

Modern Women

Why Do Merchants Ask Women to Buy Ahead of Season?

By MARIAN MAY'S MARTIN

FOR some reason best unknown to themselves, but altogether without rhyme or reason to the uninitiated, the shops rush from season to season with a total disregard of the calendar or of comfort. They must have the same urge that impels the press to a scoop or a beat, but while there is some obvious reason for the attitude of the press, it is much more difficult to understand why it is good business to sell summer things when one's crying need is for winter ones, or winter ones when one is gasping from the heat.

WOMEN, infected by this feverish excitement, get into a sort of delirium out of which they emerge with a lot of things they usually wish they had not bought. Speaking as a woman who has had several of these attacks and who at times has staved them off, it seems rather ill advised of the shops to attempt to create a false appetite for merchandise which in the natural course of events we would be ravenously hungry for anyway. The average woman would cheerfully pay more for an article that tempted her than one she was persuaded to buy on the general theory that it was good for her at that time. Not many of us are tempted by furs and such at this time and even the price tags, which certainly are alluring, fall in their purpose when the thermometer is bubbling up and over.

THAT women love to shop is conceded, but they are not so keen to indulge this particular indoor sport at this season. Most shopping done now is of the "must" order, but merchant just cannot seem to see it that way. This is just another proof of the fact that men are conservatives, bless 'em, and subscribe to the theory that because a thing once was, so shall it be always. Every Eve's daughter of us knows what drastic or subtle forces have been exerted to get men out of the grooves they so dearly love. Why is this? Ask any man who has thought about it at all, and he will tell you that men fear ridicule and to safeguard themselves against it fall in line with what the other men are doing. This does not speak very well for their enterprise or boasted love of adventure. The average woman breaks more laws of society or convention and smashes more traditions in a year than a man does in a lifetime.

SUPPOSE it is rushing in where angels fear to tread, it shows a determination to blaze new trails which may lead to glory instead of sticking in the same old rut which may be a safe and sure road but one with few undiscovered possibilities.

IN these enlightened days women are occupying executive positions in department stores, advertising agencies any one and one looks forward to the day when these women will be able to convince their male associates that women too, "want what they want when they want it"—and will pay for it more cheerfully and more liberally than in an off season.

WHILE there are extravagant women to no end there are also thrifty ones. Thrift is a virtue which is surely going to have its reward in a season when it has become fashionable to count pennies and when we are all getting quite a kick out of our losses—when they are paper losses. One does not hear much levity among those whose losses were represented by a job.

SHOPPING is going to be listed as a serious pursuit rather than as a pleasure. It is not to be indulged in lightly but is to be undertaken with a clear mental picture of what the environment and what the activity during the season upon which we are entering with such a gay waving of plumes. Just because the Empress Eugenie affected ostrich feathers in her saucy little hat is no reason why every business girl should complicate the subway rush in the early morning hours by wearing them. The Empress Eugenie's who set the fashion are sound asleep at that hour. Were they called on to be up and doing at sun up, the chances are that they would look upon ostrich with disdain, for such quests that they might be setting out upon and a quest of a job would hardly be one of them.

There is a time and a place for everything, as has been frequently remarked, and the well dressed woman is usually the well balanced one who does not go into hysterics because she cannot outfit herself six months before the time when she can wear her finery.

WATER IMPAIRS MEAT FLAVOR

It is better to underwash than to overwash meats, as the water tends to impair the flavor. The heat which cooks the meat tends to destroy germs, thus acting as a cleaning agent, anyhow. Therefore, caution in washing meat is not as essential as in washing fresh vegetables.

AND NOW "PLUS FOURS" FOR BEACH SPORTS



An innovation in trousered sports fashion appears in the model photographed above called "Sur le Point," for which Jane Regny is responsible. This model combines trousers of white ribbed jersey with a blue and white jersey jumper. The adoption of this version of the trousered mode is especially interesting when hints of harem draped skirts are also heard.

You and + + Your Child

By JANE HERBERT GOWARD

Reward Good Behavior

What is wrong with this family scene?

