

# The Woman's Page

## Social Briefs

(Continued from Society Page, Part 1)

Mrs. Francis C. Bagby, of Rochester road, has as her house guest her mother, Mrs. E. J. Kramer, of St. Louis, Mo. Among the functions honoring Mrs. Kramer will be a bridge luncheon given by her daughter Tuesday for a group of Detroit friends.

Mrs. William E. Beresford, of Atlanta, Ga., arrived Sunday to be the guest of her son and daughter-in-law, Mr. and Mrs. James A. Beresford.

Mrs. Ralph Bird, of Lone Pine road and her small son, Lawrence, are sojourning in Palm Beach, Fla.

Mrs. Herbert M. Zerbe, of Oak street, will be hostess Tuesday to 16 guests at a bridge luncheon at her home. The table appointments will be of green and white with spring flowers as centerpieces.

Mrs. Robert E. Clayton, of Oakland avenue, entertained a small group of friends at a buffet supper and bridge, last Saturday evening.

Mr. and Mrs. Herbert N. Nigg, of Madison avenue, are leaving Sunday for New York City. On Tuesday they will sail for Cuba. They plan to return by way of Florida, stopping at Waynesboro, Va., to visit their son, Herbert Nigg, Jr., who is a student there in the Fishburne Military School.

Mrs. P. J. Kent, of Pilgrim road, is entertaining 12 guests today at a luncheon and bridge at the Fleur-de-Lis Tea Room.

Mr. and Mrs. Earl B. Bisco, of west Emmons street, had as their house guests over the week end, Mr. and Mrs. Charles E. Knorr, of Windsor. On Saturday Mrs. Bisco returned from a brief sojourn in Rome.

Phone your news items to The Eccentric. Phones 11 and 12.

## Occasion Marks Time For The Type Of Gown



By LUCY CLAIRE  
Fashion Expert for Central Press and The Eccentric

We really need a dictionary of style terms as applied to the present mode. There's the morning costume, the sports costume, the street costume, informal and formal afternoon costumes, and that for formal evening wear.

How are we, who have been wearing one type of frock from morning to night for so long, going to be able to know what is what in the realm of fashion? Especially in the terms of morning, sports, informal street wear, and so on, are we apt to become a bit mixed. Of course we know that formal evening attire parades minus neck and sleeves, but a morning frock used to be just a house frock, and sports frock, the

sort of thing we wore from dawn to dusk, and even into the night. The morning costume covers a multitude of styles, lapsing over into the sports costume and the general term of costumes for daytime wear. Generally speaking, it is an informal costume appropriate for general wear in the forenoon. It may be the simple house frock, the trottier, or the sports costume, the ensemble suit or the simple coat costume. It lapses into the daytime wear field in the ensemble for town or country street wear. It should be characterized by extreme simplicity or tailored effect, and conservative as to accessories, when functioning as the town and country ensemble. The more strictly daytime costume is that suited to business, town wear, traveling and so on for either day or evening.

The afternoon frock is divided between the informal and formal. The informal may even be the morning frock or costume, such as one would wear for town or country, or on the city streets, as the two-piece sports type costume, for instance. There is really very little difference between the costume for daytime wear and the informal afternoon frock.

**Tea Frock Dresser**  
The more formal afternoon frock is a dressier affair, the kind of costume one would wear to an afternoon tea, and is more elaborate in style, embracing the flare in tiers, side drapes, and the unisex hemline, or in the greater richness of its fabric. It may have sleeves or leave the arms bare, according to the degree of

formality for which it is designed. The formal dinner frock worn with the cocktail jacket is usually sleeveless, and quite the correct evening costume when the jacket is removed. A version of the morning or daytime ensemble, good for town or country, or for informal afternoon wear, is shown at the left of the sketch. This shows a three-quarter coat of printed fabric posed over a crepe de chine frock of plain color in a shade harmonizing with the print, a hat matching the color of the frock and trimmed with the print of the coat, with handbag and pump of kidkin in the frock color, which in this instance happens to be beige, and trimmed with lizard.

