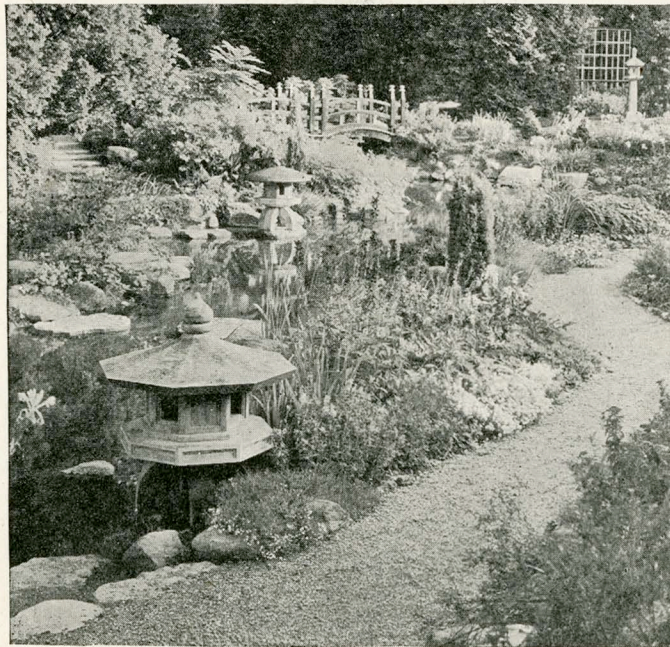


The Business Woman



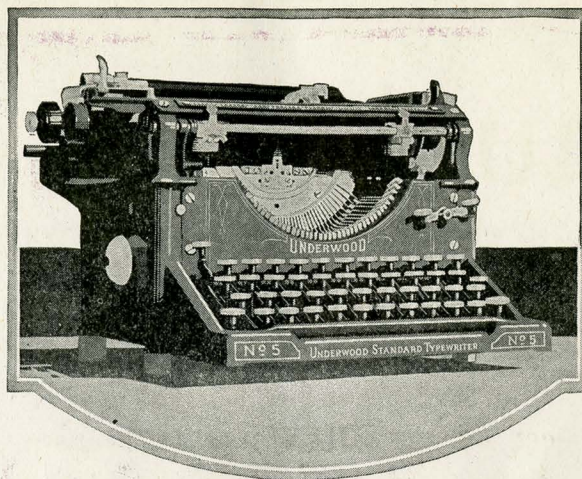
Japanese Garden at Shadowbrooke.

Vol. 5

APRIL, 1930

No. 4

Toronto



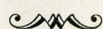
Underwood--Champion

At the Royal York Hotel, on March 22, eighty typists, from places as distant as Vancouver, and Quebec City competed for Canadian Championships.

¶ At this 9th annual Canadian contest, as in all World's Championship Typewriting Contests for 24 years, every winner (and there were fifteen) used the Underwood.

It is everywhere recognized today that
the best typists must use the best typewriter.

The figures prove that the Underwood
is 22% faster than the *next* best.



United Typewriter Co., Ltd.

279 Bay Street

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TORONTO

and in twenty-two other Canadian cities.

A. Laurie Rawlings

(Formerly with Elizabeth Arden of New York City)

Invites all readers of "The Business Woman" to visit her establishment, the Salon De La Rue, Suite 23, 96 Bloor Street West, and receive a half hour of free instruction in scientific care of the skin and the art of make-up, with especial relation to the business woman's problems.



Miss Rawlings, who is now introducing her made-in-Canada creams, lotions, and other cosmetic preparations into Toronto beauty parlors, has made a deep study over a period of many years of her profession, and is acknowledged as an outstanding expert. She has made special study of the problem of care of the skin to meet the demands of modern business life, and no matter what special conditions you may have to contend with, she can advise and help you.



Just Drop In, or Telephone Kingsdale 3206 For Appointment

This invitation is entirely free of obligation.

STUDENTS INVITED

A limited number of young ladies desirous of being trained in scientific facial and cosmetic work can be accepted at a moderate fee. Apply in writing, stating full particulars and enclosing references.

POSITIONS VACANT

Miss Rawlings invites applications from two ladies of good appearance. Some selling experience helpful but not essential, to call on beauty parlors, to demonstrate and sell her products. Must be willing to work hard on a liberal commission basis. Thorough training and every assistance given.

Phone Ki. 3206 for appointment.

A. Laurie Rawlings, Salon De La Rue

Suite 23, 96 Bloor St. W.

TORONTO

Phone Kingsdale 3206

The Business Woman-To-Be

She's an interesting subject, this business woman-to-be. She is learning to be the woman that you are today, studying, absorbing all those things that paved your way to the fascinating City-of-Business. Next year, or the year after, or the year after that, she will be the business woman of the day, and in the meantime

At the Western Technical Commercial School in March there was given an exhibition of the work done by the students. This is Toronto's million-dollar school and it provides educational facilities for over two thousand day students and an equal number who attend at night. The training covers a wide field, including not only the "office subjects" but also household and manual arts. All these were represented in the Exhibition, but it is the office-business part that is of pre-eminent interest to the business woman.

Dressmaking, millinery, costume designing, art and cookery gave most interesting displays, giving the impression that Paris and New York are not necessarily the dictators of the world's fashions and eatables.

Women woodworkers were represented with articles of furniture, and this is a branch of work that will attract added attention in the future. Physical culture, including clever swimming feats and life saving, made an instructive exhibition a very entertaining one.

