

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 the mind, 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!"

Is Charming Example
Mlle. Chanel, cheerily dressed in a Chanel sports suit of geranium red Chanel jersey, with the little coat tied in a bow of white plaid 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, brunette, 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 really 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! I don't like flowers. I love flowers, but I do not want to smell like a rose or a gardenia. You really should not be able 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!
New 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 Julia Harrison Moore was elected president of the Indianapolis Woman's Club Friday at the Propylaeum. Other new officers are:

Mesdames Donald James, vice-president; Wendell Sherk, recording secretary; Evans Woolen Jr., treasurer; Guy Wainwright, chairman; James W. Foster, A. G. Wessinger, executive committee; William M. Houghton, chairman; Harry Armstrong, Benjamin D. Hitt, Albert L. Habb, Ernest DeWolf, Fred B. Frank, J. L. Howard, membership; Mesdames Robert A. Hamilton, chairman; G. E. A. A. Brown, Edwin G. Stout, John R. Thrasher and Philip White, K. K.

Tea followed the meeting:

Card Parties

First ward Republican Club will begin its second series of euchre and bunco 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 Hoyt avenue.

Frances Review, W. B. A. will hold a euchre and bunco 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-Arms.

Sorority Will Meet
Alpha chapter, Theta Chi Omicron sorority will meet tonight at the Antlers.

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, day and night.

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 colorfulness and 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 Disette, Eleanor Green, Frances Wales and Helen Danner.

G. O. P. Club to Hear Talk by Fred Purnell

Fred S. Purnell, representative in congress from the Ninth district, will speak at the luncheon meeting of the Seventh District Woman's Republican Club at the Columbia Club Thursday. Mrs. Purnell, will sing, accompanied by Mrs. William Herbert Gibbs.

Miss Genevieve Brown, reporter of the Indiana Supreme and appellate courts, is in charge of the program. Mrs. Gaylord S. Morton is chairman of hostesses, assisted by:

Mesdames Eliza O. Rogers, James A. Stuart, Frederick B. Schorlemmer, Harry Tutwiler, U. S. J. J. James A. Murray, L. E. Freeman, J. D. Thacker, Howell E. W. Cooper, Fred B. Frank, J. L. Howard, Omar Hawkins, Misses Dorothy Cunningham and Mary Smith.

ENTERTAIN VISITOR AT BRIDGE PARTY

Mrs. Kenneth Fry, 948 North Oxford street, entertained Saturday night with a bridge party in honor of Miss Elsie Cane, Chicago, who was here visiting her mother. She returned to Chicago Sunday. Appointments and decorations were in keeping with St. Patrick's day.

DINNER IS GIVEN FOR BRIDE-ELECT

Mr. and Mrs. Nathan Berkowitz, 404 Park avenue, entertained at a dinner for the bride-elect, Miss Annette L. Fritz, whose marriage to Mrs. Berkowitz's brother, Aaron A. Glick, will take place March 29 at the Calypso.

Dinner appointments carried out the bride's colors, orchid and green.

PI SIGMA TAU HOLDS INITIATION

Informal initiation services were held by the Alpha chapter, Pi Sigma Tau, Saturday night, for Misses Ragdale were in charge.

Formal services will be held to-night at the home of Miss Mary Branham, 1077 Newman street. A dinner will precede and the table will be decorated with green tapers, tied with orchid tulle. Aaron Ward roses, the sorority flower, will be presented as favors, and the pledges will receive gifts from the sorority.

Club to Give Play

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

Chapters Will Meet

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

Sorority Will Meet

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

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 Anna and Lu Hosen.

Mrs. Linton A. Wood presided. Mrs. Wood recently was elected president to serve a second term. Other officers are: Mesdames M. S. Goulding, secretary, and P. F. Campbell, treasurer, who were re-elected, and Miss Anna Hosen, 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 guests.

The program, which followed luncheon, included a talk by Mrs. W. D. Hamer on a recent automobile trip through the southwest, and a talk by Mrs. H. B. Burnett, 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.

Just Every Day Sense

BY MRS. WALTER FERGUSON

AN 18-year-old girl at the Louisiana State university has been elected as the biggest heartbreaker on the campus. Blushing modestly before reporters, the young lady is quoted as saying:

"Honest—I am embarrassed. I never broke any hearts."
And the chances are she never did. Lads who date 18-year-olds may pine a little from love, but they seldom die of it. Their tender hearts may be smashed badly, but usually are too young and tender to be split.

"The very idea," said a shocked neighbor who read of this pathetic little schoolgirl's triumph, "Imagine the children at the universities having their time taken up by that sort of foolishness."

She was wrong. Those earnest, ardent, heart-breaking days are the most vivid of our lives and fraught the heaviest with joy and despair. The youngsters may sound wild, but they are, in reality, pretty tame and conventional.