More elaborate is the formal afternoon frock of aquamarine crepe with yoke and sleeve sections of Alençon lace in crepe, sketched at the right. Interesting features are the snug hipline, the flare at the front, the narrow tailored belt, and the shoulder bow of the frock crepe. Lace and crepe and lace and satin are being much used in combination for spring. Beige kid shoes with rather a high heel are worn with this costume.

In the center is shown a very formal dinner costume, such as one would wear to the theater with its after dinner party. The frock is of light blue indestructible chiffon, while the jacket is of light blue and silver brocade in a delicate fern design, with scarf of light blue tissue velvet. A hat of blue velvet and silver, and blue kid strap pumps piped with silver, accompany the costume.

## How to Achieve Beauty



by HELENA RUBINSTEIN

By MADAME RUBINSTEIN

Beauty is a chain, made up of many links, and only as strong as the weakest of them. If you will think of the most beautiful woman you know and then imagine her with red, ugly, unkempt hands, or a sallor, lined complexion, you will see what I mean. For your beautiful woman is no longer beautiful if she is not a complete unit. I am sure that she is not. For one disfiguring element outshines all the loveliness around it, spoiling completely any harmonious effect of beauty. Like the "bump on the leg," a single defect of whatever kind assumes enormous proportions.

Such take care that there is no weakest link in all your beauty chain. That, perhaps you are saying, all of us cannot have perfect features, the profile of a lady on an ancient Grecian coin, or the face of the famous Venus. Some of us have sharply upturned noses and stubborn chins and some of us are fatter than we should like to be or thinner. Can we change these things?

Some of them you can. Not all, and why wish to? Individual differences may be very charming. If you will make your type conform

to them and build harmony around these, your personal characteristics, you can create an effect of loveliness that is delightful because it is completely your own. But there must be harmony for beauty's sake. Therefore, I take care in building your type that no unattractive neglect appears among its elements to betray your consciousness in beauty seeking.

There are the links that we must consider, the factors of beauty that we can influence and change and build into our chain. Health comes first. Good general health and proper diet to maintain it. If your health is good you are so much nearer to beauty, for all lasting beauty is based on health. And if you are truly healthy you cannot be very much overweight nor underweight. Your body is firm and supple and your facial contour and chin are firm and smooth. Your hair is glowing and radiant, easy to arrange becomingly. Your eyes are bright, and round, your teeth and hands well cared for.

Water and sunlight and air have their part in beauty's chain. They are factors in maintaining health, such important factors that I shall discuss them later, separately, likewise general health and diet.

A good posture and graceful carriage are essentials of beauty that you can easily cultivate. They make a link in beauty's chain. Exercise and dancing, especially, will help you to walk and move in beauty.

Then there is the important link of skin. To keep it always lovely there are several ways to preserve the health of the skin. We shall discuss them all, too, later.

Light makeup, too, should be chosen to enhance your natural loveliness. It should be put on artistically and should perfectly suit your type, following the color scheme that nature chose for you. An artificial makeup is never beautiful. Art, not artifice, has to do with beauty.

Then grooming. Pay attention

## Style Whimsies

Sheer black gloves for formal wear are stunning when united with white, red, green or silver accessories.

The house of Cheruit uses many printed fabrics in models fashioned of chiffons, crepes and taffetas.

Sports and street types of frocks favor the low waistline.

Marriage Comes First

According to Colette Yver, French author, the French girl will never be a dangerous competitor of men in business and the professions. Thousands of girls have embarked in the liberal professions, but most of them have married and dropped out of the work.

Great care when putting the fabric through the sewing machine. Work so that the foot of the machine goes with the pile and not against it. Otherwise this is likely to leave an ugly mark. In pressing the seams, run them over an upturned warm iron. Never apply the iron direct to the material. Use needles instead of pins during the making; pins also damage the pile.

Line Dresser Drawers

For the interior of one's dresser drawer, the shops now offer fascinating pads of plain or figured silk in harmony with the color scheme of the bedroom. Or we may make these accessories at home at very little cost.

The silk should be cut the exact size of the bottom of the drawer allowing for seams, of course—lined with a layer of cotton sprinkled with sachet, the pad quilted in a simple design with silk thread of contrasting color.

Even in hard water, dirty dishes are easy to wash

But before washing them, you must soften the water with Melo Soap and soft water never make soap. In soft water no dirty ring forms around the dishes. Dishes sparkle in soft water and grease is cut.

