

Stores Use Odd Terms for Wares

Pots and Pans Found in Department Set Aside for Furnishings.

BY GRETA PALMER

NEW YORK, Aug. 1.—"The origins of store argot" is offered as a likely topic for some young man casting about in search of a subject for his Ph.D. Perhaps he can tell us at what particular moment the merchants' English decided to depart from the language that the rest of us use when we wish to refer to their enticing wares. Perhaps he can get them to stop. There are some



Greta Palmer

women who may enjoy long, happy hours roaming through the departments of a store, not caring much what floor they are on or where they are headed. But there are others who really want to buy something. And unless they have mastered the special dialect of the trade they will have a fine time finding it. Next to the elevator such a shopper will find a "List of Departments" posted for her guidance. She is after, say, a double boiler and a frying pan. Being of a direct, straightforward temperament, she looks under "Pots and Pans." There is no such listing.

Why Include Utensils?

Now, house furnishings, to most of us in our everyday conversation, include many things, from grand pianos to bedside tables and chromium ash trays. Why it should be reserved for the department which houses stoves and collanders is one of the things the Ph. D. will have to find out.

In this language which the merchants have invented things are rarely called by the names by which we know them in casual and everyday speech. Instead of "stockings" we find the more elegant "hosiery." Yet did you ever hear a woman say she had a run in her hose?

But did you ever, for that matter, hear any one refer to her new "dance set" when she meant a matching brassiere and steps which might be worn for any hour of the day? Or say that she had enough "millinery" to last her through the season when she meant plain "hats"?

New Education Needed

This elegant and artificial speech which has crept into the shops involves a whole new education in the uses of words for reasons we can not detect. A "house dress" is not a dress that is so cool that it is worn only in the house; it is a special sort of inexpensive cotton garment.

A "boudoir cap" is not an object to be worn in the boudoir, where, by the way, caps are almost never worn. It is a contrivance chosen usually for motoring to the less expensive of our beach resorts.

The department stores of today show, in other matters, a most excellent simplicity and taste. Their interior decorations turn out counter and appointments that are unpretentious and smart. Their show cards and advertising are terse and to the point.

Lipstick Among Cosmetics

But is there any reason for this misleading elegance in the names for simple things? Is there any reason why the lowly knife should be lodged in the "cutlery" department? Why the little lipstick should qualify beneath a sign that says, "cosmetics?"

Or why, indeed, our husbands' clothes should not be found under the heading of "Men's Clothes" instead of being labelled with the title of "Haberdashery"—a word, we'll bet, which has never been used across the dinner table by any man.

Sororities

Gamma chapter of Rho Delta sorority will meet Wednesday night at the home of Miss Pauline Watson, 610 Lexington avenue.

Beta chapter of Alpha Beta Gamma sorority will meet Wednesday night at the home of Mrs. Ralph T. Walrod, 744 Congress avenue.

O. E. S. Lawn Social

Broad Ripple O. E. S. auxiliary will hold a lawn social Saturday night at Broad Ripple temple. Sixty-third and Bellefontaine streets.

Flower Mission Meeting

Board of directors of the Indianapolis Flower Mission will hold their monthly meeting at 10 Thursday morning in the Architects and Builders building.

Daily Recipe

BEEF IN BLANKET

1-2 pound hamburger steak
1 tablespoon chopped onion
1 teaspoon salt
1-8 teaspoon pepper
Sliced bacon
Sliced bacon.
Mix the first six ingredients and pat lightly into flat cakes. Wrap each cake in a slice of bacon and broil or fry it on both sides in a hot frying pan until the bacon is crisp. Place each cake between the two halves of a large flat roll and eat with the hands in picnic fashion.

An Old Idea in Modern Guise

Leg-o'-Mutton Sleeves Give Mess Jacket Charm



No wardrobe is complete this summer without at least one little mess jacket of linen or pique. They're the newest note for sauntering down the boulevard, particularly if you have an invitation to drop in at a cocktail party later. A smartly styled

pique mess jacket, such as Muriel Kirkland is shown wearing here, has full leg o' mutton sleeves, wide lapels and a four-button closing. You can wear it over your evening frock, as well as on the street and with afternoon clothes.