"IMAGINE, too, the excitement of being 18 and singled out to be the main heartbreaker of the place. No triumph that life will have to give ever 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 kind of lurking for her—cocksureness. 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 my way, I'd make it possible for every girl going to college to get some kind of degree as a heart smasher. It does nobody any harm—not even those with the dented hearts—and what a thrill it gives to life that too 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 W. Jewell, Oak Park, Ill., at a luncheon bridge held Sunday at the home of Mrs. Melks and her daughter.

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. of 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. Mrs. Louis Schrenbach will be the hostess.

NEW OFFICERS OF CLUB ARE NAMED

Mrs. T. G. Wessenberg entertained the Over the Teacups Club at her home, 429 Buckingham drive, Friday. The following officers were elected:

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 Ariens, 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. Rehman, Cleveland; Florence M. Sterling, Houston; Florence Crawford, Pueblo, Colo.; Adella Prichard, Port, 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 the 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. A. Lois 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.

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

Industrial and young business and domestic 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 Kinerk, manager, assisted by Mesdames Marion Johnson, Gladys Leona Hamilton, 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.

City Woman Is Renamed Head of U. S. Nurses

Mrs. Dorothy Buschman, Indianapolis, was re-elected national president of Sigma Theta Tau, national honorary sorority for nurses, at the second national biennial convention held over the week-end in St. Louis, in the Washington university house.

Other officers are: Miss Dorothy Rogers, St. Louis, vice-president; Miss Lois Lindsey, Iowa, City, Mo., secretary; Miss Florence Parke, Kansas City, Mo., treasurer; and Mrs. Jean Nunemaker, Indianapolis, editor-in-chief.

Miss Katherine Hunnighan, Indianapolis, was chairman of the nominating committee.

Mrs. Ethel P. Clarke, director of the Indiana university training school, attended the convention. Others from Indianapolis were: Mesdames Thompson Stacey, Fred Copeland; Misses Fern Coy, Aurelia Willers, Eleanor Waller, Mildred Boltman, Juanita Nubbe, Margaret Bruce, Edna Teagarden, Laura Davidson, Elizabeth Gottschalk, Dorothy Rose, Jessie Hobbs, Frances Meyers, Pressaleen Talbot, Grace Johnson, Gayle Campbell and Helen Carson.

THIRTY ARE GIVEN HONORS AT BUTLER

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

Misses Margaret Childers, Bernadine Childers, Edna P. Coy, A. J. Fogas, Catherine Prev, Viola Hager, Allene Hardin, Virginia Hartley, Marion Hildebrand, Alia Kessler, Grace Major, Kathleen Minick, Lenora Rafferty, Ruth Rumpke, Helen Surmon, Helen Seale, Leona Hamilton, Katherine Heath, Genevieve Hutton, Anna Lieben, Mildred, Lillian Betherford, Alice Rumpke, Bessie Ryan, Avis Rybolt, Marie Sanford, Angeline Shantz, Wanda Swendsen, Irma Winkelmier 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.

Mothers Will Meet

March meeting of the mothers' group of the Wallace street kindergarten will be held at the school at 2 Tuesday. Mrs. Donald Jameson will speak on "This Business of Being a Mother."

What's in Fashion?

'Ladylike' Spring Details
Directed By AMOS PARRISH



NEW YORK, March 16.—"Since fashion is going to be so ladylike this spring," someone asks, "what are we going to do about cosmetics? Are powder and rouge and lipstick ladylike?"
The answer is—Yes, when they're put on right!

Years and years ago—the very years some of the new ladylike fashions date back to—lovely ladies used to touch their faces with ground rice or flour and tint their cheeks

and lips with the juice of red berries. Very lightly, of course.

And that "very lightly" holds good for 1931. Discreet use of cosmetics certainly goes with ladylike fashions. Because it's a part of the careful grooming always associated with real ladies.

Make It Look Natural

Nobody likes to see shiny noses or a complexion that looks like the last stages of a decline. And they aren't ladylike.

Smooth skin healthy in color is ladylike . . . because it's natural. It's the way all feminine complexions would look if they weren't up against modern conditions of living.

So—make-up that makes femininity look natural—as nature intended she should look—is ladylike. The kind of make-up that's out of fashion is the unnatural looking kind. The powder too light for the skin's natural tone—or too dark for it.

The stark round spots of blazing rouge in the center of the cheeks. The cupid's bow mouth brilliant with too much lipstick.

What is your natural skintone? "Match it with powder," says fashion. Blend two or three shades together until it does match, if you can't find one already blended that suits.

Use Matching Shade

Where does your natural flush come in your cheeks? "Pinch them to see," says fashion. And put a matching shade of rouge over that surface. Not in a hard, round dot. Natural color never flows that way. It covers an uneven surface, fading off at the edges.

What is the natural shape of your mouth? "Follow it with your lipstick," says fashion. And be sure this lipstick is neither too bright nor too dark for your powder and rouge.

Everybody can match her natural complexion with makeup—if she studies herself carefully. There are hundreds of shades of powder and rouge and lipstick today, designed for every kind of complexion.

How to Put on Makeup

But once matched, there's still the way it's put on to watch out for. It won't look natural laid on in a thick paste nor rubbed into the skin, nor applied so carelessly that there are bare spots left.