Water softened with Melo is a wonderful cleaner, with or without soap. Melo makes soap more effective, saving from 1/3 to 1/2 the amount ordinarily used. Use Melo wherever you want soft water. Get it at your grocer's.

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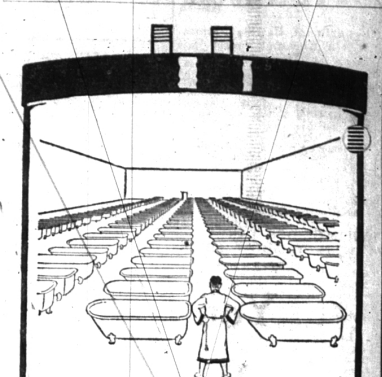
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to all the tiny details of your appearance that are so very important to the complete ensemble of beauty. The beauty modern women prize is not like that of an old-fashioned garden, attractive when left to bloom in a careless riot. Sophisticated modern can be.



## If Your Bathroom Had 365 Tubs

If you had to heat 365 tubs full of water every night—you'd call for help, wouldn't you? Yet just one bath a day for some member of the family means 365 tubs full a year. Do you have help with this job, or must you run down stairs to stoke up a hot fire, light a heater or heat water on the stove. Our special gas water heater will do all this work for you, giving you hot water on tap any time you want it. Try this low-cost hot water—you'll like it.

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We will connect this new type heater on Free Trial. Just ask us for this trial offer—see why thousands are pleased. Then, too, we will buy your wasteful furnace coil, giving you a liberal allowance on the purchase of a heater. The cash price is now only \$75—ask us about our easy payment plan. Enjoy this modern convenience while paying.

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## LIGHT A Double-Edged Tool for Merchants

This much is certain: That proper window lighting will attract passers-by into your store; that effective interior lighting influences increased sales of merchandise. These two results have been proven time and again in tests by successful merchants.

**Example:** A small department store alternated the intensity of its illumination during a period of six weeks: one day 5-foot candles, the next day 15-foot candles, and so on. Results with 15-foot candles: (1) 12 per cent more buyers and (2) 29 per cent increase in dollar-volume of goods sold.

Without charge, our illuminating engineers will gladly measure your lighting, inspect your equipment, and make suitable recommendations.

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## HOUSEHOLD HINTS

MENU HINT  
Liver Baked in Milk  
Baked Potatoes  
Spinach  
Cabbage salad  
Applesauce  
Cake  
Coffee or Substitute

Since liver has been found to be helpful in the diet of those suffering from anemia, the price has soared—that is, for calves' liver. Beef liver is not quite so high, and pig's liver is cheap—at present. Two ways of cooking it are given here. The good old-fashioned liver and bacon dish is still the best, in my estimation, but if one is suffering from anemia and has to eat a good deal of liver, one naturally wants a change in ways of preparing it.

**Today's Recipes**  
Liver Baked in Milk—One beef liver, one pint milk, salt, pepper, bacon fat. Cut liver in serving pieces. Sprinkle with salt and pepper and brown in bacon fat. Arrange in a baking pan. Pour over scalded milk to just cover. Bake in a moderate oven (330 degrees Fahrenheit) for forty minutes or until the liver is tender. If any dish is left over, it might be

**Suggestions**  
When making up velvet, the amateur dressmaker should take

**Liver Toast**—Cook calf's liver five minutes in salted water, drain, season with salt and pepper, toast put through meat grinder. Toast slices of rye bread, butter and on each put two tablespoons of the liver, a slice of fresh tomato and a bit of parsley.

**JUST AMONG US GIRLS!**

"Oh, it's adorable, I never saw such a fit!"

"Say if you want to see a real fit, you watch my husband when I show him the bill!"

SMITH BROTHERS

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The Triple Action cough syrup

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2—Mildly laxative  
3—Clears air passages  
Absolutely safe for children. Has the delicious cough drop flavor.

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TO make mother and baby happier, to make father and all of the family's friends better pleased with life, we cater to their wants with a multitude of everyday necessities that used to be luxuries.

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WOODWARD PHARMACY

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