Four-year-old Ellen sulks and refuses to eat her cereal. Mother, who knows cereal is good for children, grows anxious. And after several attempts to feed the child, gets her pocketbook, takes out a nickel and holds it up for the little girl to see. "Here is a nice, new nickel for Ellen," she says, "if she eats her cereal."

Ellen, remembering how useful a nickel can be when the ice cream man comes around, begins to show signs of interest in the dish before her. She may pick up the spoon.

Recognizing her cue, mother places the nickel beside the little girl's plate and says, "Here is the nickel. It's waiting for you. When you finish the cereal, it's yours. Otherwise, it goes back into mother's pocketbook."

Mother turns away, to show the youngster that she means "business" this time. The little girl is very much impressed and gets to work on the cereal.

Of course, the nickel in this case is intended as a reward. But because it is awarded before the child has satisfactorily cleaned up her plate, it constitutes a bribe.

The time to reward is after the child has done her share. This method has the added advantage of teaching the child to eat and like her food first. Later, the reward becomes, not a stimulus for appetite, but of secondary importance to the meal.

Though many mothers pay their offspring for eating, or dressing themselves or going to bed on time, with good results in obedience, I am inclined to disapprove. Eating and dressing are fundamentals of behavior which do not warrant a material reward. They are too recurrent in our daily lives, and if children are properly trained, should be habitual and mechanical. If all parents made it a habit to reward their offspring with a coin or stick of candy whenever they behave favorably, the children would be sick and all the parents might soon be "broke."

Approval or affection should be ample reward for such everyday behavior. And unless we train our children to expect "things" in return, it usually is. Even the youngest child will respond favorably to a pat on the head and an approving smile.

If Ellen's mother would pay less attention to her at mealtimes, and worried less about whether Ellen ate or didn't for a day, or two, the little girl would be hungry enough after a while to clean up her cereal plate.

Children do not go on hunger strikes. They will dawdle with their food and make faces and develop a distaste for certain things if they discover that it pays them. Eventually they always eat. But as it is necessary for good health to eat regular, and a certain variety of foods, children should be trained that eating is a serious business, for which the greatest reward is mother's pleasure.

Recognition inspires children to strive to please their parents. But most parents are inclined to notice the undesirable traits and behavior patterns and to overlook the good points. After while, the children get an idea that they are "bad" anyway, so what's the use of trying to be good.

Behavior is the result of the child's attempt to adjust himself and his desires to his environment. More than anything else, he wants to be happy. Toward this end he must feel secure in his parents' affection.

HOW TO LAUNDRY COTTON RUGS

Cotton rugs are washable, truly washable in that they may actually be sent to a commercial laundry or put into the home washing machine. Their washability should, therefore, be distinguished from that of those rugs which may be cleaned with soap and water if lying flat on the floor and carefully scrubbed by hand or wiped with a damp cloth. Most cotton rugs are as truly washable as a cotton dress. Provided they are really washed clean and thoroughly rinsed, then dried without wrinkling, they return to their original appearance after washing. Occasionally a woman fails to wash the rug thoroughly, perhaps putting it into the same water in which the family laundry has been done. Naturally the rug is not washed clean under these conditions.

Guide to Charm

A Physician Should Be Consulted in Serious Cases Of Skin Disorder

By JACQUELINE HUNT

EVERY woman has a right to a clear, firm skin, but, unfortunately, such a skin is the exception rather than the rule. Sometimes the skin is marred with sallowness, sometimes blackheads, and often what is more serious—acne. Acne results from blackheads that have become infected and the infection spreading over the face and neck.

Of all skin blemishes acne is the most distressing. Unfortunately many physicians cannot be bothered to give the time necessary for local treatments, but any physician should be glad to prescribe a diet—usually one eliminating rich foods and sweets.

If you have pimples or lesions see your physician first and make sure that the disease is acne. More dangerous diseases sometimes have the same symptoms. After your physician has prescribed internal treatment you will have to give the local condition long and tedious attention.

If you can, go to a good beauty salon that treats such a condition. Such a salon is equipped to take the utmost sanitary precautions in the treatment and you run less risk of spreading the infection. If you must treat it at home follow this procedure:

Never use cleansing cream on skin infected with acne. Wet a pad of cotton in hot water and dip it in a liquid made by melting a bar of castile soap in one quart of water. Work up a good lather, rubbing the soap well into the skin with the hands. Go over and over the infected areas then sponge the face off with very hot water until every trace of soap is gone. If the condition is extremely bad, add an ounce of alcohol to the melted soap.

