Miss College Girl Is Engaging Attention of Fashion Designers

By CHERIE NICHOLAS

IT'S no secret as to who has been chosen to play the part of leading lady on the stage of fashion during the early fall days—College Girl is her name. To this important personage all fashiondom is paying homage at the present moment. On every side you are reminded that the idea is motivating to cater to the whims and wardrobe needs of the girl who is going away to school.

The style program arranged for Miss College Girl and her younger schoolgirl sister fairly teems with excitement. For instance, there is the new bustle dress. The idea has taken the collegiate set by storm. The quaint bustle dresses that grandmothers galavanted in as girls in the '80s are actually proving inspiration for frocks that the modern girl will wear this fall.

The highpoints of these oldtime silhouettes are being revived such as waistlines of vanishing inches, slim corseted midriffs and wide back-swirling skirts interpreted in novel bustle treatments but modified so cleverly they are made thoroughly practical and wearable for this day and age. Then there is the new vogue that calls for a velvet or velveteen jacket worn with a gay plaided wool skirt or a contrasting or matched solid color as fancy dictates. The decided military air that the new fashions take on is also a big factor in the new mode and most outstanding of all is the importance attached to fine materials.

These and other significant style trends were revealed at their glamorous best in an advance fall fashion revue staged by the Style Creators of Chicago. The three models pictured were especially applauded by the audience of visiting merchants as fashions that are representative of what the up-to-date fashion-alert girl will be selecting for her going-away-to-school wardrobe.

The clever little date frock of shepherd check velveteen shown to the left in the group is sure to enjoy a gay campus career. Its cunning tunic bustleback and its full circular-cut skirt gives it swank and distinction such as collegiate fashionables demand. Its red suede belt supplies a fetching dash of color. Approval for the new bustle-back dresses is assured for being interpreted in simple words, bustle-back is merely a way of saying "back fullness" achieved in ingenious ways that are conservative and wearable without being overdone.

The suit to the right is very style-revealing, stressing as it does the continued triumph in the mode of richly colorful striped woolens. The stripes, the plaids and the marvelous artistry with which designers combine them with monotones in related tone simply hold one spellbound. The gorgeous striped wool that fashions the costume suit keys to the smartest fall colors, harmonizing vibrant greens with luscious blackberry tones. The skirt is all-around pleated. The boxy jacket tops an emerald green velvet blouse closing with novel key-and-keyhole ornaments. An oversize quill tops the moss green sailor hat.

You may expect to see gay little velvet jackets dotted all over the college campus. The girl centered in the picture wears a snug black velveteen jacket quite military looking as so many of the newer fashions are, with a plaid pleated skirt that introduces an artful blend of grape, pink and yellow tones, climaxed with a sweater in warm yellow hues. Juniors, likewise college sophisticates, simply dote on the new plaids and stripes. A Scotch cap of black velvet with satin ribbon streamer, together with the plaid carries the message that fashions for young folks have gone very Scotch this season.

(Released by Western Newspaper Union.)

High Color Tweed

Here is a smart version of the costume suit that combines plain woolen with gay tweed. The fitted jacket is of yellow and black tweed in a diagonal weave. Yellow and gold tones are held in high favor according to what is showing in advance Paris collections. The costume includes a jacket, swagger coat and skirt. This idea of both jacket and topcoat done in matching color scheme is very practical. The saucer brim hat is of black felt.

Offers Solution For One Problem

For many women, the most trying coat length of recent inspiration is the rather popular just-below-the-waist length that nips in at the midriff and hugs the hips.

It is a good style for a slender woman with a streamlined figure and is being shown in any number of varieties, of which one of the most popular is a monotone wool jacket worn over a gay print dress. But the problem is not so simple for those who border on plumpness.

One suggestion is that the slightly swallow-tail version deals more kindly with the heavy woman.

Two-Skirt Outfit Real Money-Saver

A money-saver for the bride consists of a two-skirt suit of very sheer wool or crepe, designed with a suave fitted jacket. The street-length skirt can be worn with the jacket and printed crepe or organdy blouses to make a smart runabout costume by day.

A floor-length skirt of the same material, combined with the jacket and a sheer chiffon blouse make a chic dinner costume for boat and hotel wear in the evening.

New Coat Silhouettes

Coats are no longer a simple matter of straight boxy lines or fitted and flared effects, for Parisian designers are showing intricate details of cut and design in their most recent collections.

Star Dust

★ *Drama for Carole*
★ *Sings Your Choice*
★ *Two Blind Pianists*

By Virginia Vale

WITH practically everybody liking "The Wizard of Oz" very much indeed (and those who didn't like it getting almost violent on the subject, saying that it couldn't even be compared with "Snow White"), the picture got off to a flying start.