Manners and Morals

BY JANE JORDAN

The boys have responded nobly to my request for their views on petting. Now the girls have their chance to come back at them. Everybody write!

Dear Jane Jordan—I have found that the reason the average girl pets is to kill time and keep from being bored. They don't know any other way to entertain. They can't talk intelligently on current events, because all they see in the papers are clothes or social columns. If you asked one who Confucius was she would think you were talking of incense. They don't read anything but love stories and practice what they read on their dates. I have a much better time spending the evening with a girl who can talk, than with one who can't.

When I have a date with a girl who doesn't know anything but promiscuous love, I always leave with an unsatisfied feeling. I have a longing for something that this type can't satisfy. The girl who can talk and who has read a bit sends me home thinking, with no time for unsatisfied longings. It isn't all one-sided. There is the same type of fellow who can't talk on any given subject except how well his hair is combed. If fellows and girls had a wider range of thought, there wouldn't be so much promiscuous necking.

MAZAS.

Answer—Here we have a young man in search of something beyond the physical. He is an idealist who finds the necker decidedly lacking. You girls have a chance to defend yourselves, and come back with your side of the problem.

Dear Jane Jordan—It's a funny world we live in. Boys neck girls because they think girls will consider them old-fashioned if they don't. Girls do their part for the same reason. Necking is an old Spanish custom to which every person in his teens thinks he has to conform to keep in the running.

SOME girls expect to be necked the same as they expect air to breathe. The only thing to do is to satisfy them, because they are not very interesting, anyway. Nothing to them except their necking. If a fellow is able to find a lively, interesting girl who is a good pal, he is lots luckier than the one who has only an ordinary necker.

BROAD RIPPLE.

Answer—It is perfectly true that many a boy and girl who would prefer not to neck forces himself to do so because he sees in it a way to popularity. It is easier to put companionship on a physical basis than to cultivate mental alertness. So far, the girls are getting the worst of it, but their chance is coming. Write!

Dear Jane Jordan—I'm a college student, in my third year. I have yet to see the time when I or any of my chums pet on their first, second, third or fourth date. All you girls who haven't been taught, must learn how to keep boys interested in other things than petting. Keep them interested and they won't pet you. Bore them and they are bound to pet, for lack of anything else to do.

If petting is done on the first date, a boy loses his respect for a girl. I may sound like a granny, but a young man holds the least respect for a girl who won't let everyone maul over her.

Answer—Petters, defend yourselves! The boys say you are nuts! Have you say?

A Day's Menu

Breakfast—

Stewed apricots, cooked cereal, cream, white toast, coffee, milk.

Luncheon—

Vegetable salad, cream cheese sandwiches, orange Bavarian pudding, tea, milk.

Dinner—

Baked pork chops stuffed with bread dressing, fresh string beans, lettuce salad with French dressing, corn muffins, fresh fruit, coffee, milk.

Betrothed Couple Feted

Mr. and Mrs. Robert Hill of Bridgeport entertained informally at dinner Sunday night for Miss Catherine Troy and Arthur Padgett, whose marriage will take place Aug. 7 in St. Joan of Arc church. Guest with Miss Troy and Mr. Padgett were Miss Myrtle Lahmann, Miss Helen Summers and Albert Hall.

Supper for Beta Chapter

Misses Connie Wilson and Margaret Blackwell will be hostesses for a picnic supper Wednesday night at Dearborn park for members of Beta chapter of Theta Mu Rho sorority. Members will meet at 8 at the home of Miss Wilson, 1218 Parker avenue.

Women's Lions Club

Women's Lions Club will meet for luncheon at 12:15 Wednesday at the Spink Arms. Bridge will be played following the business meeting.

