

### Veterans of Foreign Wars Ladies' Auxiliary Lays Plans for Silver Anniversary

By Alice Kuehn

THIS is the silver anniversary of the Ladies' Auxiliary, Veterans of Foreign Wars. Twenty-five years ago in Pittsburgh the organization was formed by a group of members representing the near little number of twenty units. Today the auxiliary has a membership of more than 100,000 women who represent some 2,500 auxiliary units that stretch across the continent from Maine to California.

Mrs. Laurie Sherrill of Oakland, Cal., national president, has appointed a committee of past-national presidents of the organization to observe on the silver jubilee executive board.

Ohio and Cleveland are represented by a former national leader well known in civic and patriotic circles throughout the city, Mrs. Julia L. Pitcock. An interesting event is the presentation of the scroll of honor to the auxiliaries' national encampment at Columbus, Thursday, Aug. 25. The anniversary will be inaugurated at that time and the scroll will signify the rededication of women's faith in a peacetime mobilization of American patriotism.

Early in 1939 the auxiliary plans to conduct a pilgrimage to Pittsburgh to establish a shrine honoring one of the founders, Mrs. Margaret A. Armstrong, who served as first national president and who resides in Pittsburgh.

**Women's Counsel Center Opens Headquarters**  
Club women of this town will have a new place in which to hold their meetings when the Women's Counsel Center opens at 8421 Euclid Avenue in September. Under the direction of Miss Esther Davidson, the clubs will be privileged to hold their meetings, lectures and social affairs in a center of refinement and culture. Invitations will be issued in the fall to presidents of clubs and organizations to attend a series of teas at which Mrs. Marie Howard, Mrs. J. Powell Jones, Mrs. Agnes Hastings, Mrs. Charlotte Dyer and Miss Mary Agnes Griffin are hostesses.

**Cleveland Professor Heads Medical Social Workers**  
Miss Agnes H. Schroeder, associate professor of medical social work in the School of Applied Social Sciences of Western Reserve University, has won high honors and distinction in her recent election as president of the American Association of Medical Social Workers, whose headquarters are in Chicago. When she was graduated from Flora Stone Mather College Miss Schroeder won admission to Phi Beta Kappa. When she completed her training course at the School of Applied Social Sciences she served as home economist with the Associated Charities. Later she joined the staff of the social work department of Lakeside Hospital and has been affiliated with the university since 1927.

#### Post Picnics

The Green Valley picnic grounds, 75 Broadway, Bedford, is the scene today of the annual picnic of Cleveland Post No. 14 of the Jewish War Veterans and Auxiliary of the United States. Special entertainment will be provided for grown-ups and children. At 10 a. m. trucks will leave 794 E. 105th Street and E. 119th and Kinsman Road. Next Sunday members have been invited to the picnic of the Akron Post at Stafford Lake.

### Social Affairs Occupy Clubs



MRS. SWIFT M. LOWRY  
TROUT-WARE

Affairs of Panhellenic Association of Cleveland this year are directed by a new leader, Mrs. Swift M. Lowry. The opening event of the fall and winter season and the first event of Mrs. Lowry's administration is a luncheon in early September, the date yet to be announced. A garden party Wednesday afternoon is that of the Social Mission Guild at the home of Mrs. R. J. Struttmatter, 2961 Fairfax Road, Cleveland Heights.



MRS. L. A. BARON



MRS. WILLIAM M. STEWART  
CLIFFORD NORTH

### Heard Over the Teacups

EXACTLY one week from this morning it will be my turn to run away to a skirmish with life and fate to the remotest where there are no telephones, bus schedules or rush to make the deadline. . . . It will be my turn to relax and let the nerves unwind as best they will. . . . Goodness knows, they need something like that for in the whole year not a day have I been absent from this mart of duty because of illness and that if you don't ask me is something!

