

CHARM IS ATTAINABLE BY EVERY WOMAN, SAYS CHANEL

New Ideas Advanced on Perfumery

BY JULIAN BLANSHARD,
NEA Service Writer

NEW YORK, March 16.—Every woman can have charm—and should.

That is the way Mlle. Gabrielle Chanel, famous Parisian dressmaker and perfumer, newly arrived in America, views this intangible but priceless quality desired by women in every country.

"There are many kinds of charm," Mlle. Chanel expounded her theory, part in English, the rest in French when her ideas came too fast for her English.

"There is the charm of grace, the charm of beauty. There is the charm of a kind heart, shining through one's face, the charm of a smile, the charm of manner. Each is different."

"Yet any one of them can make a woman charming. Real charm, I think, pre-supposes a lack of egotism. It is something you can't see. Something you feel!"

Charming Example

Mlle. Chanel, cheerfully dressed in a Chanel suit of geranium red Chanel jersey, with the little coat tied in a bow of white pique at the throat, personified several kinds of charm as she carefully considered all questions thrust at her by innumerable reporters.

She is 37 and looks less, brunet, small, slender, serious, with deep-set eyes under heavy brows; high cheek-bones and interesting face structure that would make any sculptor want to model her.

Her matter-of-factness was pleasant in so attractive and feminine a person.

Exclusiveness is not a test of style, she asserted. New models usually do not become the fashion unless they are adaptable to every one. The true test of chic in a woman is whether or not she knows if she can wear this dress or that.

Each Law to Herself

Each woman is a law unto herself, in the matter of color combinations, lines and styles. Indeed, Chanel illustrated this point of individual taste by wearing with her sports suit in the afternoon a triple strand costume bracelet, a double strand of pearls and pearl earrings, and several rings on her fingers, incidentally making them all look as if they were just a part of her sports suit!

In the matter of perfuming, the inimitable Chanel has definite preferences herself. She likes and always uses a compounded odor, something faintly exotic, fragrant but not definable.

"Why should women want to smell like flowers?" she asked. "I think it is perfectly horrible! They aren't flowers. I love flowers, but I do not want to smell like a rose or a gardenia. You really should not be made to define what the delicate fragrance really is!"

Stresses Individuality

Individuality is a first requisite of chic, according to Chanel. She was the first woman in Paris to bob her hair! She was the first one to turn her dressmaking establishment into one that made the simple sports things demanded by the post-war period.

Now she is definite in disapproving of pajamas for anything but dinner at home or lounging. For the dance, never!

Now flowing gowns make women glamorous and romantic but they aren't changing women any, Chanel insisted.

"The methods of coquetry changes. But changing costumes doesn't change it. You must change women themselves to do that!"

From New York Mlle. Chanel goes direct to Hollywood where she will spend a week in the United Artists Studios, designing gowns for the women stars in Samuel Goldwyn's productions.

Miss Moore Is Elected Chief of City Club

Miss Julia Harrison Moore was elected president of the Indianapolis Woman's Club Friday at the Propylaeum. Other new officers are:

Mrs. Donald J. Johnson, vice-president; Mrs. Donald J. Steele, recording secretary; Evans Woolen Jr., treasurer; Guy Wainwright, sergeant-at-arms; Mrs. G. W. Wainwright, ex-president; Mrs. W. G. Wainwright, chairman; Mrs. D. Laurence Chapman, Benjamin D. Hitz, Albert L. Rabb, Fred C. Conner, Mrs. E. E. Everts, Frank Lahr, Omar Hawkins, Miss Dorothy Cunningham and Mary Sleeth.

Tea followed the meeting.

Card Parties

First ward Republican Club will begin its second series of euchre and buno parties Wednesday at Clark's hall, Twenty-fifth and Station streets. The parties will continue for six consecutive Wednesdays. Weekly prizes as well as a grand prize will be given.

