

DDT as far as 25 miles downstream. A tenth of a pound of DDT per acre of land is the correct amount to use. Directions for spraying without hazard to fish and other valuable animals can be obtained from the U. S. Department of Agriculture.

DDT was credited by an Army entomologist, Maj. Frederick W. Whittemore, with being the best of currently used agents

for protecting wool cloth against damage by moths and other insects.

"This discovery," Maj. Whittemore said, "made by a Department of Agriculture scientist, will mean an inestimable saving to the government in preserving its woolen goods in storage as well as to individuals in civilian life."

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#### PSYCHOLOGY

## Women's Fashion Leaders

Paris and New York designers do not have complete power over fashion trends, a recent study has revealed. The average woman seems to have a mind of her own.

► PARIS designers and New York modistes may think they lead the fashions, but they actually can lead them only just so far.

Mrs. Main Street puts a very definite limit on the power of the fashion czar. The firmness of the average woman in resisting being pushed too far by either the "New Look" or any other fashion trend is revealed in a study of fashions over a 19-year period.

Styles from *Vogue* and the *Woman's Home Companion* were compared with actual photographs appearing in such magazines as *Review of Reviews*, *Literary Digest*, *Outlook-Independent* and *Life*, and showing what actually was being worn. Results are reported by Nancy Koplun Jack and Betty Schiffer of Pennsylvania State College in the AMERICAN SOCIOLOGICAL REVIEW.

In general the study showed for both styles and photographs the same ups and downs of hemline. A lowering of hemline during the depression years of 1929-1932. A low hemline plateau from 1932 to 1936. A gradual rise in hemline up to the 1939 high. A high hemline plateau 1939-1942. Here the natural course of fashion was interrupted by Government order L-85 which limited the use of material in ladies' long skirts. But then came a drop in the hemline from 1945 to 1947.

When hemlines drop, they go down faster in the fashion magazines than on the streets. But when they go up it is the average woman who leads the leaders but she doesn't go as far. During the late 30's and early 40's she was wearing her skirts just a little longer than was being prescribed by the fashion magazine.

The more extreme the dictated hemline, the greater the non-conformity of the average woman, it was found. But if the designers kept within limits, she follows readily enough.

The woman five feet six inches tall prefers a length roughly 14 inches from the floor. The woman five feet tall prefers to have her skirts only 12 inches from the ground. This means, the investigators point out, that the hem height most preferred is

just about one fourth of the distance from the floor to the V of the neck.

The investigators ran into a surprise in the course of their study. They had originally selected *Vogue* as representing the extreme of fashion and the *Woman's Home Companion* as being a mid-point between those styles and the taste of the ordinary woman. It turned out to be the other way around. The WHC is more extreme than *Vogue*. And their styles change more precipitately than do those of *Vogue*.

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#### FORESTRY

## Air Photographs Valuable In Studying Timber Areas

► AIR photographs are of great value in sizing up the commercial timber possibilities of an area, Karl E. Moessner of the Central States Forest Experiment Station told the meeting in Boston of the Society of American Foresters. They not only show what kinds of trees are present, and in what sizes and numbers, but also indicate to the properly trained eye the height and steepness of the hills and the general character of the soil.

One thing that has to be taken into account in interpreting air photographs, Mr. Moessner pointed out, is the greatly exaggerated heights given to all objects by the stereoscopic air camera. This exaggeration can, however, be turned to real advantage in identifying trees and studying slopes, once it is properly allowed for.

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#### MEDICINE

## Warn Against Blind Use of Penicillin for Colds

► A NEW REASON why your doctor may not prescribe penicillin for every cold or sore throat you have this winter appears in a report by Drs. Jay Ward Smith and Arthur L. Bloomfield of Stanford University Medical School.

Penicillin, they find, produces a pro-

found change in the bacterial "balance of power" in human throats. Upsetting this balance by driving out some bacteria with penicillin may give new and perhaps harmful ones the ascendancy. The sore throat germ might be banished only to let some more harmful one have a chance to prey on the patient.

"Our findings support the position that it may be unwise to give penicillin blindly to every patient with a sore throat or a cold," the Stanford physicians warn.

It might be better, they suggest, to give penicillin only after cultures show the presence of a disease-causing germ which seems to be playing an active part in the disease the patient has.

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#### PUBLIC HEALTH

## Fight Against Flu Part Of World-Wide Program

► A PLAN aimed at preventing recurrence in this country of a serious epidemic of influenza like that of 1918 has been developed by the Surgeons General of the Army, Navy, Air Force, and Public Health Service.

The plan is part of an international program set up by the World Health Organization last year to study influenza and to aid physicians and health officials in the control of the disease. An Influenza Information Center to serve as headquarters for the program in the United States has been established at the National Institutes of Health, Bethesda, Md.

The specific objectives of the worldwide program are (1) to identify new strains of influenza virus as these appear and (2) to evaluate their usefulness for incorporation into influenza vaccine.

Prompt reporting by local physicians and health officers of all suspected cases of influenza is essential to the success of the program, because of the explosive character of most influenza epidemics and their exceedingly rapid spread over extensive areas.

The program will operate as follows in the United States:

As soon as a significant outbreak of respiratory disease suspected to be influenza has been reported in a given community, the Influenza Information Center will alert diagnostic laboratories in the region, asking them to carry out serological tests on patients for the presence of antibody against the influenza virus. Certain laboratories will also be asked to assign to the affected community a team of investigators experienced in the techniques of isolating the virus.

As soon as these investigators have isolated a new strain of virus, they will send it at once for a complete antigenic analysis to the Strain Study Center of the Influenza Commission, Army Epidemiological Board at Long Island College of Medicine, Brooklyn, N. Y. Appropriate strains of the virus which have been isolated will be considered for possible inclusion in commercial vaccine.

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