#### Club Calendar

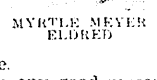
- MONDAY**  
Railway Business Women's Association, 1000 Huron, 8:30 p. m.  
Golf House, Women's Club, 8 p. m., 1429 E. 21st Street  
American League Auxiliary Glee Club of 1429 E. 21st Street, 7:15 p. m., 2121 Euclid Avenue  
Court Cleveland Catholic Daughters of America, meeting, 8 p. m., Hotel Statler, Arlington Club, New C. South, 8:00 Bedford Drive, Junction, 12:30 p. m.
- TUESDAY**  
Ladies of Society, all-day sewing, 1380 Addison Road, N. E.  
Ladies of Lakewood Elks, 14015 Detroit Avenue  
L. C. Chapter of Delphian Society, Mrs. Chris Burkhardt, 2904 E. 132nd Street S. E., 1:30 p. m.
- WEDNESDAY**  
Parnadee Guild, all-day sewing, Parnadee Orange  
La Madra Institute, 1 p. m., Hiram House, 2723 Orange Avenue S. E.
- THURSDAY**  
Marraret Bar Health Club, 10 a. m., Hippodrome Building
- FRIDAY**  
Women's Board of Polyclinic Hospital, 11 a. m., Hospital  
Cleveland Business Club, 8 p. m., Hotel Statler
- SATURDAY**  
Comus Club, Hotel Statler

### Your Baby and Mine

Give Baby Occasional Bottle Feeding

By Myrtle Meyer Eldred

WHEN a young mother has devoted nine months of her life to giving herself the utmost care and rest in order to produce a fine, healthy baby, she is to be forgiven when she rebels a little at anything which might be interpreted as a months' imprisonment in an inflexible nursing schedule. It isn't that she is incurably frivolous, nor asleep to her responsibilities as a mother, but only that being young she needs change and recreation and the opportunity to take an active part in social life.



MYRTLE MEYER ELDRÉD

Neither is there any good reason why a baby who is being treated to the undeniable benefits of breast feeding should not be led to accept an occasional bottle feeding. Then he may enjoy the advantages of being nursed and his mother some of the privileges of an unfettered human being.

The relief bottle is the solution to the problem of nursing the baby and still having freedom. It should be given occasionally when the baby is young, so that he may not become so enamoured of one way of being fed that he cannot be induced to try another.

**Don't Start Weaning**  
It should not be given to him regularly because then, whether she wishes it or not, the mother begins the weaning process. We know that the longer a baby is exclusively breast fed the more wedded he becomes to just this way of being fed. The sight of a bottle or cup fills him with disdain and a determination to have none of it. So an early happily satisfying experience with bottle-feeding is one which he has every right to enjoy.

On the contrary, babies are lazy little rascals, and when they discover the ease with which warm food flows into their tummies, they are quite apt to refuse to work hard at nursing and demand in no unmistakable way to get their food from bottles.

To prevent either of these results, the relief bottle should be started when the baby is young, and it should be given irregularly and not

**Cool Paris Days Bring Hints of Autumn Wear**  
Cool days find smart Parisiennes and Americans in Paris wearing coats that foretell fashion trends for autumn. Mainbocher makes a cut that is slim, straight but unfitted. He makes this model in black wool fastened with fabric flapping buttons. At the neck is an unfolding collar and jabot-yoke made of shimmering blue ribbons. There are gophers of the ribbon to match.

Schiaparelli makes a fitted black wool coat with wide shoulders, slim waist and a fairly full skirt. Huge double flap pockets are outlined with saddle stitching. It has revers of white ermine. Big, puffed sleeves of fur mark other new coats, and so it looks as though the fur sleeve on a cloth coat is going to be a holdover from last winter.

**Frocks Tend to Color**  
Delicate, filmy frocks for summer evenings are seen at all the beach and country clubs. Although there are white and pastel shades, there is a noticeable trend in the direction of color. We admired a frock made of orange-colored tulle with narrow, black velvet ribbons. Another frock is of flame-colored net with a black lace mantilla draped over the shoulders of the slim, molded bodice that contrasts with a very full skirt.

