

North Carolina's "First Lady" Speaks Out For Cotton; Portrait In Nov. Vogue

Mrs. Broughton Will Be Shown With Daughter

First Lady Of North Carolina



Photo by Wynne Richards

Mrs. J. Melville Broughton, First Lady of North Carolina, and her daughter, Alice, pose in the stately ballroom of the Governor's Mansion at Raleigh for this portrait which will appear in the November issue of Vogue. Mrs. Broughton is wearing a gown of blue cotton lace. The gown Alice is wearing was designed by Hattie Carnegie, and is white organza appliqued in navy blue lace. This portrait is the ninth to appear in the "First Lady" series sponsored by the National Cotton Council and Cotton Textile Institute.

state and cotton producer—the of the First Ladies of the three southern states to be featured in the series. Opening with a portrait of Mrs. Paul R. Johnson, First Lady of Mississippi, last month, the series has presented portraits of Mrs. Sam Jones of Louisiana, Mrs. William P. Cooper of North Carolina, Mrs. Robert S. Kerr of Oklahoma, Mrs. Cole Stevenson Jr. of Texas, Mrs. Ellis Arnold of Georgia, Mrs. Olin D. Johnston of South Carolina, and Mrs. Spessard L. Holland of Florida.

Copies of the portrait of Mrs. Broughton are being given wide distribution by the Cotton Council and Textile Institute to emphasize not only North Carolina's important position in the cotton industry but also the all-out support being given the industry by the state's "First Lady."

Portraits now have been made

In November Vogue; Important Support is Given Cotton Industry

Memphis, Tenn.—(Special)—Mrs. J. Melville Broughton, First Lady of North Carolina, believes in cotton and the cotton industry so important to her state and the South. She will say so soon in another of a series of "First Lady" portrait pages to be released nationally by the cotton industry.

Cooperating with the National Cotton Council and Cotton Textile Institute, sponsors of the series in behalf of the industry, Mrs. Broughton will be featured in a page to appear in the November issue of Vogue. With her will be shown Miss Alice Broughton, daughter of Governor and Mrs. Broughton.

Pictured at Mansion The portrait, made in the opulent ballroom of the stately Governor's Mansion at Raleigh, will show both Mrs. Broughton and her daughter dressed in outstanding cotton creations. Mrs. Broughton's formal gown was designed in dark blue cotton lace. Her daughter's dress was cotton organza, appliqued with a soft blue form motif. This dress, once designed and created by Hattie Carnegie of New York, one of the nation's foremost designers, in the series of portraits created by outstanding American designers.

Designs to show the charm and dignity of the people and the homes of the cotton-producing states, as well as the smart, stylish costumes being made of cotton, the portraits were taken by Wynne Richards of New York, one of the nation's outstanding illustrative photographers, who was made all of the pictures used in the series.

Cotton is Favorite Commenting on her selection of cotton for the portrait and for other important occasions, Mrs. Broughton said that cotton always has played an important part in her wardrobe and that of her daughter because it meets the requirements of so many different types of occasions. Mrs. Broughton said cotton always has been a favorite in her household.

North Carolina—major textile

SUCCESSFUL PARENTHOOD

By MRS. CATHERINE CONRAD EDWARDS, Associate Editor, Parents' Magazine

LOVING AND LIKING NOT THE SAME

It is incredible, but true, that some parents who love a child deeply rarely show him that they love him. Now being loved is as necessary to normal emotional development as sun, food and air are to normal growth. But being liked in childhood, as well as loved is the vitamin essence from which a pleasing personality grows.

The reason for this is that loving a child springs partly from instincts within yourself—he is yours, he is dependent on you, he is a source of pride. But liking is engendered by what flows from the child himself—you like him because he is amiable, bright, amusing, energetic, good, sometimes because he is beguilingly naughty.

Expressions of love and liking are different, too. Your love prompts you to care for the child's health and well being, to sacrifice for his education. Your liking shows in a spontaneous let's go places and have fun attitude, in your welcome to his friends, in your tolerance of the noise and confusion he sometimes makes, above all in your whole-hearted acceptance of the type of person he is.

That is one reason why parents often think children are ungrateful, for it is human nature to take food, clothing, shelter and education for granted until after we have to provide them for our selves. Therefore these things aren't apt to represent love to a child, let alone liking. But knowing that you will stop in the midst of cleaning a cupboard to listen to his latest momentary enthusiasm, especially if it's one he has made up himself, such attention makes a child feel loved and liked both. He feels that you like him when you respond gaily to his objections to getting undressed, even though he knows you are going to make him mind if you don't make them feel bullied and helpless about it.)

But when a child really is an attractive and not very likeable, what are parents supposed to do then? Be parents, in the best sense of the word! What are parents for if not to appreciate and cultivate the good points in a child's makeup which don't show on slight acquaintance?

Instead too many parents appear to side against the child. Take the shy, awkward girl born to parents of unusual social grace. Do they by their acts and words let the child know that diffidence is no bar to being liked? Do they through the years teach her comfortable ways of liking people, not expecting her to be vivacious and talkative, but just courteous and kind? Or do they spoil her chances of making friends with quiet, retiring persons like herself by trying to make her over into their own type of personality, so that she is never comfortable with any body?

Then there is the exact opposite—the effusive person born into a family of reticent souls. A friend once told me she was constantly editing herself, curbing her natural expressiveness because always ringing in her ears was her mother's disapproval expressed in the constant admonition, "Now don't be dramatic."

This doesn't mean that you should do nothing to help a child outgrow unpleasant characteristics. Again, what are parents for if not to correct unhealthy growth? But, as the psychologists are always warning us, make it clear that it is the bad deed, the wrong mental attitude you dislike, not the child. Since that is easier said than done, we will illustrate the technique in next week's article.

A 10 percent reduction in the use of manufactured gas would save over 1,500,000 barrels of fuel oil annually.

Electricity used for refrigeration can be saved by letting cooked foods cool before placing them in refrigerator.

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