Judy Garland and Mickey Rooney, who play the leading roles, made personal appearances with it when it opened in New York. They arrived at the theater at 8:45 in the morning, and remained there until almost midnight. Meanwhile young people of the same ages as the stars lined up outside the theater, waiting to get in—and because of the enthusiasm of these young fans, Judy and Mickey had a body guard when they did get out for a breath of fresh air and a look at the city.

They gave five shows daily except on Saturdays and Sundays, when extra performances were scheduled. She sang, he did imitations, and the fans cheered till the rafters rang.

MICKEY ROONEY

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In "In Name Only" Carole Lombard shows that she could give Bette Davis some rather stern competition as a dramatic actress if she put her mind on it. The girl who has been playing ga-ga comedy roles with such zest ever since the public acclaimed her as a comedienne in "My Man Godfrey" has turned in a bit of acting that makes her a promising candidate for one of those Academy statuettes, next time they're awarded.

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Now that Nelson Eddy is back on that coffee program on Sunday evenings his program-makers are busy once again. He selects his songs chiefly by the number of requests from listeners. His secretary tabulates the requests every two weeks and delivers the final count to him. If possible, he sings the songs for which there are the greatest number of requests. The only difficulty is that people keep requesting the same old favorites over and over.

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Although she is still on vacation, Kate Smith is preparing to return to the air in her role of commentator; she is so popular in that role that she's added it to her duties as singing mistress of ceremonies on the "Kate Smith hour."

So she'll begin commenting on October 9 from 12 to 12:15 Eastern standard time, over the Columbia Broadcasting system, while her regular hour brings her back to the microphones three days earlier. She'll discuss the news of the day and also her own personal experiences.

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Alec Templeton, the blind pianist whose Tuesday night program is so popular, is not the only blind pianist on the air. Virg Bingham, of Kansas City's station WHB, is equally popular with those who have heard him. His interest lies chiefly in developing radio trios; the new one is composed of two girls and Bingham himself, and is the eleventh radio trio that he has developed.

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"Susan and God," the play in which Gertrude Lawrence appeared so successfully on the stage, will probably require a good deal of rewriting before it's fit to be screened. For "Susan and God" poked fun at the Oxford movement, without actually saying so, and you can't poke fun at any religious movement on the screen without bringing in a swarm of protests.

Greer Garson, the English girl who made such a hit in "Good-by, Mr. Chips," will have the Lawrence role.

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ODDS AND ENDS—Tex Ritter, the cowboy star, was injured the other day when he had a bad fall from his mount—not a horse, but an automobile . . . Norma Shearer will do another costume picture, "Pride and Prejudice," and will make it in England . . . Fred Astaire, Eleanor Powell and Eddie Cantor will co-star in "Girl Crazy" . . . Edward Arnold made his first plane trip recently, from coast to coast, and plans to take planes instead of trains from now on.

(Released by Western Newspaper Union.)

FARM TOPICS

FARMERS LOSE CASH GRAZING WOODLANDS

Forestry Specialist Points Out Common Fallacy.

By R. W. GRAEBER

Farmers who graze cattle in woodlands lose money both in milk or beef and in timber and erosion control.

Experiments have shown that managed woodlands yield an annual return of about $4 per acre, and that the best open pastures yield about the same amount. However, when grazing and forestry are combined on the same area, the yields are much less, the total annual return for typical woodland pasture being only $1 per acre.

Why do farmers run their cattle in the woods? There is only one logical reason: They think they can pick up an extra dollar or two by letting the cattle pick a few buds and twigs in early spring, along with the low-growing plants and a few sprigs of grass or briars which may grow where a few rays of sunlight reach the ground.

This is a fallacy. A farmer doesn't pick up an extra dollar or two; the cows do not produce as much milk or as much beef as when they graze in open pasture; the timber supply is reduced; grazing woodlands induces erosion and loss of leaf litter; the fencing bill is higher.

Salt May Poison Hogs, Veterinarians Reveal

After investigating several cases of salt poisoning, veterinarians have found that most farmers are unaware that salt is poisonous to hogs if given in too large quantities.

A good example of such a case was a farmer who had 222 head of pigs which had been vaccinated with both virus and serum; seven of the group had died seven days after the vaccination and four more were sick. The farmer blamed the treatment. The sick pigs wandered about the pen in a daze, gradually weakening until completely paralyzed. Death soon followed. The owner said the pigs seemed to crave something, so he set out several blocks of medicated salt. A number of the pigs ate considerable amounts from the block, he continued. The salt was removed from the pens and no further losses occurred.

After observing several cases of salt poisoning, Dr. Hefferd says that inflammation of the kidneys and bladder, together with a hardening of the liver, are the most common effects of too much salt in the ration.