Then, office subjects, bookkeeping, penmanship, typewriting, drafting, and kindred subjects, took the attention of the audience. From the manufacturers of office equipment came some exhibits that took the business woman, present and future, into a Utopia. The office of the future will be a mechanical one; addressing and mailing machines, dictographs, adding, calculating, billing and bookkeeping machines, postal meters, filing systems, teleautographs, office equipment that will make easy the business life of the future business woman.

Editor's Talk

It would be interesting to know the exact figures in relation to the percentages of girls who live at home, board or occupy their own flats or apartments. We have had an interesting enquiry from a reader for suggestions of inexpensive things that a girl can make or buy for her own apartment or room that would help make it an individual home. We shall be glad to hear from any of our readers, suggesting things that can be made or painted or bought at not too great expense.

* * * *

Apropos the above item: have you ever known the joy of a garden? Maybe you possess a fine area of flowers and lawns . . . possibly your garden could only consist of a few flower pots on the window ledge, but there is a most delightful feeling when you have actually grown something in your own actual little bit of dirt. We have received a suggestion from a reader who has a real Winter Garden (albeit it consists of a large goldfish bowl) and just about a month ago she had a miniature greenhouse filled with rich ferns, collected from various spots in Ontario, some of the specimens being quite rare.

* * * *

We have so many enquiries as to methods of reducing that we decided to get the opinion of the best authorities on the matter. Dieting, unless done under the supervision of a medical man, often has disastrous effects, so we are going to publish, from time to time, simple rules in eating and some very fine exercises that will positively take off those unwanted pounds, or, at least, some of them, providing that you give them a fair and earnest trial. A friend of ours joined a class where a different kind of dancing is taught, with the idea of making "a dowager's body into an ensemble with that schoolgirl complexion," so we shall publish a series of talks by Mr. Cecil Da Costa, Toronto's exponent of dancing for health.

* * * *

Contract bridge is the new epidemic—and oh! how Greek it is to those who haven't studied it. As far as we have been able to see, if you have the two and three of hearts you bid "four hearts" to let your partner know that you haven't any spades and want him to bid diamonds. With the matter as clear in our mind as this, we decided that a few lessons in con-

(Continued on page 31)

Have You Sent in Your Entry to the

Amateur Photographers' Contest

— WITH CASH PRIZES —

Contest One

Photograph, showing entrance to a public building with a business woman or business women entering or coming out.

An occasional man or men in the picture will not rule it out but may count against it.

Building may be a bank, office building, hotel, theatre, library, hospital, school or what is generally understood as a public building.

Contest Two

Photograph may be an interior or exterior view showing a business woman or business women at work or at play.

Golfing, tennis, swimming, riding, hiking, motoring activities suggest themselves as desirable snaps.

Again, a man or men in a group will not rule the picture out, but may count against it.

Conditions

Size of picture must not be less than 2¼ x 4½ inches.

Decision of judges, to be announced later, will be final.

The Business Woman to have privilege of reproducing any or all pictures submitted.

No limit to number of pictures any contestant may send in.

Contestant must be an amateur and not in any way connected with professional photography.

Contest closes May 30.

PRIZES FOR EACH CONTEST

First prize \$10.00, Second Prize \$7.50, Third Prize \$5.00.

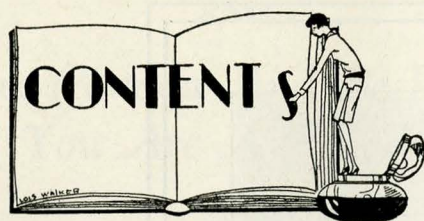
CONTEST EDITOR

THE BUSINESS WOMAN

177 Jarvis St., Toronto

VOLUME 5

NUMBER 4



THE BUSINESS WOMAN

A magazine devoted to the various interests of
the woman in business and the professions

CONTENTS FOR APRIL, 1930

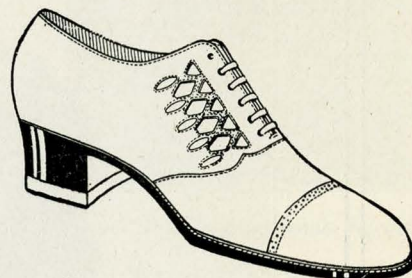
| | Page |
|--|-------|
| EDITOR'S TALK | 4 |
| THE BUSINESS WOMAN-TO-BE | 4 |
| MOTORING IN THE ROCKIES—By Helen M. Brown | 7 |
| THE BOSS HAS SOME RIGHTS | 8 |
| WOMEN WHO SUCCEED IN BUSINESS—No. 10: Madame Gallois | 9 |
| GRATITUDE AND GRATUITIES—By K. St. Lawrence | 10 |
| THIS CAR HERE (Fiction)—By Geo. N. Janes | 11 |
| THE CHANGING VIEWPOINT—By Margaret Brown | 12 |
| FIFTY-TWO VACATIONS A YEAR—By Lierre House | 13 |
| MATCHED OFFICE FURNITURE—By Copernicus | 14 |
| DANCING FOR HEALTH—By Cecil da Costa | 15 |
| WOMEN, HERE AND THERE | 16 |
| OFFICE HINTS | 17 |
| THE DOWNTOWNER | 18-19 |
| CONTRACT BRIDGE—By Mrs. Harold Cooper | 20 |
| WHAT AM I WORTH?—By I. M. | 22 |
| USEFUL TO KNOW | 23 |
| THE ONE WHO SPOILS IT FOR THE REST—By Ivan Casa..... | 24 |
| FINANCE—By W. A. McKague | 26 |
| SPRINGTIME IS SKIN TIME—By Allison Dunn | 30 |
| CAKES—AND MORE CAKES—By Jessie Read | 32 |
| CLUB LIFE | 34 |

Our front cover shows a photograph of the Japanese garden at Shadowbrooke, the beautiful home of Hamilton B. Wills, Esq., designed by H. B. and L. A. Dunington-Grubb. Constructed and planted by The Sheridan Nurseries Limited, by whose courtesy we reproduce the picture.