But powder smoothed on carefully—preferably with a bit of absorbent cotton—and any excess brushed off (and a soft little brush like a baby's hairbrush is a fine thing to use for this)—rouge applied lightly to follow the lines of your natural flush—and a discreet application of lipstick—this certainly helps femininity look as lovely and as ladylike as her new spring costumes.

Next: Amos Parrish describes a well-enslaved Easter costume.

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DISTRICT CLUB HEAD IS RE-ELECTED

Mrs. Elizabeth Haymond, Edinburg, was re-elected president of the Fourth district federated clubs at the annual district meeting held in the Presbyterian church at Columbus last week. She has held the office for a number of years.

Other officers chosen were Mrs. W. O. Springer, Greenwood, vice-president, and Mrs. Perry King, Columbus, secretary-treasurer. The 1931 meeting will be held in Greenwood. Mrs. Edwin F. Miller, president of the state federation, was the principal speaker at the meeting.

CONCERT IS GIVEN BY CHURCH CHOIR

The choir of the First Baptist church, directed by Percival Owen, presented a concert Sunday afternoon at the John Herron Art Institute. Mrs. Berta Miller Ruick was the accompanist.

Mrs. Helen Warrum Chappell, soprano, was the soloist. Special numbers also were sung by a quartet, composed of Mrs. Chappell, Mrs. Glenn Friermood, contralto; Robert A. Holter, tenor; and Vaughn Cornish, baritone.

Meeting to Be Held

Miss Katherine O'Connor will be hostess for the regular meeting of the Phi Kappa Sigma sorority to-night.

Survey Is Started by Federation

International Federation of Business and Professional Women, formed last August in Geneva, Switzerland, has begun a survey of professional, technical and commercial organizations in all countries that have affiliated clubs, with a view to determining why women are not admitted to membership in some of them.

Chambers of Commerce, engineering institutes and similar organizations will come under the terms of the survey. As soon as facts are assembled, a campaign to do away with discrimination against women in these groups will be launched.

Another committee on hospitality and courtesies recently has been formed, and is headed by Miss Helen Fraser, London. It is to promote friendly relations between different countries by creating opportunities for contact between business and professional women, and by organizing an exchange of speakers among various countries.

A similar service will be extended by the committee on fine arts, which will arrange for an interchange of artists among countries, for the dissemination of information about professional opportunities and for international exhibitions of the work of members.

A committee on commercial exchange will import an export sample goods which are the work of the members and distribute classified lists of members' shops recommended by the various national federations.

Annual State Dance Is Held by Delta Chis

The annual state luncheon, dinner, and dance of the Delta Chi fraternity were held here Saturday. Preston G. Woolf, Indianapolis, alumni president was in charge. Approximately 100 active members and alumni, and their guests attended.

The luncheon was held at the Spink-Arms. The dinner at the Indianapolis Athletic Club, and the formal dance in the Riley room at the Claypool. Music was provided by Cliff Perrine's WLW radio orchestra of Cincinnati. Chaperons for the dance were:

Messrs. and Mesdames Elmer Goldsmith, P. B. Wade, Indianapolis; G. J. Oglesby, Greenfield; M. S. Hamilton, and F. L. Gerrin, Lafayette. Presidents of the chapters in Indiana who attended were Donald Linton, Purdue; Harry Armstrong, De Pauw; Frank Brown, Indiana, and Alex Campbell, Ft. Wayne. Earl L. Thayer, Purdue, was chairman of arrangements.

Dance at Towne Club

A special St. Patrick's dance will be given Tuesday night at the Antlers Towne Club, featured by floor show headed by Dusty Rhodes. The club will not be open Friday night on account of the Elks Club golden jubilee. Chis Myers and his recording orchestra continue their engagement.

Indiana Boy is Brightest

FROM three to twelve. That's the period which is most important to your child's development. And that's the time many are retarded mentally and physically by constipation.

Watch your child, mother! At the first sign of bad breath, coated tongue, headache, biliousness, lack of energy or appetite, give a little California Fig Syrup.

This pure vegetable product cleanses, regulates a child's bowels without discomfort. No danger of forming the laxative habit when California Fig Syrup is used. For it tones and strengthens weak bowels. In colds or children's diseases, employ its gentle aid to keep the system from becoming clogged with germs or waste.

Mothers everywhere are eager to tell of the benefits secured for their children. Mrs. J. Clark Hale, of 3935 Broadway, Indianapolis, says: "I have used California Fig Syrup with Clark Jr., for three years in cases of upset, bad breath, coated tongue or constipation. It keeps him the brightest, happiest four-year-old I know!"

Look for the name California when buying. That is on every carton of the genuine, for your protection.

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This coupon good for FREE marcel wave if shampoo is taken or good for FREE marcel capable given under expert supervision on Monday, Tuesday and Wednesday, 9:30 to 11:30, and Monday and Wednesday evening, 6 to 8:30. A very small charge for all other treatments.

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