As a rule hogs require little salt in the ration and the practice of mixing salt with the feed or soaking mash feeds in salt water should be discouraged, as a brine is likely to form which may cause acute poisoning with death following quickly, leaving post-morten findings somewhat indefinite.

Farming Not Easy

Successful farming is not easy. It requires much experience in doing the various kinds of farm work and the ability to show others how to do this work. It requires training in business management and knowledge of the principles of plant growth, the feeding and care of animals, and the maintenance of soil fertility. Few industries require such a wide range of training and experience. Farming is not simply growing a particular crop or feeding a certain kind of live stock. It is an all-the-year-round business, involving the production of various plants and animals and the successful organization of the varying farm enterprises into a smoothly working unit.

Farming Briefs

After only 100 years of extensive cultivation, this country has destroyed, seriously damaged or threatened with destruction an area equal to all land from which crops are normally harvested.

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Added steps in processing food to prepare it for the consumers' tables reduce the farmer's share of the food dollar. Wage scales paid by food processors were twice as high in 1933 as in 1910-13. Slicing bread before it is sold and putting farm produce in small packages are two of the later developments in processing food.

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For more than a year farm products exports from the United States have been rising and imports falling.

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The good poultryman is never too busy to keep after the lice and mites that increase so rapidly in the warm days.

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Since the relationship between the price of milk and the cost of grain is favorable, dairymen should feed all the grain their cows will use efficiently.

Catarrh May Result From Bent Septums

By DR. JAMES W. BARTON

TODAY'S HEALTH COLUMN

MOST physicians pay little or no attention to bends in the septums—the partition between the two nostrils. As a matter of fact, a nose with a straight septum is almost rare. It is estimated that perhaps one in every five or ten is about the average finding.

The reason little or no attention is paid to a bent or deflected septum is that the physician figures that there is no difference in air space between 50 and 50 each side in a straight septum and 60 and 40 with a bent septum; they both add up to 100. This, of course, refers to slight bends or deflections.

What about severe bends or deflections of the septum? Can the severe deflection cause symptoms?

When the deflection is so severe that it actually closes up one side of the nose there will not be any air going to or coming from the lungs on that side. This means lack of ventilation of the sinuses on that side of the head and lack of draining of any mucous from the sinuses.

Dr. Barton

Dr. W. S. Syme of Glasgow, whom I have quoted before, in the British Medical Journal, tells us that middle ear and catarrhal conditions are found very often with deflection of the septum. When severe, it may cause pain by pressing against the side wall of the nose. However, the blockage of the little opening from sinus into the nose prevents mucous or pus from draining out into nose and throat, causing severe pain from pressure. In these cases the bend or deflection is high up in the nose due to injury—football, boxing, or a fall.

The point about this is that while most of us have a bent septum and no treatment is required, in cases of sinus trouble, catarrh or middle ear conditions where good ventilation and drainage is necessary, one with a bent septum is more likely to have severe pain and require operation than one whose septum is straight.

A bent or deflected septum, even if badly deflected, which is causing no symptoms requires no treatment.

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Causes of Chronic Arthritis

Despite our knowledge of preventing rheumatism—arthritis—by removing infection from teeth, tonsils, sinuses, gall bladder, together with proper rest, diet and exercise, there are many cases which become chronic before infection has been removed. The infection in joints has caused changes that often cannot be repaired or corrected and the patient is afflicted with stiffness, pain, and some degree of deformity.

In speaking of these cases of chronic arthritis, Dr. Robert T. Phillips, Boston, in the New England Journal of Medicine, tells of the help that can be given by "physical" medicine or treatment—rest, exercise, massage, and electricity.

Dr. Phillips points out that rest is needed by chronic arthritis because of the long drain on their nervous and physical energy caused by the infection. The suggestion is an hour's rest after meals. Two positions are taken. For the first 30 minutes the patient lies on his back, stretched well out, a pillow under lower back and the knees but not under the head. For the second 30 minutes he turns face down, supported by a pillow placed crosswise under his abdomen.

Joints Should Be Straight.

In regard to exercise, arthritis must not allow joints to remain in a bent position. No matter what the degree of arthritis, the patient can carry out some exercise—lying, standing, sitting, walking—to move his joints and strengthen his muscles.

In regard to heat Dr. Phillips suggests the use of hot water applications by means of some woolen material covered with a towel or blanket to hold in the heat.

The massage is done by the use of long, smooth strokes in a direction toward the heart as it is the return circulation of the blood that needs help. If pain is present, massage should be gentle. Heat should be applied before or during the massage.

In regard to electricity, it is unfortunate that physicians do not give more attention to acquiring the knowledge of the proper methods of using electricity in the treatment of chronic arthritis as it gives excellent results in skillful hands. When proper treatment by electricity is not available, the use of the other "physical" forms of treatment—rest, heat, exercise, and massage—faithfully carried out will give satisfactory results.

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