Dip a strip of absorbent cotton large enough to cover your face in an antiseptic solution—you can make one by dissolving a Chlorozol tablet in hot water. Leave over the face a minute and redip five times. Pat the face with a cleansing tissue to remove excess water and extract the contents of the pimples by gently pulling the skin on both sides. Stubborn lesions that do not come to a head readily should be treated by your doctor. Be very careful not to spread any of the infected matter to other parts of the skin. Touch each spot with alcohol or more of the antiseptic solution after the contents have been extracted. Pat with an ice-cold astringent.

MODES AND MANNERS

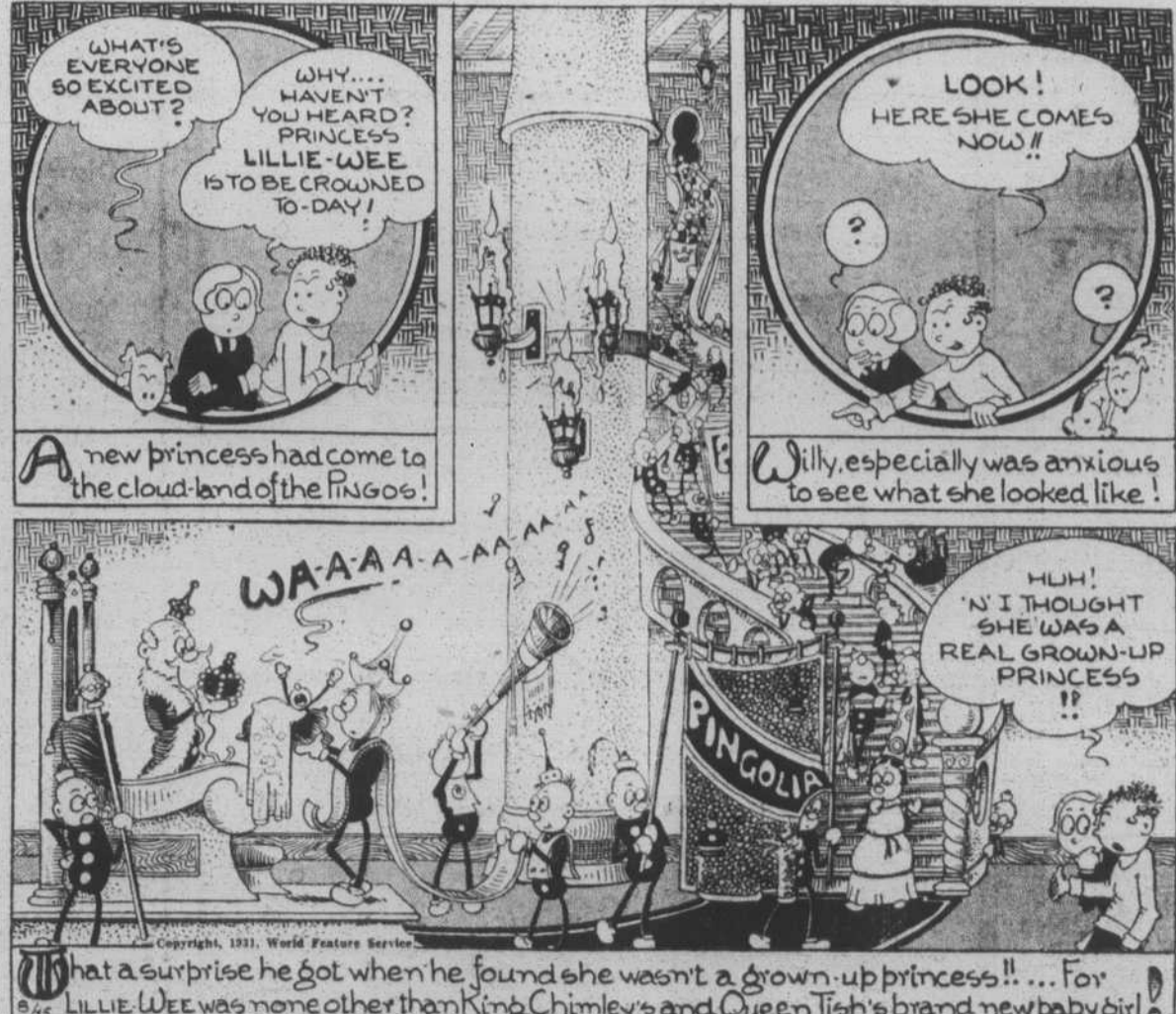
By MARTHA MAXWELL

QUESTION: As my husband's father died, he is dropping the Jr. from his name. I understand that the wife should do the same thing, but as my mother-in-law's name would then be the same as mine it would make matters very confusing. Would it be all right for me to continue calling myself Mrs. — Jr.? Mrs. C.

ANSWER: No, it would be wrong to do so, as a wife should always bear the exact name of her husband. Your mother-in-law should be the one to change her name, either by adding Sr. or by engraving her cards as just Mrs. Roberts or Mrs. Hall, without using any given name.

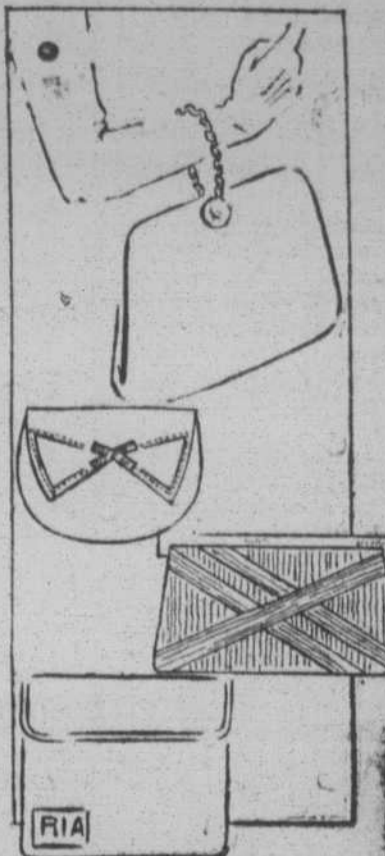
THE PINGOS

By Clark Watson



What a surprise he got when he found she wasn't a grown-up princess! ... For LILLIE WEE was none other than King Chimley's and Queen Fish's brand new baby girl!

WHITE PROMINENT, IN SUMMER BAGS



Copyright, 1931, by Fairchild.

From top to bottom:

A beige antelope bag with a round motif of coralline adopts a gold chain handle.

A white kid envelope is trimmed with appliques of the leather and has a green galanth motif in the middle.

Handbag in natural colored straw with a gold frame, adopts self crossed bands.

A white kid envelope is bordered with silver and has silver initials in one corner.

Party Hints

By LEATRICE GREGORY

HERE'S a colorful way to announce a late summer engagement. Invite your guests to supper and spring the news when they are seated around the table.

Use bright, gay colors for the table. Linen with bright designs in cross stitch will make an appropriate background for a centerpiece of red and gold poppies, calendula and bachelor buttons and plain unglazed pottery.

Suspend a hoop made of stiff wire and wrapped with brown paper over the table. In it perch a gay green, blue and red parrot made of wood. If you cannot find one in a novelty store, make it yourself. Trace a pattern on soft pine and cut it out with a scroll saw. Paint with opaque water color and when dry brush lightly with white shellac.

From the parrot, run streamers of bright colored ribbon to each place and tie to a sealed envelope. When your guests are seated ask them to open the envelopes. In each there is a rhyme:

The naughty parrot tattled—
But a really nice thing.
He says that — gave —
A sparkly diamond ring.

The announcement party should include both men and women. End the evening with dancing and bridge.

Home Making

By ALINE STERN

The importance of 18th century furniture, both French and English, is reflected in the rooms of furniture designed by Elsie De Wolfe, well known interior decorator.