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How About Spring Shoes?



Perhaps you suffered agonies last year with sore and tender feet, and you think it the natural consequence of new shoes. But it is not if the shoes are

TAPLIN NATURAL TREADS

Whether for walking, or for dressier wear, there is a model to suit your foot, no matter how hard it is to fit. And at prices no greater than you pay for "ordinary" shoes.

Let us demonstrate that what we say is true. The store is open Wednesday and Saturday evenings.



Natural Tread Shoes Distributing Co., Ltd.

18 Bloor St. West, Toronto
Kingsdale 1910

Mr. Taplin speaks on various phases of shoe problems over CFRE each Tuesday evening at 7.15.

Out of town business women may be fitted by writing for self-measurement chart and literature.



Helen Sutcliffe
(Mrs. Burpee)

*A Toronto girl who is Ontario's First Woman
Chartered Accountant.*

Motoring in the Rockies

See Canada And Be Proud
You Are A Canadian

By HELEN M. BROWN

Pictures Courtesy Canadian Pacific Railway

IF Canadians think Canada is slow and behind the times, let them take the motor trip over the wonderful new roads through the Canadian Rocky Mountains, and their hearts will swell with pride.

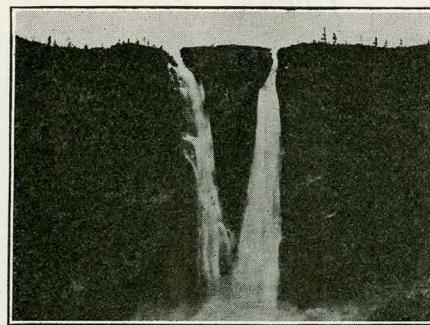
When one gazes at such scenic beauty as Emerald Lake, Lake Louise, and thinks that they were unheard of until Tom Wilson, a Canadian, discovered them in 1882, it makes him realize how young Canada is. While in Vancouver I heard of this new motor trip, but was unable to obtain any information about it. However, upon arriving in Sicamous, I was told a motor bus would meet the C.P.R. at Golden, B.C., to make the trip through the mountains. Instead of a bus, a driver in a touring car met the train. There were six in the party, all Americans but myself. It proved most interesting and entertaining to hear these Americans enthuse about the scenic wonders of our Canadian Rockies.

Leaving Golden in the middle of the afternoon on a beautiful day in August, we arrived at West Park Entrance, the gate-way to the Rocky Mountain Park. Rocky Mountain National Park, of which Banff is the headquarters, is bounded on the west by the inter-provincial boundary between Alberta and British Columbia, and on the east by approximately the first big range of the Rockies. It has an area of 2,751 square miles, its greatest length being about 100 miles. The motor road is so high at this spot, the train down below looked like a toy. It was a most spectacular ride along the edge of the Kicking Horse River with picturesque snow-capped mountains on all sides.

Natural Bridge was our first stop. This spot is so named because one is supposed to be able to step on the rocks and cross the Kicking Horse River just above a Falls. As the water was extremely high at this

time, and a bridge had been built, we decided to use it and be sure of enjoying the rest of the trip. Our driver was most obliging, as he allowed us to stop as long as we wished at all places of interest.

From there we travelled to Emerald Lake, where two of our party stayed



Twin Falls in the Yoho Valley.

over night at the Chalet. Emerald Lake is an exquisite bit of nature. As we stood silently gazing at the jade green lake with the towering snow-capped mountains forming a semi-circle around it, we felt that to speak above a whisper in such heavenly surroundings would be a sacrilege. Slowly the sun was sinking in the west and the jade green colors of the little lake turned to topaz and coral. It was a beautiful sight.

Leaving Emerald Lake we travelled to Field through the Yoho Valley. We saw the Meeting of the Waters and Kicking Horse Pass. Here we stopped to see the image of the Kicking Horse high up on a rock. Wapita Lake is lovely too. Such exclamations as, "Oh, isn't it grand?", "Most wonderful sight I've ever seen!" were heard from members of our party, much to the delight of our driver, who gave us the name of "Most enthusiastic good sports of the summer."

Going through the Yoho Valley, we saw where the great Takakkaw

Falls (1,200 feet high), bursts out from under the glacier lying between Mount Balfour and Mount Niles and pours, foaming down, into the forest. Bridal Falls and Twin Falls were also seen.

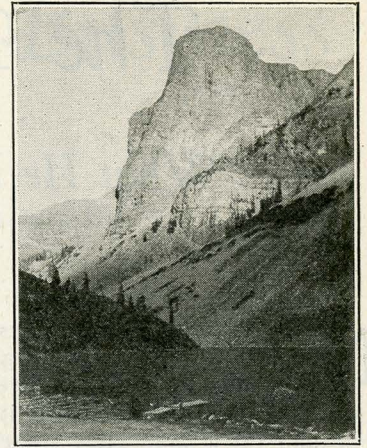
The bungalow camps all through this part of the country are most picturesque and inviting. As darkness had come on, our driver very kindly offered to take us back next morning over the part of the road travelled after dark.

