



Editors of the Women's Pages in The News

Above—Center: Mrs. Ella Gordon Smith, Women's Editor of The Detroit News. Extreme left: Cecil Ross Chittenden, Fashion Editor. Left center: Myrtle Calkins, Household Editor. Right center: Edith B. Crumb, News Interior Decorator and Beauty in the Home Editor. Extreme right: Ethel K. Ehlen, Editor of the Hostess and Shopping Columns in The News.

WHY THE WOMEN READ THE NEWS

The Hostess

It's natural for every woman to want her bridge tea, her little daughter's birthday party, or the manner in which she entertains the club social to be "different." How to be different brings up the questions of what to serve, games to play, costumes for special events and a dozen other problems, more or less perplexing.

The "Hostess" column of The Detroit News, edited by Miss Ehlen, was created to furnish answers to entertainment problems. It is a regular daily feature of the Women's Pages and offers scores of practical suggestions, such as novel table arrangements, new games for the children,

Few newspapers in America have Women's Pages as interesting, complete and practical as The Detroit News. In them, Detroit women always find articles, pictures and items covering every feminine activity from planning parties and home decoration to beauty aids and advice on bringing up children. Read the following paragraphs and note what a wealth of fascinating information is revealed to those who get The News regularly.

Child Problems

Parents often find child training a problem to which there seems to be no practical answer. But, according to the newer schools of thought, conduct has its underlying reason, and when reasons for behavior are hidden, the skilled eye of the practical psychologist must be called to help.

Mrs. Maloney, who conducts the child training column of The News, offers just such knowledge and workable advice to parents who ask for it. Thousands have found the key to mysterious juvenile conduct through her clear-sighted analysis. No doubt you, as well, will find genuine relief through her interesting column.

The Household

If the way to a man's heart is through his stomach, the feminine attack can be tremendously strengthened by reading Mrs. Calkins' articles. For Mrs. Calkins not only tells about new and tempting dishes which will appeal to the "inner man" but also points the way to savings which will appeal to the natural thrift of the householder. Read her articles every day... "Household Economies"

Club News

If you would keep in step with what is going on in the club world, read the accounts by Esther Beck McIntyre, Club Editor of The Detroit News. This page is replete with reports of parties, weddings, club events, fraternal happenings and other social activities which brighten the hum-drum of the work-a-day world. You'll also find there a complete calendar of coming club activities.

Beauty Arts

Someone has said that beauty is only skin deep. Whether this statement be true or not may be open to question, but there can be no doubt about the importance of a woman's caring for her good looks. And to help her do just this... tips or maintain good looks... The Detroit News conducts the daily "Beauty Arts" column. This feature is edited by Lois Leeds, national authority, whose comprehensive study of the hair, the skin and all of woman's



Beauty in the Home

It is woman's nature to want to change things around... but often the problem of just how best to achieve the desired result becomes an insurmountable one. Edith Crumb, Detroit News Interior decorator, has studied this question from all angles. Each day in her column, "Beauty in the Home," on the Women's Pages of The News, Miss Crumb tells how to group furniture for best effect, describes the charm of an odd lamp in just the right place, the importance of drapes that harmonize or some other particular phase of home beautification. You'll enjoy her articles, and you'll find them helpful.



Vital Statistics

This daily column presents Detroit's most complete newspaper record of marriage licenses applied for, divorces granted, births and deaths.

"Let's Explore Your Mind" by Albert Wiggam, A scientific question and answer department which offers solutions to moral, sociological and other problems. Enjoy its refreshing viewpoint!



"Tonight's Dinner by Radio" - You'll save time, money, avoid the boring sameness of master-of-the-household, and keep on the good side of Friend Husband.

If you're a crossword puzzle fan or get a thrill solving anagrams, read the Magazine Page of The News.



Esther Beck McIntyre, Women's Club Editor of The Detroit News



other physical assets enables her to offer countless valuable suggestions which thousands of Detroit women have proven by actual trying.

"Birthday Biographies" is another illustrated feature that you'll enjoy each day in The News.



Experience

An old axiom has it that an open confession is good for the soul. Apparently many Detroiters believe its truth for each year, Nancy Brown, editor of The News Experience Column, receives thousands of letters revealing intimate heart and home problems of News readers. As many of these letters as possible, together with Nancy Brown's solutions are published. The varied problems presented and the editor's advice has made The Detroit News Experience column one of the most popular features ever to appear in a Michigan newspaper.

Fiction
If you enjoy romance, adventure and fiction you'll enjoy The News' complete "Evening Story" each day. Then there are weekly novels and serial stories you'll like to follow.



Fashions

Nothing embarrasses a woman more than being old fashioned or out of date in her dress. And, no reader of The News need miss being fashion-wise when such appealing articles and patterns appear in News columns each day. Mrs. Chittenden's daily feature, illustrated by Mary Morris, describes the most interesting and novel apparel being shown in Detroit stores and shops. This feature also tells how the male members of the family should dress.