Pieces of furniture as well as colors and fabrics are emphasized by repetition in the Elsie De Wolfe rooms. In the Louis XV room, for example, brown taffeta cushions on a Louis XV sofa repeat the color and fabric of two large chairs in the room. The chairs grouped about a permanent game table have upholstered seats and backs of a brown and white faille. In the Georgian room, two large chairs are covered with a cream and green striped satin fabric, and these colors are repeated throughout the room.

There is little demand at the present time for any high pile upholstery fabrics, for the trend is toward hard surface fabrics. There is also a noticeable recall to wood on upholstered pieces.

A good way to ensure non-scorching of garments is to place a large sheet of white tissue paper over the garment and press down on this. This is not only a protection for the fabric but it helps in ironing pleats and other tricky effects of a dress or shirt.

A DISH + A DAY

By JANET WILSON

Tomorrow's Menu

Lunch

- Jellied Beef Broth
- Corn on the Cob
- Bran Muffins
- Stewed Apricots

Dinner

- Potato Savory
- Grilled Tomatoes
- Raspberry Bavarian Cream
- Cake

Frankfurters

THE humble frankfurter has come into its own. The savory flavor of this sausage is deservedly popular on the family table, especially since the skinless frankfurter has come into the market.

On baking day when the oven is going it is easy to pop some frankfurters into the oven to bake, for an easy, quick dinner dish.

Or if you are making pies, make enough pastry so that you can have frankfurter rolls. Simply roll out the paste thin, cut it in wide strips and roll it around each frankfurter and bake until the pastry is done. Frankfurter rolls make a good supper dish; served cold, or taken to a picnic, they will be hailed as a pleasant surprise.

Potato Savory: Eight frankfurters, small onion grated, eight potatoes. Boil and mash potatoes, whipping them up well with butter, pepper, salt and grated onion. Roll frankfurters until heated through. Put half the potatoes in a baking dish, and place frankfurters on the potato. Cover frankfurters with remainder of potato. Dot with butter and place in oven until heated thoroughly and top delicately browned. Serve with fried or grilled tomatoes.

Tomato Jelly with Frankfurters: Four cups tomatoes, eight frankfurters, one minced onion, three peppercorns, three cloves, two teaspoons salt, one teaspoon sugar, two tablespoons vinegar, two tablespoons gelatin, one bay leaf, one-half cup cold water. Cook tomatoes, vegetables and spices 40 minutes in a muslin bag, and strain through a fine sieve. Soak gelatin in cold water five minutes, then dissolve in hot tomato liquid. Cool until it begins to thicken. Slice frankfurters in halves. Arrange in star shape in a mold that has just been rinsed in cold water. Pour in a jelly. Chill until firm. Unmold, and serve with mustard mayonnaise.

Raspberry Bavarian Cream: One package raspberry jelly powder, one cup boiling water, one cup raspberry juice and cold water, four tablespoons sugar, one cup fresh raspberries crushed and drained, or one cup canned raspberries drained, one-half cup cream whipped. Dissolve jelly powder in boiling water. Add raspberry juice and cold water and sugar. Chill. When slightly thickened, beat with rotary egg beater until of consistency of whipped cream. Fold in berries and cream. Turn into mold. Chill until firm. Unmold. May be garnished with whipped cream and whole berries. Strawberries or blackberries may be substituted for raspberries. Serves 12.

Chocolate Ice Cream: Two squares unsweetened chocolate cut in pieces, two cups cold milk, three tablespoons quick cooking tapioca, one-quarter teaspoon salt, one-half cup sugar, four tablespoons light corn syrup, two egg whites, one cup cream, whipped, two teaspoons vanilla. Add chocolate to milk in double boiler and heat. When chocolate is melted beat with rotary egg beater until blended. Add quick cooking tapioca and cook 15 minutes, or until tapioca is clear and mixture thickened, stirring frequently. Strain hot mixture, stirring (not rubbing) through fine sieve, onto salt, one-half cup sugar, and corn syrup. Stir until sugar is dissolved. Cool. Add two tablespoons sugar to egg whites and beat until stiff. Fold into cold tapioca mixture. Fold in cream and vanilla. Turn into freezing tray of automatic refrigerator and freeze as rapidly as possible—three to four hours usually required. Or, turn mixture into container, cover tightly, and pack in equal parts ice and salt two to three hours. Makes one quart ice cream.