

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 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. She lets her eye run on to "Kitchenwares." No such listing. Eventually, with the help of a floorwalker, she will discover the needed department hidden under the genteel title of "House Furnishings."

Why Include Utensils?

Now, house furnishings, to most of us in our everyday conversation, include many things from grand pianos to bedside tables and chrome 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 stepins 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 one wears it 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 decorators turn out counters 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 quail 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

1-8 teaspoon salt

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 Confusus was she would think you were talking of incense. They don't read anything but love stories and practice what they read on their date. I have a much better time spending the evening with a girl who can talk, than with a love-story reading, gum-chewing flapper.

When I have a date with a girl who doesn't know anything but promiscuous loving, 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 styled. 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 a old Spanish custom to which every person in his teens thinks he's to conform to in the running.

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Answer—Girls, your answers to this question will be published as soon as I receive them.

Dear Jane Jordan—A girl cheapens herself in the sight of decent people by letting every man kiss her. A lady has lots of time to kiss after she is married.

Answer—Now, girls, go to it!

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.

Mr. and Mrs. Charles Grossman, 5601 East St. Clair street, and Mrs. Ward Dean, who visited Mr. and Mrs. Stuart Dean at their cottage at Lake Maxinkuckee for the past week, have returned home.

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 of Miss Troy and Mr. Padgett were Miss Myrtle Lahrman, Miss Helen Summers and Albert Hall.

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