Lake Louise was reached in the evening, so my first view of it was early next morning. It is simply too wonderful for mere words to describe, being the most awe-inspiring spot I have ever seen. The first view of it just makes one gasp, for though I had often seen pictures of it, one has to see it to realize how beautiful it really is. To gaze at it fills one with a feeling of reverence, for it seems as though it had been dropped from Heaven, a picture more beautiful than could ever be painted by the greatest of craftsmen in the realm of art. The water is jade green with mountains on either side covered with trees, and in the background beautiful Victoria Glacier covered with snow, 250 feet deep. The Lake is a mirror showing a perfect reflection of trees, mountains and glacier. While on my

(Turn to page 21)



Emerald Lake in the Rockies.



Mount Abel, in Lake Louise Region

The Boss Has Some Rights

What He Likes and Why He's Not A Bad Old Scout

By ETHEL DARKE

NOW that the "Boss" has been discussed from every angle and his idiosyncrasies laid bare to an unmerciful world, how would it be to consider for a short time (that has a parsonic flavor) what the much maligned "Boss" has a right (because he who pays the piper has a right to call the tune) to expect and ask for in his secretary or personal stenographer.

The first requisite is personal immaculateness. There are girls who undoubtedly are born, live and die in that pink of perfection as to hair, nails, shoes and general appearance, that is the despair of their more unfortunate sister, and they will hardly see the force of this observation. However, the majority of business girls to attain this very necessary spruceness of appearance have to strive unceasingly.

The most successful business girls know that a smart, neat appearance is an asset. Blinding beauty is not necessary. Plucked eyebrows look freakish and pointed, claw-like nails—vastly over-polished—are a more definite sign of lack of breeding than untidy nails. It is unfortunate that manicurists have striven so hard, and it must be admitted, fairly successfully, to persuade perfectly good white girls to adopt colored girls' pattern in nails. On the Malay Peninsula, and possibly in other haunts of colored ladies, the higher caste women grow claws at the end of their fingers to indicate to the world in general that they do no menial work. It's an unpleasant fashion and absolutely out of place on a business woman's hand; so let you nails follow the line of your finger tip—if it be square let your nail suggest that outline—if it taper slightly, taper it. Don't polish your nails as though they are brass work—it's not necessary!

Then—as to perfume. If you must use highly perfumed tooth paste, talc, face powder, brilliantine, bath salts, rouge and lipstick, the result is pleasanter if all these aids to beauty are perfumed with the same odor—if odoriferous toiletries must be used, a much more satisfactory way (for the boss) is to obtain all these little

"aids" either unperfumed or as lightly perfumed as possible. Always remember that perfume does not cover up an unsanitary odor. Soap and hot water alone will do that. Don't spare these two aids.

At a summer home last summer a rather cantankerous old bachelor of the old school was entertaining—amongst other friends—five women. One morning he remarked in downright pleased tones: "Five nice clean girls and not a 'woman odor.'"



The "Double Date" dress of soldier blue crepe, with draped skirt and youthful lines, (by Senior Style Store).

Coarse? Very! But how illuminating. He followed it with, "No rouge, no talc, no powder." Think of a large office, twenty, thirty, forty perfumed girls! All different perfumes! So do not add perfume to kill odors. Use hot water and soap all over thoroughly. In plain language, bathe each day and keep your hair clean.

Dirty hair, however well marcelled, water or finger waved, spoils the prettiest girl. And it is surprising how many girls seem to think a monthly shampoo is sufficient. It isn't.

So be immaculate.

Next—when the "Boss" arrives, smile. He may not—possibly doesn't feel like it—that's his privilege. Often and often has the remark been passed, "I like to have her around; she is such a cheery little soul." The girl with a smiling personality. If the "Boss" arrives about 9.10 or 9.20 a.m., or whenever he does arrive, don't let his first glimpse of you be finishing off gossip to the filing clerk—or the best office girl friend. If you have ever tried to do hurried shopping on a transfer you will possibly appreciate how irritating it is to stand waiting for attention while the salesclerk tells her immediate neighbor—"And then I said to him." Well, your "Boss" feels just the same way if he happens in and finds his secretary dropping pearls of wisdom about the "boy friend," instead of having everything ready to start right in. After all, office hours are 9 a.m. to—not 9.10 or 9.15 to —.

If you open the boss's mail, have it ready, or at any rate, be getting it ready. Don't discuss his business with the rest of the staff—not even if it is something that is generally known. If you do, what you say will be quoted back to the "Boss" and he will lose confidence!

Don't wear dresses at the office that rightly belong to social functions. It is worse taste to be over-dressed than it is to be shabby, because the one can be avoided; sometimes the other cannot.

One secretary a well-known American millionaire had for years, and to whom he paid a salary that would

(Turn to page 21)

Women Who Succeed in Business —and Why

*Brief Word Sketches of the Lives and Careers of Successful
Toronto Business Women*

No. 10 — MADAME GALLOIS

INTEREST in one's work—perseverance—having a definite purpose—always willing to make time for whatever has to be done—at all times seeking to develop oneself and improve on one's knowledge—these are some of the essentials to the success of any woman in business, regardless of sex, in the estimation of Madame Gallois, founder of the Gallois School of Cosmetology, and of the Gallois Laboratories, Toronto.

