nothing like that may be expected from Pertinax.

He is the only full-time dissenter who bats 1,000. He has picked fights with Senator Borah, former President Hoover (being the only man ever to assail an American President with that dignitary present), with all the Germans, before, during and after the war, and with all ambassadors of good will.

In 1933, the French government announced it would spend \$1,320,000 to build good will in America. Pertinax, fielding that one, pegged over to this country some sour cracks about American materialism. And, just in passing, any French journalist ought to know a lot about materialists. For a few days it looked as if he might overlook the recent Brussels conference, but he was on the job and smeared it in plenty of time to get it a bad press. He is at his best in discovering and exposing Geneva's good will conspiracies.

He is a Parisian sophisticate, dapper, dressy, monocled, getting about a great deal and nosing in various diplomatic feed-boxes—a first-class reporter; but never satisfied. One of the depressing things about him is that he is so often right as he pans this or that hopeful endeavor before anybody else knows what it is.

...  
**Wise Cracks Soured U. S. Good Will**

**A** PROPOS of recent flare-ups of the behaviorist argument among the psychologists, here's Eugene Ormandy in the news as a timely exhibit of the effect of early conditioning. Long before he was married, Eugene Ormandy's father, a Hungarian dentist, used to say, "Some day I'm going to get married and have a son and I'm going to make him a great violinist." Years later, he pressed a tiny violin into his new baby's hand and had him coached in rhythm before he was out of the cradle.

At the age of three, the boy was working hard at his violin lessons. His only toys were music boxes. And now, Eugene Ormandy, conductor of the Philadelphia orchestra, gets the Gustav Mahler medal, following the performance of his composition, "Das Lied Von Der Erde."

At the age of five, he was a student in the Budapest academy of music, through at fourteen, but not allowed to go on tour as a violinist until he was seventeen. In 1921, he was in New York, hoping to bridge the break in his career with his last five-cent piece. He did, as a violinist at the Capitol theater, then assistant conductor, later with Roxys' gang and then six years as conductor of the Minneapolis symphony orchestra. He is perhaps the first conductor to be upped to fame by radio.

His father in Hungary isn't altogether pleased. "Just think what a great violinist you might have been," he wrote to his son.

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**Crocodile Foiled**  
Three white men with guns and dozens of tribesmen with spears rescued a native boy from the jaws of the Mitchell river in northeast Australia. It is reported at Brisbane. Blood-curdling screams woke the camp and the huge reptile was seen carrying the boy to the stream by his shoulder. It reached the shallows and started for deep water. The contour of the bank enabled the rescuers to head it off. Repeating rifles at close range failed to stop the beast, but it was maneuvered into such a position that natives drove many spears into it.

"Abide With Me," Victory Song  
"Abide With Me" was the victory chant of the English when they took Jerusalem during the World war. It figured in another great conquest when Lord Kitchener reconquered for England the Anglo-Egyptian Sudan. "Abide With Me" was sung to commemorate the victory.

## Can Spring Be Far Away?



**W**ITH Winter almost over, March blizzards to the contrary notwithstanding, you find yourself eyeing the fashion sheets a little more than casually. Indeed you probably already have your needle threaded, just waiting for some nice Spring patterns to make your acquaintance. And here they are.

**Fitted Bodice.**  
Look your Sunday best in this graceful afternoon frock with its snug and softly shirred waistline. The skirt flares slightly to the front and emphasizes the slimmness of the silhouette. Note the saddle shoulder and short, puffed sleeves—details that are unusually becoming and make for distinction.

**Trim Morning Frock.**  
Simple, yet charming fresh and youthful, this model dispenses with all fussy details. The skirt flares a bit from a neatly fitted waistline, and the ric-rac trim, in contrast, adds a note of brightness. Just nine pieces including the belt and pockets. Try dotted swiss or a printed percale.

**For the Full Figure.**  
This charming frock is really more than a house frock—you'll find it flattering enough and dressy enough to wear throughout the day. The slim, straight lines make every provision for comfort. The skirt has a kick pleat at front, the sleeves are full and pleated, and the neck line is just right to be very flattering. Furthermore you can make this dress, of a rayon print or gay percale, in a brief afternoon.

**The Patterns.**  
Pattern 1450 is designed for sizes 12 to 20 (32 to 38 bust). Size 14 (32) requires 3 3/4 yards of 39 inch material with short sleeves. Fourteen inch zipper required for front closing.  
Pattern 1312 is designed for sizes 14 to 44 (32 to 44 bust). Size 16 (34) requires 3 3/4 yards of 39

inch fabric; 1 3/4 yards braid required for trimming.

Pattern 1444 is designed for sizes 36 to 52. Size 38 requires 4 3/4 yards of 35 or 39 inch material; 1/2 yard required for revers facing in contrast. Bow requires 1/2 yard ribbon.

Send your order to The Sewing Circle Pattern Dept., Room 1020, 211 W. Wacker Dr., Chicago, Ill. Price of patterns, 15 cents (in coins) each.