March committee of the Little Flower church will hold a card party and dance at Fourteenth street and Bosart avenue at 8:30 Tuesday night. Mrs. George Rooker is in charge.

Indianapolis Circle No. 8, Druids Lodge, will hold its weekly card party at 8:30 Tuesday night at the home of Mrs. C. W. Wagenheimer, 1721 Hoyne avenue.

Frances Review, W. B. A. will hold a euchre and buno party at 2:30 Wednesday at Redman's hall, corner of Capital avenue and North street.

Breakfast Is Given

Miss Marie Rapp and Miss Gertrude Lieber entertained today with a St. Patrick's day breakfast in the hunter's lodge of the Marott hotel.

Sorority to Meet

Lambda Phi Sigma sorority will meet at 7:30 tonight at the Spink.

Sorority Will Meet

Alpha chapter, Theta Chi sorority will meet tonight at the home of Mrs. Eva King, 1736 North Gale street.

SHE'S EXAMPLE OF HOW TO BE CHARMING



Mlle. Gabrielle Chanel . . . "there is the charm of grace, the charm of beauty."

Exhibit of Flowers Is to Be Held

While waiting for spring to come, A. Wiegand and Sons have invited the people of Indianapolis to visit the garden and flower show sponsored by the Junior League and held in the Wiegand conservatory Tuesday, Wednesday and Thursday.

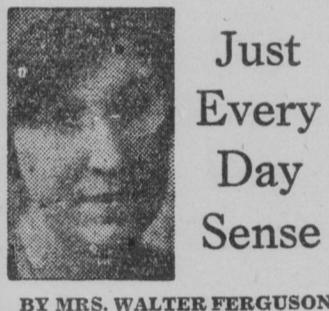
For the occasion, George B. Wiegand has designed an Italian, an English and an old-fashioned garden in which thousands of all varieties of spring flowers are being used.

More than fourteen thousand attended the show last year. It is said the display which opens Tuesday will surpass all others in colorful arrangement.

Admission fee of 10 cents will be charged, which will go to the Riley hospital occupational therapy work carried on by the league.

Members of the Junior League who will act as ushers include Miss Ruth Burford, chairman; Mesdames William P. Anderson, Laurens L. Henderson, Misses Betty Hereth, Eunice Dissette, Eleanor Green, Frances Wales and Helen Danner.

Just Every Day Sense



BY MRS. WALTER FERGUSON

President's Day Luncheon Is Given by North End Club

President's day was observed Friday by the North End Garden Club with a luncheon at the Arbors, 5855 Central avenue, the home of Misses S. Goulding, secretary, and P. F. Campbell, treasurer, who were re-elected, and Miss Anna Hosse, new vice-president.

The luncheon tables were decorated with miniature Japanese rock gardens with tiny growing plants. Appointments carried out the club colors, yellow, lavender and green. Covers were laid for twenty-one day and night.

The program, which followed luncheon, included a talk by Mrs. W. D. Haner on a recent automobile trip through the southwest, and a talk by Mrs. H. B. Burnet, a guest on civic art and garden beautification.

Mrs. Wood will appoint a committee to aid in the establishment of three new garden clubs in the east, west and south parts of Indianapolis.

SORORITY ALUMNI HAVE LUNCHEON

Mrs. S. B. Walker, 52 Layman avenue, was hostess for the monthly luncheon meeting of the Beta Beta alumnae chapter of Alpha Chi Omega Saturday.

Mrs. Charles Thomas was in charge of the luncheon, and was assisted by Mesdames Roy Kennedy, S. G. Howard, Mrs. Wright, George W. Walker, Misses La Donna Lamb and Dorothy Peterson.

Following a business session the new constitution and code of the sorority was read by Mrs. Robert Wolfe, and Miss Rea Bauer gave a group of piano solos.

Y. W. C. A. Program Is to Be Presented by Departments

Industrial and young business and professional women's departments of the Y. W. C. A. will present the program at the board meeting of the Indianapolis association at 7:30 tonight.