Madame Gallois is under no illusion as to what lies before the business woman who would make a success of her career. She must school herself to think and act like a man. The writer suggested to her: "In other words, you mean that a business woman, if she is to succeed, must be a man." Madame replied: "Exactly."

Madame believes that while the business woman should always retain her femininity, she should never use it as a reason for business. The moment any woman endeavors to advance her career on the strength of her sex, she cheapens herself in the eyes of the men with whom she is competing, and is valued accordingly. She must learn to view her business in the same calm, cold manner that the successful business man does. She must train herself to take a broad view of things, to forget that stumbling block that has proven so fatal to so many—her "feelings." In other words, to a certain extent, the successful business woman, while retaining her own personality and charm, must nevertheless in business affairs become to a degree as the successful business man, "hardboiled."

Born in England, of a medical and military family, Madame Gallois is 58 years of age, and is not ashamed to say so. In fact she rather glories in it. For that matter, it can truthfully be said that Madame Gallois does not make the mistake so many business women make, of allowing herself to

develop an inferiority complex. Her confidence in her own ability and judgment are, quite frankly, unlimited. Anyone who knows her would never make the mistake of thinking that she lacked self-confidence.

It is 33 years ago since Madame came to Canada. At that time she was not engaged in professional work. Her husband had been ailing for some time, and the move to Canada was made in the hope that he could be



nursed back to health once more. Madame, who, following the family inclination, had studied and graduated in medicine in London, England, was his nurse, and her self-appointed job lasted until his death in 1914.

Until the death of her first husband—Monsieur Gallois is Madame's second matrimonial venture—Madame had not been engaged in either profession or business. She lived the life of a society woman about town, and was extremely active. However, she did undertake one or two ventures, somewhat in the nature of hobbies. One was the establishment of the Dominion School of Nursing, in 1908. Madame, who was an inveter-

ate horsewoman, had been thrown from her horse one day when riding down St. George Street, and as a result was confined to hospital, and subsequently contracted mastoids. During this period, she saw the need of a more adequate supply of nurses for people who had not the means to afford to pay the fees demanded by the limited number of trained nurses then available. After her recovery, she founded the school, and four years later took out a charter for it.

Later, the need passed, and the school was eventually closed up.

Her next venture was the Dominion School of Beauty Culture, to which she gave several years. This, too, was a hobby, and when she had had enough of it, she closed it up, and went to New York. Here she met Monsieur Gallois, her present husband, and later, after their marriage, joined him in his business as a perfumer, bringing her own accomplishments in the field of cosmetology to his assistance. That was in 1917, and in course of time the business has grown to the point at which it was recently incorporated as a limited company, and ranks with the most outstanding cosmetic and perfume concerns in this country.

Her selection of cosmetology as the field for her serious life work—incidentally, Madame will tell you that she is no longer a society woman about town, but has to work for a living—was due to her losing her hair as a result of the mastoids which she had contracted from her fall. Bringing her medical training to bear on the problem, she developed a remedy for this condition, and in due course was successful in restoring her hair once more. Encouraged by her success in this direction, she made up this preparation in a small way, gave it to her friends to use, and by the time she was ready to go into active

(Turn to page 31)

Gratitude and Gratuities

To Tip or Not to Tip—That is the Puzzle—When, How Much and Why?

By K. ST. LAWRECNE

OF all the signs most welcomed by women, the greatest is "No Gratuities, Please." That axiom—women hate "tipping"—comes from waiters, waitresses, red caps and porters, and the ladies themselves. No matter how much poise a lady has, no matter how travelled she is, her instinct for bargaining causes nervousness of a serious nature when it comes to leaving a wee bit silver under the plate.

"Most women have so few occasions to tip," was the generous explanation made by Mr. Mason, maitre d'hotel at the Royal York, when the matter was discussed with him. Then he gave the business woman a splendid compliment.

"Business women tip more generously than most others," and the further suggestion is that we realize the value of an extra quarter now and then. The society girl dropping in for a bite between shopping and the matinee is likely to go without leaving a tip. She has all the money she wants herself and never realizes the importance of a quarter to the other fellow. The girl who earns her own living is more likely to think of this and leave a tip if she can.

"The business girls who lunch here, don't leave tips," a waitress in one smart lunch room told *The Business Woman*. "I don't really blame them for that, because I guess they haven't got the money. But when they haven't they should not demand so much extra service. Some of them come in day after day just in the 1 o'clock crowd, and as soon as they get to the table start clamoring for ash trays and matches. Then when they leave my table is in an awful mess. Sometimes these girls are most troublesome and I have not much sympathy for them."

At check rooms, too, it is the same story. Women are not as accustomed to buy back their wraps as men daily buy back their hats, so when they leave a tip they never know how much. This is particularly true since the story got around that the check girls themselves do not receive the tips, but the money goes to the company which engages the check girls at about \$12.00 a week. This com-

pany is, according to reports, largely a monopoly, and has the checking franchise in practically all hotels. The girls collect the money, whether \$12.00 or \$40.00, and turn it in, receiving only their wages. This system must obviously be profitable or it would not have continued long. Its advantage is that the girls probably get steadier employment, but also long hours, and the minimum wage. Neither etiquette nor gratitude will sway the average business girl in deciding what the tip in "checking" is.

But the problem of deciding what the walk around the water front at the Union Station was worth was more difficult.

Being a lady of Scottish parentage I always get some "dimes" before travelling, since I feel that I am expected to "shed" them at every turn. I blush to recall that only two weeks ago, after a red cap raced along the water front at midnight with my bag, I gave him one small, thin dime. My conscience bothered me as much as the snoring in the upper berth, and yet I could not change my error. But I've reformed now. I am told that the red caps can't make nearly as much in Toronto as other cities because the trips are so long at the Union Station, and their weekly wages are not exactly like brokers' bonuses during the late lamented bull market.