**Weds in August**  
MISS CATHERINE WAGER  
Mr. and Mrs. Clyde E. Wager of Wauseon, O., announce the engagement of their daughter, Catherine Louise, 1770 Collamer Road, East Cleveland, to Mr. William T. Gillie, son of Mr. and Mrs. William H. Gillie, 1896 E. 90th Street, Miss Wager is a graduate of Frances Payne Bolton School of Nursing of Western Reserve University. Mr. Gillie, graduate of Adelbert College at Reserve, is now a student at Cleveland Law School. The couple will be married in Wauseon, Aug. 16.

**I'm Boss at Our House**  
they say. . . . I am! They'll send my diapers to Diaper Hygiene where they're laundered so scientifically so they can't possibly chafe.  
Call Mrs. Ethel Lowry PRos. 3878

**Honored at Dinner**  
Dr. and Mrs. Romeo Montecchi, Italian consul, will be guests of honor at the benefit dinner and dance of the Italian Legion Auxiliary next Sunday, at O'Brien's Shore Club, Lake Shore Boulevard and E. 185th Street N. E. Mrs. Carmen J. Fratianne, chairman, will be assisted by Mrs. Louis Liccardi, Mrs. Carmen Luongo and Miss M. De Marco.

**Expert Will Help You**  
Myrtle M. Eldred, who writes on the care of babies and tells her readers each week something interesting as well as highly informative, also renders a service to all readers who desire it. The leaflet for this week is "Formula for Infants." This leaflet will be mailed to anyone sending a 3-cent stamped envelope with full name and address to Myrtle M. Eldred, care of the Sunday Plain Dealer. Each week there will be an announcement of a new leaflet available.

too often. One bottle once a week in the daytime will give the mother an opportunity to go to a luncheon and give baby his 2 p. m. feeding by bottle. Once a week she may go some place in the evening with her husband and let baby take his 10 p. m. feeding by bottle.

**Stay First Time**  
In view of the unpredictability of a baby's reaction toward the contents of the bottle, or the bottle itself, it is better to imitate such feedings when mother is in the house. But, if the baby is agreeable and his digestion suffers no affront from the change, the mother

may safely plan upon her future recreations.

The formula for the occasional bottle may be figured quite casually, as it is not primarily a means of giving a baby his nourishment. For the baby from 3 to 6 months old, the formula may be about three ounces of bottled milk and four of boiled water, to which one teaspoon of sugar is added. Let the baby take what he will of this.

If this formula will, then it would be sensible to get a chart of formulas and choose one suitable for the baby's age and weight. One-fifth of this whole formula would furnish one bottle feeding.

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### Amazing New Shampoo Thrills Women! REMOVES DULLING SOAP FILM So Your Hair Gleams With Dazzling Lustre!

OUT WITH "OLD-FASHIONED" SHAMPOOS THAT LEAVE SOAP-FILM TO MAKE MY HAIR DULL AND DRAB LOOKING LIKE THIS!

SEE THE DIFFERENCE WITH HALO SHAMPOO! DULL SOAP FILM IS GONE SO NOW MY HAIR GLEAMS AND IS SILKY-SOFT TOO!

See how Beautiful and radiantly Clean hair CAN be... with Colgate's Amazing new HALO Shampoo! Not an oil, not a soap! A single HALO Shampoo makes your hair Sparkle! Most remarkable—Dry, Normal or Oily Hair gains thrilling new softness after washing with HALO!

**NO WONDER** women are cheering Colgate's thrilling new HALO Shampoo that contains no soap! For Halo is an improved liquid shampoo! And results are sensational on all types of hair! Here, at last, is one way to make dry, normal or oily hair glisten with new highlights—yet even "wild" hair takes on amazing new softness!

So don't suffer any longer with shampoos that irritate the scalp. Don't suffer with old-style liquid or bar soap shampoos that leave un-rinsable soap film to cover up natural brilliance. Try Halo Shampoo today. And discover how beautiful your hair really can be!