## TIPS to Gardeners

**The First Step**

**T**HE first step toward a successful garden is an early start. Spade or plow as soon as possible. If a handful of soil gipped firmly can be crumbled readily upon release, the soil is in condition to be worked.

It is important that fertilizer be used cautiously, advises Harold Coulter, vegetable expert of the Ferry Seed Institute. An excess is often harmful, particularly in growing fruits, such as tomatoes, cucumbers and peppers.

Garden preparation effort is wasted if you do not plant seeds from dependable sources. Select your favorite varieties from the nearby store before the supply is depleted, even though it is not yet time to plant. Make sure the seeds you buy are freshly packed.

Weather conditions permitting, it is advisable to spade into the soil some rotted manure, rotted leaves or lawn clippings, or rotted garden refuse. Clay soils are improved in texture by this treatment, and sandy soils are improved in water holding capacity.

## MEN LOVE GIRLS WITH PEP

Mayo Clinic tower has a carillon of 23 bells, the largest weighing 4 tons, the smallest 168 pounds; the clapper of each bell weighs one-sixteenth of the weight of the bell. James J. Drummond, administrator of Worrell hospital, is carillonneur. Concerts are given three times a week, lasting one-half hour. Six bells can be played at one time—two with each hand, and two with the feet.

If you are peppy and full of fun, men will invite you to dances and parties. BUT, if you are cross, lifeless and tired, men won't be interested. Men don't like "quiet" girls. For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts from the functional disorders which women must endure. Make a note NOW to get a bottle of world-famous Pinkham's Compound today WITH-OUT FAIL from your druggist—more than a million women have written in letters reporting benefit. Why not try LYDIA E. PINKHAM'S VEGETABLE COMPOUND?

**STOP**  
Stop fooling around with coughs due to colds... Get pleasant relief with Smith Brothers Cough Drops. Black or Menthol—5¢.  
Smith Bros. Cough Drops are the only drops containing VITAMIN A  
This is the vitamin that raises the resistance of the mucous membranes of the nose and throat to cold and cough infections.

## CHEW LONG BILL NAVY TOBACCO

**Turn INTO EASY STREET**  
That Quaker State sign marks the beginning of Easy Street for your car. Quaker State Winter Oil takes the worry out of cold weather driving. It's made only of the finest Pennsylvania crude oil, specially refined for winter. Retail price, 35¢ a quart. Quaker State Oil Refining Corporation, Oil City, Pennsylvania.

**QUAKER STATE MOTOR OIL**  
CERTIFIED — GUARANTEED

**Difficulties Aid**  
Difficulties are meant to rouse, not discourage.—Channing.

**Avenging Wrongs**  
It costs more to avenge wrongs than to bear them.

## "IT OPENED MY EYES... TO REAL JOY SMOKIN'" says Al Boyes. He's talkin' about the guarantee on this milder, tastier "makin's" tobacco...

**ALLEN H. (AL) BOYES** (at the wheel) gives a good tip to all smokers who roll their own when he says: "That Prince Albert money-back offer opened my eyes to real joy smoking. What a difference! First, P.A. hugs the paper—rolls up fast and trim. It draws grand—burns slow, cool, and mellow. There's no harshness—yet there's plenty of good, rich taste." Well, Al, when a tobacco has the bite taken out by a special process, it's got to smoke milder—it's bound to give you real smokin' joy.

## FRIEND—THERE'S NO STRINGS TO THIS MONEY-BACK OFFER...

Roll yourself 30 swell cigarettes from Prince Albert. If you don't find them the finest, tastiest roll-your-own cigarettes you ever smoked, return the pocket tin with the rest of the tobacco in it to us at any time within a month from this date, and we will refund full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

**70**  
fine roll-your-own cigarettes in every 2-oz. tin of Prince Albert

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**ALL ABOARD FOR SMOKE PLEASURE**—No wonder this trio of Prince Albert admirers is smiling. They all check 100% on Chief Officer Wilkie's (center) remark: "I never got the real pleasure there is in 'makin's' cigarettes until I ran onto Prince Albert. What a difference!" That special P. A. crimp cut sure is popular around here with roll-your-owners. (Ahoj, pipe-smokers, join the pipe-joy club. Get Prince Albert.)

**YES SIR—AND IT'S GOT PLENTY OF GOOD, RICH TASTE AND BODY. YET IT'S NEVER HARSH**

**I ROLL A FIRM, PLUMP MAKIN'S CIGARETTE EVERY TIME WITH PRINCE ALBERT**

**PRINCE ALBERT**  
CRIMP CUT  
LONG BURNING PIPE AND CIGARETTE TOBACCO

## PRINCE ALBERT THE NATIONAL JOY SMOKE

"WELL, blow me down, mates," chuckles J. W. Wilkie. (Excuse him for being cheery about how he rolls 'em.) "Look at this perfect 'makin's' cigarette full of mild, tasty Prince Albert smokin'."

"HUH—anybody can roll 'em that way with Prince Albert. It's crimp cut," grins Al Hendrickson. "It's made to order for neat, firm rolling—easy drawin', too. There's no bite no-bitter or raw taste."