W. C. T. U. Notes

Mrs. Anna Carlin, 422 East Twenty-eighth street, will be the hostess for the Nina F. Brigham Union at 2 Wednesday. Mrs. Mary Porter will have charge of the devotional hour. Miss Flora Butcher of the Marion County Tuberculosis Association will speak on "Health." A report of the national W. C. T. U. convention will be given by Mrs. Addie McKay. The guest speaker will be the Rev. Mary Hart, pastor of the Second Friends church. Following a conference of the departmental directors, a covered-dish dinner will be served at 6:30. For the evening program, Mrs. Lennie Burns will give a group of readings.

Irvington union will hold its regular meeting, Wednesday afternoon at 2, at the Irvington Methodist church. The devotional hour will be in charge of Mrs. Lella Hadley. Music will be led by Miss Ione Lamb. The speaker for the afternoon will be Mrs. Robert McKay, president of the Marion county W. C. T. U. Mrs. Martha Entwistle will be the leader of the meeting and Miss Irene Trueblood will preside.

Electric Tweezer Arch with NEW NESTLE

ELECTRIC TWEezer 50c RAINBOW ACADEMY 38 N. Pennsylvania St.

School to Open Work of League

Recovery Act Will Be Topic of Women Voters Group.

Indianapolis League of Women Voters will hold its citizenship school Oct. 24 and 25, with Mrs. W. W. Ramsey of Chicago conducting. The school will open fall activities for the local group. The majority of the Indiana leagues also have scheduled citizenship schools, according to the state office.

Preceding the school, the local group will hold its annual membership tea the last week in September, when a member of the national office of the league will be guest speaker.

Board of directors of the Indiana league will hold its first meeting Sept. 21 and 22 in Hagerstown, at the home of the president, Mrs. Charles N. Teeter.

Citizenship schools already have been scheduled in Culver, Gary, Elkhart, Ft. Wayne, Peru, Kokomo, Lafayette, Bloomington, Evansville, Terre Haute, Rensselaer and Indianapolis.

Fundamental principles of government as affected by the industrial recovery act will be discussed, as well as the current developments as compared with historic governmental principles.

Members of the state board of the league will take part in conducting the schools.

HELEN HENSLEY OF BEECH GROVE WED

The marriage of Miss Helen Hensley, daughter of Mr. and Mrs. J. E. Hensley of Beech Grove, to George Leonard Houle of St. Louis, took place Sunday at the Beech Grove M. E. church. The Rev. W. E. Gellette read the ceremony and Mrs. Ruth Bramlett, organist, played bridal airs.

The bride wore blue silk with blue accessories and carried white roses. Attendants were Miss Mae Toole, bridesmaid, and Donald McConnell, best man.

The couple left on a wedding trip to San Francisco, Cal., and will be at home after Aug. 13, in St. Louis.

CHILDREN PLAY FINAL CONCERT

Children's orchestra of the Indianapolis Federation of Community Civic Clubs presented its final concert in a series of eleven Monday night at the Morton Club. Paul C. Warfel, federation president, spoke, and Sergeant Frank Owen of the police accident prevention bureau, was master of ceremonies.

Mrs. B. B. McDonald, secretary-treasurer of the organization, has announced that, due to requests for additional concerts, another series may be started in the fall.

Church Sponsors Fete

Washington Street Presbyterian church will hold its annual festival on the church grounds, West Washington street and Miller avenue, Friday and Saturday. The Rev. T. J. Simpson is chairman in charge, with Messrs. Leon Thompson, in charge of program; Thomas Baldwin, tickets; George Ingling, gifts and prizes; Oliver Wing, grounds and lights, and Mrs. John Carter, profit devices.

May Wedding Revealed

Mr. and Mrs. Howard Bailey of Greenfield, formerly of Indianapolis, announce the marriage of their daughter, Miss Lonella Bailey, to Jack A. Willis. The wedding took place May 27 in Boston, Mass. The couple is at home in Lowell, Mass.

Fete for Alpha Chapter

Misses Phyllis Hawkins, Maxine Newby and Julia Kraas are in charge of the dinner and skating party to be held tonight by Indiana Alpha chapter of Delta Theta Chi sorority. Dinner at the Seville will be followed by skating at Riverside.