Educational methods of the industrial department will be explained by Miss Elsie Kiner, chairman, assisted by Mesdames Marion

IMAGINE, too, the excitement of being 18 and singled out as the main heartbreaker of the place. No triumph that life will have to give over will exceed this one. And, since the male is prone to desire the thing that everybody else wants, her popularity is assured for a time.

There is only one danger lurking for her—coquettishness. Sometimes pretty girls who give boys the air make the fatal mistake of giving it to a possible future husband.

This young slaughterer, however, is like all the others, will settle down to virtuous wifehood and become a pious mother who warns her daughters against the dangers of flirting.

If I had any way, I'd make it possible for every girl going to college to get some kind of degree as a heart breaker. It does nobody any harm—not even those with the dented hearts—and what a thrill it gives to life that soon must grow stale and commonplace.

SHELBYVILLE GIRL BECOMES ENGAGED

Mr. and Mrs. George H. Melks, Shelbyville, announced the engagement of their daughter, Delores, to Marshall V. Jewell, Oak Park, Ill., at a luncheon held Sunday. Mrs. Melks and her daughter are the affair was also in honor of Mrs. Lyman Melks, Indianapolis, whose marriage occurred recently in Chicago.

The marriage will take place in May. The bride-elect is a graduate of De Pauw university, and a member of Alpha Chi Omega.

Miss Atkins Honored

Miss Dorothy Jane Atkins was chosen Butler university "Freshman Rose" at the annual freshman dance held Friday night at the K. C. auditorium.

Meeting to Be Held

Ladies' bridge section of the Hoosier Athletic Club will hold its next meeting at 2 Friday afternoon, March 20, at the clubhouse, 1020 New York street. Mrs. Louis Schrenbach will be the hostess.

Club to Give Play

Ridley dramatic club at Butler university will present "The Artist," a one-act play in Thespis workshop at the university Tuesday night. Miss Evelyn Crossstreet and Harold Cashon will have the leading roles.

Meetings Will Meet

Alpha and Beta chapters, Phi Theta Delta sorority, will meet at 8 tonight at the Severin.

Sorority Will Meet

Alpha chapter, Theta Chi sorority will meet tonight at the home of Mrs. Eva King, 1736 North Gale street.

Sorority to Meet

Alpha chapter, Theta Chi sorority will meet tonight at the home of Mrs. Eva King, 1736 North Gale street.

Officers of Sorority Are Installed

At a banquet for charter members and guests of Epsilon Beta chapter, Epsilon Sigma Alpha, national educational sorority, held recently at the Spink-Arms, the following officers were installed:

Miss Margaret Arlens, president; Miss Marcia B. Kinder, vice-president; Miss Dorcas Moore, recording secretary; Miss Winifred Eckard, corresponding secretary, and Miss Nellie B. Eakin, treasurer.

Miss Sue Stuart, city sponsor of the sorority, conducted the services. Members also were installed.

Epsilon Beta is the third chapter organized and installed in Indianapolis within the last two months.

National Organization

Epsilon Sigma Alpha was founded as a national educational sorority by women prominent in the business world, among them, Mary R. Plummer, Chicago; Susan M. Rebhan, Cleveland; Florence M. Sterling, Houston; Florence Crawford, Pueblo, Colo.; Adella Prichard, Fort, Ore., and others, who by reason of their interest in education, organized the Founder's chapter of the sorority, "created to maintain higher educational standards through sorority affiliation among women."

The organization is only eighteen months old, but already chapters have been established in most of the leading cities of the country and in many of the smaller communities.

Take Arts Course

Membership is through invitation and recommendation. Each chapter is limited to twenty-five charter members, it being the opinion of the national organization that best results of study can be obtained in small groups.

Members of the sorority are given their texts covering a three-year college course in liberal arts, the subjects of which are presented to them at chapter meetings held semi-monthly under the supervision of an educational director.