And for train service, the people who travel much advise, "If you get good service, pay for it, and if you don't, you shouldn't." But we never get anything but wonderful service on the trains, so the remedy for feminine antipathy to tipping is—"Give at least ten per cent., and as much more as you feel is deserved."

But neither in trains nor lunch rooms do women hit the right amount, and as for taxis, the sophisticated drivers just shrug.

"Do women tip well?" asked the *Business Woman*, with a lump in her throat, recalling that she had only tipped once—60c. at Christmas.

"Sez what?" laughed the driver, and there was silence.

I hesitated to reopen the subject in case I should raise false hopes in the

driver's heart, for I had neither the cash nor courtesy to tip.

"No, women never tip, unless it is very extraordinary, like bringing their boy friend home from a party. Toronto people don't tip well anyway, and now everyone says they lost money in the market. The very worst patrons we have are the ladies who get our taxis to go shopping. We drive all over, wait for them, carry parcels, and stand their fussing, then they are much more likely to argue over the fare than tip."

Aside from just the service for which the gratuity is its reward, there is the little matter of how long you keep a table when you are at a meal.

Just because there is no line-up, does not mean you can sit indefinitely, chatting away, for the waiter has no other chance to get more tips when you occupy his tables. So the longer you stay, the better the tip should be. And don't believe the old story that the waiter delays the service. When the waiters at the King Edward take the order down to the kitchen, the time it is received is stamped on it, and when he leaves, that time is always stamped. So if he has been gone twenty minutes, the kitchen clock records exactly how long the order was "in the making."

That is just a little explanation to soothe the important ones who won't tip the waiter because of slow service which is not his fault.

This tipping may or may not be an evil. There are those who believe that the staff should be paid larger wages and tipping definitely, decisively abolished. Hotel bills would be larger then, and perhaps human nature would have to change a great deal before a good humored, well fed man would forego the pleasure of feeling important by "tipping."

As matters stand now, tipping is as much an essential as a courtesy.

The average waiter receives \$40 a month, in actual wage, the captains from \$60 up. This isn't very much, and so the workers expect to make up the difference in tips from those who realize the tremendous importance the accumulation of small amounts means—particularly the day before pay day, when lunch is one sandwich plus a glass of milk.

"This Car Here"

"Speed" Ellis Didn't Make A Sale, But
Sold His Customer

By GEORGE N. JANES

SPEED Ellis stood outside the back door of the Acme Motor Sales establishment and looked with apparent disfavor at the conglomeration of ancient cars that littered the yard; cars that were in varying stages of dilapidation, has-beens and would-be's. Speed had experienced a bad selling week. His high powered tongue had usually reduced the quota of old cars on hand to four or five when the end of the week rolled near. Now it was Saturday and at least thirty derelicts were in plain sight, and to dispose of same would require the oratorical powers of a Demosthenes, mixed with the subtle quality of Annanias.

As Speed stood there, a sad look of perplexity on his finely chiselled features, he noticed a rather stock individual walking around and around what was once a car, but was now mere tin suspended on wheels. The stocky one examined the fenders, radiator, headlights, shook his head slowly and sadly and continued the cycle around to the rear of the inanimate object, whence he carefully inspected the hind parts of the tin steed. Sensing a sale in the wind, Speed advanced on the man, his white teeth flashing in his most charming smile.

"Good morning sir, something I can do for you?"

"This car here" the other replied, indicating the piece of junk with a dirty, calloused thumb, "it's not such a bad"

"Bad?" for a moment, Speed thought of unburdening his soul, of telling what he really thought of this car and all its crippled, battered and misused relatives. For a moment, he wished to heap all the vile adjectives he had pent up, upon the bodies of these pitiful conveyances. Then a saner mood descended upon him and drawing a deep breath, he fired the opening gun in his campaign of hoax and dilution.

"Why sir, that car is almost perfect. Of course it's not so much to look at, but a coat of paint will fix that up. But her engine . . . they don't make them like that any more. Six cylinder, sleeve valve, easy on oil. It's a real bargain. In fact I have a peach of an offer for it right now,

but I kinder hate to part with it. Service, sir, is that car's middle name."

"But what I was agonna say, mister," drawled the other, "that there car is"

"Don't tell me," interrupted Speed. "There's not another like her on the market. These new cars may be all right for fine weather, but for roughing it, I'll take this baby every time. Why sir, you wouldn't believe me if I told you she pulled her way through four feet of water with eight people riding in her. And the lights are O.K., radiator, wheels, fenders, all in the pink of condition."

Speed noticed that the other was getting impatient at this harrangue, and being the super salesman that he was, he quickly adopted his tactics to suit the occasion and the customer.