A. W. T. Club to Meet

Mrs. Clara Dusing, 437 Walcott street, will be hostess for the meeting of the A. W. T. Embroidery Club at noon Thursday.

Auxiliary to Meet

Indianapolis lodge, 297, Ladies Auxiliary to B. R. T. will meet at 2 Wednesday in Trammien hall. All members are urged to attend.

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ELECTRIC TWEezer 50c RAINBOW ACADEMY 38 N. Pennsylvania St.

IT'S NIFTY



Irene Hervey

Wash fabrics fashion some of the clothes you find yourself looking at admiringly at dinner time, these days.

Irene Hervey wore a leaf green organdy blouse atop a white crepe bias-cut skirt at a Hollywood dinner.

The blouse had two ruffles around the bottom—peppermint effect—and a silk wash sash of darker green tied around the waist just above the ruffles.

Circular ruffles formed the cape sleeves. The neckline was plain and square.

Patterns

Pattern Department, Indianapolis Times, Indianapolis, Ind.

Enclose find 15 cents for which send Pat- 5260

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Coats Go Over Sunback Dresses at Fittings Due to Fear of Higher Prices

August Sale for Juniors Reveals Black and Brown as Leaders of Winter Fashion Parade.

BY HELEN LINDSAY

FEAR of impending high prices brought a host of buyers to the opening of the August coat sale for juniors at the Wm. H. Block Company Monday. Dressed in sunback gingham and linen hats, attractive young sub-debs tried on cloth coats, heavily trimmed about the neck and shoulders in the leading youthful furs.

Because of the uncertainty of prices under the National Recovery Act, reorders on these coats can not be assured, according to authorities at Block's.

Outstanding in colors in the coats being shown are black and brown, with black much in the lead. Grey comes next, with a few greens and blues.

The coats are on fitted lines, with the fur trimmings making shoulders wide and high. No fur is shown on cuffs, which fit tightly about the wrists.

Sleeves, though modified, still show shoulder fullness. Mouskin is the new grey shade in coats, corresponding in tone to the eel grey coat which is seen in fall dresses and shoes. It is shown in one boucle cloth coat at Block's with natural squirrel trimming.

The squirrel completely covers the shoulders, and is used also in a wide ascot effect at the throat.

This coat is to be worn with either black, or brown accessories. Ellen Kaye dresses, shown exclusively in Indianapolis at Block's can be obtained in eel grey, in a new corded silk material, which has the appearance of a sheer woolen knit.

One dress of this material is a two-piece model, with wide sash, and double epaulet treatment at the shoulders. One epaulet is of the material of the dress, while peeping out from it is another of white satin. Both are scalloped. The same satin, scalloped, is used at the wrists.

Black Dresses Most Numerous

ANOTHER dress in the same shade is shown in a two-piece design, the skirt of novelty checked material, with a plain grey tailored blouse, which is fastened with orange colored composition clips at neck and belt.

Black satin has been used for the belt and tie on another Ellen Kaye dress of grey woolen fabric.

In dresses for juniors the leading colors follow closely those featured in coats. Black leads, with brown and grey coming next. Blues and greens are shown, and a few white colored dresses are to be seen.

In the furs which are outstanding in junior coats, racoon is still shown as the ideal trimming for tweed coats. Others which are shown are badger, squirrel, dyed or natural, and Jap weazel.

Materials are boucle, rough wool crepe, suede cloth and tweed.

Lipstick Remover Offered at Rink's

RINKS has small packages of lipstick tissues, to be used for the removal of surplus lipstick. They come in small booklet packages, twelve folders to the package. Each package is purse size.

Manufacturers of Persick have perfected a new preparation for the retarding of perspiration. It is Persicor, made with a rubber sponge cork, which makes an applicator which need not be removed from the bottle. The new preparation is shown at L. S. Ayres & Co.