The official organ of the group, Epsilon Sigma Alpha Sorority News, is published monthly and contributions, made by the national membership, include book reviews, plays, articles on psychology, science and drama, and current events of national and international importance.

Hold Joint Meeting

State headquarters have been established in the continental Bank building. National headquarters are in Kansas City, Mo.

Tuesday night, the Epsilon Alpha and Epsilon Beta chapters will meet jointly at the Spink Arms.

Mrs. Glenn Diddle and Mrs. L. E. Bach will lead discussions on "Ancient Hebrews," "Before 1000 B. C.," "Greece Emerges," "Period of Glory in Greece" and "Pericles."

Board to Hold Meeting

Board of directors of May Wright Sewall Indiana Council of Women will meet at 11 Tuesday in the Lincoln room at the Lincoln. Luncheon will be served at 12:30. Reservations may be made with Mrs. Edna Pauley.

PERSONALS

Mr. and Mrs. Edwin H. Knight, 3110 North Pennsylvania street, and Mrs. Malott Fletcher, 26 Meridian place, will leave the last of the week for a motor trip to Florida, and to Cuba.

Mr. and Mrs. Conrad Ruckelshaus, who have been honeymooning in the south, will return from Aiken, S. C., the last of the week.

Mrs. John Darlington and sons James and John, Golden Hill, will leave March 27 for a visit in Atlantic City.

Mr. and Mrs. Barney Loucks, New York, are the house guests of Mr. and Mrs. L. P. Robinson, 4461 Carrollton avenue.

Mr. and Mrs. Charles Kaufman, Atlantic City, have come to Indianapolis for permanent residence and are staying with Mr. and Mrs. Leon Hecht, 3060 North Meridian street.

Miss Leah Traugott and Miss Betty Aher are home from Ohio State university, where they are students, for spring vacation.

Mrs. Edwin Letzler, 3649 Washington boulevard, will leave Friday for a trip to Philadelphia, Pa., and Atlantic City, N. J.

Mr. and Mrs. Erwin Shiel, 3540 North Meridian street, and Mrs. R. R. Shiel, 152 East Fourteenth street, returned Sunday from Palm Beach, Fla., where they spent the winter.

THIRTY ARE GIVEN HONORS AT BUTLER

Butler university college of education announces the following students on the first semester roll.

Mrs. Margaret Childress, Mrs. Bernadine Cashman, Mrs. Ethel Frank, Mrs. Forney, Mrs. Freda Gandy, Mrs. Helen Hartley, Mrs. Virginia Hartley, Marion Hildebrand, Alta Keefer, Grace Major, Katherine Minch, Mrs. Mary Moore, Mrs. Anna Moulton, Mrs. Sourkow, Helen Eberle, Leona Hawkins, Mrs. Ethel Hartley, Mrs. Anna Moulton, Anna Lipkin, Mrs. Martindale, Lillian Reardon, Alice Rumpf, Bessie Ryan, Avis Ryer, Marie Shandor, Angelina Shandor, Wanda Wieden, Irma Winkelman and Estelle Williamson.

Guest Night to Be Held

Joy lodge No. 5, Widows, Widowers, Maids and Bachelors, held guest night Saturday and will meet twice a month hereafter at the hall, 322 East New York street. Mrs. Emma Taggart is chairman.

Meeting to Be Held

Alpha chapter, Phi Delta Theta sorority will meet at 8 Tuesday at the Severin.

Card Parties

First ward Republican Club will begin its second series of euchre and buno parties Wednesday at Clark's hall, Twenty-fifth and Station streets. The parties will continue for six consecutive Wednesdays. Weekly prizes as well as a grand prize will be given.

March committee of the Little Flower church will hold a card party and dance at Fourteenth street and Bosart avenue at 8:30 Tuesday night. Mrs. George Rooker is in charge.