"Ah, I can see you have a shrewd business head on your shoulders. You won't believe me until you're shown. You're just the kind of man I like dealing with because when you're convinced, we're both satisfied and neither of us has any regrets. Now if you'll just climb into her we'll"

"Wait a minute mister, cantcha? Let me get a word in. What I've

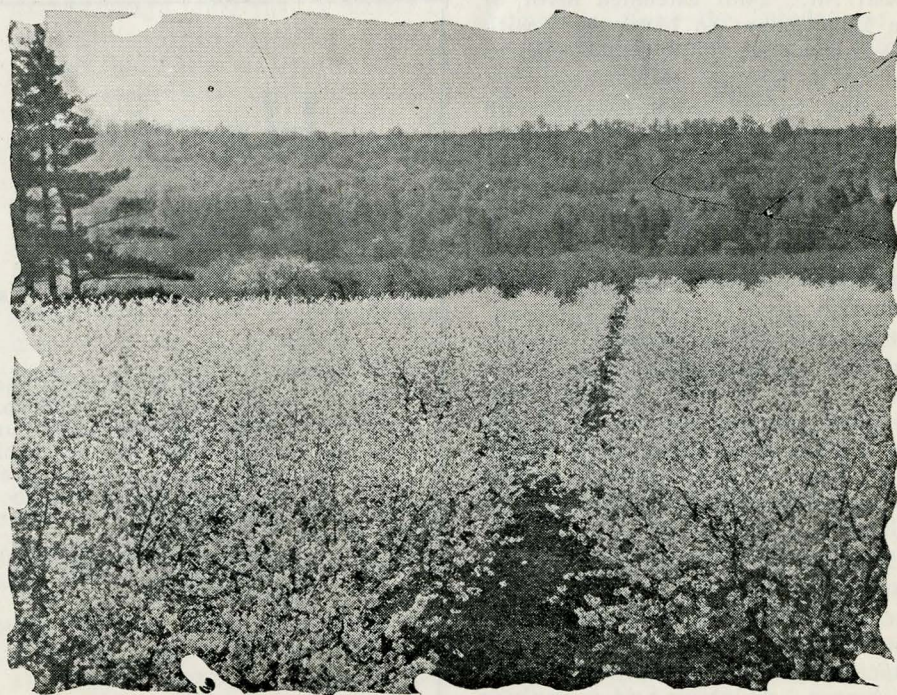
been tryin' to tell ya for the last half hour is"

"Now, now, not a word until after we try her out," said Speed quickly, as he half lifted the other into the sadly worn seat of the gas buggy.

"Notice how her engine runs?" he yelled, trying to make his voice audible above the gasping roar of the one-cylinder-missing motor.

After Speed had let the engine run for a while, he let out the loudly protesting clutch, and shaking with the same enthusiasm as a dog which has just swam fifteen miles, the car proceeded out the lane at a speed which the speedometer, if it had worked, would have indicated seven miles an hour. Narrowly missing a street car, Speed turned up the road. His one chance was to keep the car moving. He knew that if it was brought to a stop, it would altogether likely stay that way permanently. With all the tricks of the trade at his finger tips, Speed was confident that he could sell any car which would go without being shoved. But as he grasped the tarnished wheel of his present worry, he realized that he was up against one of the toughest jobs of his career. With one eye fixed warily on the road, he glanced at his prospect out of the corner of the other. The stocky man had made himself as comfortable as the worn out seat would permit. With his old felt hat pulled down over his shaggy eyebrows, he reclined. Any inclination to converse which he at first seemed to have possessed, had completely vanished. He was quite

(Turn to page 25)



Ontario's Next Thrill . . . Blossom Time

The Changing Viewpoint in Business

Stereotyped Phrases Give Place to Word Pictures — The Cold Public Warms Up — And We Forget That "Business is Business"

By MARGARET BROWN

KNOWING what to say is scarcely more important than knowing how to say it.

An idea—no matter how good it may be—falls short of its mark if poorly expressed. The tendency to use elaborate phrases is dropping off more and more. In business to-day, we are gravitating towards simple, direct wording. Yesterday we manufactured suitable phrases. To-day they must flash to us. Our discussions, whether carried on by mail or personal contact, are more to the point.

Speeding up in every line as we are to-day, we must cut out flowery phrases and use just words—apt ones.

One cannot stress too much, the importance of an up-to-date vocabulary and its material help to the business woman.

Let us first consider the beginner, entering business in nine cases out of ten with a knowledge of shorthand and typewriting—a stereotyped idea of business letters as learned from a text book, and a purely technical knowledge of the way things are done.

It takes about one week to shatter her preconceived ideas about business practices. Letters no longer read—"Dear Sir. Your esteemed favor of the 12th instant to hand—it is with pleasure that we quote you our prices for the so and so index files. . . . Trusting that we may be favored with your esteemed patronage. . . ."

To-day we say—"Dear Mr. ——. I'm glad you're considering the so and so index files for your office. They're certainly time savers these days. The prices are. . . . We'll be glad to fix you up."

Our new stenog groans inwardly. Doesn't the boss know any better than to open a letter with an "I"—and can't he see that he should be more anxious to get in good with a new customer and "earnestly solicit his consideration" as we did at school?

But gradually, the open minded beginner sees that we're living in a very plain business age—plain talk—simple filing systems whenever possible—less detail and more accomplishment. Anything and everything welcome which speeds up business!

Our business vocabulary in the last few years has been subject to severe amputation. Elaborate words and phrases are cut out and replaced by cryptic sentences—word pictures which are more illuminating because uncluttered by embroideries.

This is the first essential of business contact—clarity! And it is achieved by simplicity.

It is perhaps a little harder for the business girl who has grown up with a business to adopt these new standards. And yet—I don't know! When one has grown up with a business, one progresses with it in most instances. And we must realize to-day that we're shaking off cold, hard regime—business by routine—sales by set methods.

To-day we're dealing with people! We're serving men and women, not the cold public. We haven't sold a consignment of shoes to the Nushue Store. We've been given an opportunity to help dress Mrs. Jones' family!