News Stand Has Special Fair Tickets

SPECIAL tickets which are to be used for accommodations at the Century of Progress exposition in Chicago are on sale at the Indiana Theater Magazine and News stand. They cover parking privileges, entrance to the fair, playground accommodations for children, rest-rooms, fees, and other extra expenses which are likely to be incurred.

The tickets have been prepared by the Chamber of Commerce at Chicago, for the World Fair Club. They are to be bought only at one location in each city, and can not be purchased in Chicago.

Miss Betty Ann Foltz Honored Today at Garden Party

A garden of summer blooms and greenery formed the setting for the party given this afternoon by Mrs. Frank B. Foltz at her home, 2259 North Pennsylvania street.

The affair was in honor of Mrs. Foltz's daughter, Miss Betty Ann Foltz. Sixteen guests were entertained at tea. The hostess was assisted during the afternoon by Mrs. Carl Foltz and Mrs. Howard J. McDavitt.

Guests with Miss Foltz included

Dorothy Jane Maher, Mary Jane McCarthy, Janet Burnett, Madeline Faulkner, Maryann Fisher, Thelma Goley, Lee Lacy, Judy Pell, Lois Claus, Mary Alice Long, Bernice McWhorter, Clara Quinn and her house guest, Patricia Mullin of Denver, Colo.; Lucille Kuhn, Virginia Keene and Mary Anne Gottmuler.

Another garden affair scheduled this week will be given by Miss Jane Williams Friday night at her home, 1112 Markwood avenue.

Miss Williams is entertaining in honor of her house guest, Miss Mildred Britt. Twenty guests will attend.

MOTHER FETED AT BIRTHDAY PARTY

M. L. Scooler entertained Monday night at the Bungalow Grill, 124 West Thirtieth street, in honor of the birthday of his mother, Mrs. Lawrence Scooler. Garden flowers decorated the rooms and the centerpiece was a birthday cake, a gift from Miss Grace Bryant.

Guests included Miss Ruth Dunning, Mesdames S. M. Dunning, E. W. Blyven, John Anderson of Springfield, Ill.; E. C. Wischmeier, E. C. Roger, Zelma Nile, Charlotte Tyner and Sylvia Matthews.

Nursery Board to Meet

Board of managers of the Indianapolis Day Nursery Association will hold its monthly meeting at 10 Thursday morning at the home 542 Lockersburg street.

PRICES are SOARING—and Remember BEAUTE-ARTES HAS NO EQUAL

c Sale Waves, give you genuine New Supplies, by Exclusive Operators.

PERMANENTS

Mae Murray—Round Curl—Spiralette—Personality—Push-Up

Our Standard Oil Wave \$2 with Shampoo and Set \$2.00 Bring a Friend—2 for \$2.00

Tonic and Oil Wave, complete with Shampoo \$3 and Set \$2.00 Bring a Friend—2 for \$3.00

French Tonic \$1.00 Steam Wave \$1.00 Complete with Shampoo and Set \$2.00 Bring a Friend—2 for \$2.00

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They talk while you EAT!

Kellogg's Rice Krispies actually snap, crackle and pop in milk or cream. That's the cheery message you get as you enjoy the delightful flavor.

Nourishing, toasted rice. Easy to digest. Tempting for any meal. Made by Kellogg in Battle Creek.

Listen!—get hungry

My skin began to break out in pimples that were very sore and were hard and red. They came in blotches and itched and ached like small boils. The itching was so bad I could hardly stand the bedding and some nights I could not sleep. In two weeks my face was terrible, much worse on my chin.

This lasted about six weeks when I began using Cuticura Soap and Ointment, and I used about four cakes of Cuticura Soap and one box of Cuticura Ointment and I was healed." (Signed) Mrs. E. E. Daykin, 501 N. Maumee St., Tecumseh, Mich.

Soap 25c. Ointment 25c and 50c. Cuticura 25c. Proprietors: Pettey Drug & Chemical Corp., Mahan, Mass.

Face Terrible with Hard, Red Pimples. Healed by Cuticura.

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