A single Halo shampoo will prove a revelation! For it instantly removes cloudy soap film to reveal a glamorous beauty you never knew your hair possessed! Most astonishing—Halo works equal wonders on dry, normal or oily hair of any color! Yes—a Halo shampoo leaves all types of hair with sparkling new highlights... new softness, new silkeness!

Actual retouched photos above show what a wonderful improvement this new shampoo may make. Results are so exciting because Halo is utterly different in three ways.

**FIRST: Halo contains NO soap!** Thus it cannot leave gummy soap film on hair to dull its natural lustre, as old-fashioned shampoos do. Yet Halo makes more creamy lather than soap, in hardest water. One using

washes away all dirt and loose dandruff. Completely removes cloudy film left by other shampoos. Lemon and vinegar rinses are not needed. Yet hair is absolutely free of dulling film... cleaner, more radiant than you ever dreamed possible!

**SECOND: Halo is NOT an oil!** Leaves hair silky-soft, immaculately clean. But never greasy.

**THIRD: Halo contains NO harmful chemicals.** Does not irritate scalp.

Thousands of women have been thrilled by Halo's sensational beautifying results. Colgate guarantees that Halo is safe for dry, normal or oily hair! Get this amazing new Halo Shampoo at any toilet goods counter, 10c and 50c sizes. Or, to try before you buy, send this advertisement with your name and address, to Colgate, Dept. N-472, Jersey City, N. J., by July 31 and you will receive, absolutely free, enough Halo for three shampoos! Act today, you, too, can have lustrous hair this way, too!

**DOUBLE YOUR MONEY BACK GUARANTEE**  
If you do not agree that a single Halo Shampoo makes your hair more beautiful than you ever dreamed possible, mail dressed bottle to Colgate, Attention: Dept. N-472, Jersey City, New Jersey. And we will send you a check for the amount you paid. Expires August 15, 1938.  
At all drug, department, and 10c stores

Miss Ida Preston, Zonta Club, is home for a guest Miss Edith Rowley of Meadville, Pa. The president of the Zontians, Miss Mary Melrose, is at Ferndale Inn, Williamsport, Wis., where she is working like mad (so they say) on a new elementary science text book of which she is the author.

Mrs. F. C. Lorenz, Cleveland-Shaker-University Heights Women's Club, is visiting relatives in Chicago.

The weather was perfect for the steak supper the Railway Business Women's Association staged in Lakewood Park Wednesday evening with Miss Alma Schauer, as hostess.

Mrs. Al Reed and her family, Women's Club of the Third Reformed Evangelical Church, have moved into a new home at 251 E. 218th Street N. E., and Mrs. Earl Law, treasurer of the group, is vacationing in Indiana and Michigan. That must be all for the space is filled. . . . So long for now. A. K.

**Give Garden Party for Program Fund**  
To raise funds for its educational program Lakewood W. C. T. U., of which Mrs. R. F. Moyer is president, plans a benefit garden party Thursday from 3 to 5 p. m. in the lovely grounds of Mrs. E. P. Selou's home, 10107 Cliff Drive N. W.

In addition to meeting each other, inspecting the garden and enjoying the cooling breezes from the lake, the program promises dances arranged by the Hammond Studio of Dance Arts, dramatics by children of members, an orchestra and refreshments.

Mrs. H. E. Frees, 2053 Carabel Avenue, Lakewood, is chairman, assisted by Miss Gladys Selby, Mrs. Robert Meeks, Mrs. Ella McGinty and Mrs. Harvey Yoder.

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FOUR IMPORTANT GROUPS  
\$138 \$188 \$288 \$488

Choosing your fur coat now during the August Sale gives you the advantage of the newest in styling, wider selections and very substantial savings.

**CLOTH COATS**

FOUR IMPORTANT GROUPS  
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A convenient payment plan can be arranged  
A nominal deposit will reserve your selection  
Charge purchases are not billed until Nov. 1st.

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**CLOTH COATS . . . from \$58**

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WOMAN'S SHOP ON THE MEZZANINE