We've dropped the hackneyed phrase "Business is Business" and replaced it with "Business is Living." We aren't corresponding with customers, we're talking to them.

So with this changing viewpoint, our manner of speech becomes less formal. In talking to clients—in writing to them—we drop the conventional attitude and very soon find ourselves on a friendly footing which cuts down restraint between those whom we deal with in business.

One of the best ways, according to my experience, to develop an up-to-date vocabulary is to read. Magazine articles of current interest bring us in contact with new words—or old words used in a new way. Our daily papers are an excellent example of graphic phraseology (too graphic sometimes). New books add their share (not educational books necessarily)—romance, action, life!

At the same time, we mustn't overlook the really solid foundation such as we find in reading standard works. One business man whose contributions are welcomed by the outstanding business magazines of the country, said that in books the three most valued works to anyone in business were Shakespeare—the Bible—and Dickens!

Confucius, the great Chinese philosopher said: "To open a book is to learn something."

And one important step toward improving our own vocabulary is to read the words of others. By so doing, we unconsciously store up words and phrases which come to mind when occasion demands.

Words, after all, are simply the channels through which actions pass. And the more direct the channel, the more quickly our goal is reached!

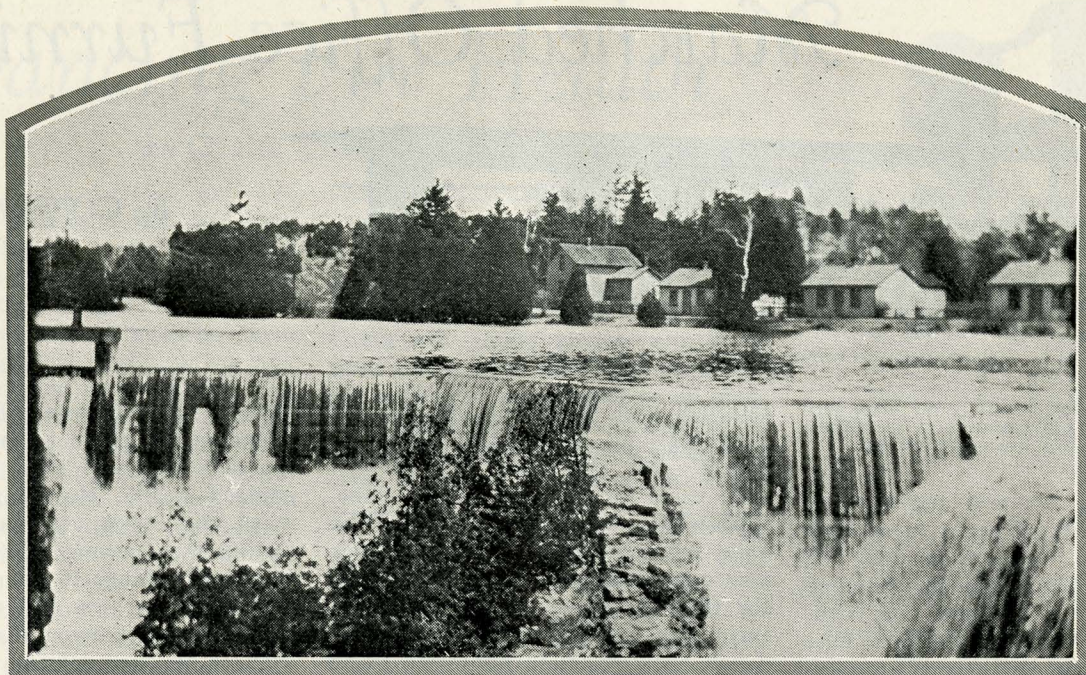
Happy Memories



In every one's mind there lingers the memory of an outstanding vacation. It may have been lazy days spent on some sunny sands—happy-go-lucky days when you went hitch-hiking—blissful days spent on the breezy decks of ships—merry motor-ing—will you tell us about them, so that other girls may plan for their vacation something new.

Not more than 500 words—and please send in your contribution by May 30th to "Vacations,"

BUSINESS WOMAN,
177 Jarvis St., Toronto.



"Rockwood" — Fifty miles from Toronto

"Fifty-two Vacations in a Year"

By Lierre House

WHAT do you do with your week-end vacation? Spend Saturday afternoon at home doing odd mending and washing and such things, and the evening in a show? Sunday morning in bed until dinner and then a short walk on city streets to the great open spaces of a city park? Sunday evening indoors again?

To make the week-end a real vacation, as much time as possible should be spent out of doors in the open air. It isn't such a rare thing, these days, for a business girl and a group of her friends to have a car of their own, but failing that there are motor coaches and radial lines that will take you out to some of those lovely little beauty spots that are so profusely scattered through this Ontario of ours.

For the girl who hasn't a car and who loves walking, there are some very nice places to visit, within a few miles of Toronto's outskirts, within easy walking distance or at the farthest, at the end of a five or ten cent ride.

To do the thing right, your Saturday supper must be eaten out in the open, cooked on a fire beside some little stream. If you don't care for that kind of meal you will find lots

of country hotels and tea rooms that are inexpensive. For out-of-door cooking, you should furnish yourself with one of the Boy Scout billy-can outfits that include a tiny kettle, frying pan and plate, and an enamel cup. These things can be packed into the smallest space and not look a bit like a camping outfit. The whole affair doesn't weigh more than a matter of ounces.

Eggs and bacon and coffee cooked over a small—very small—fire make a meal for the gods, and oh! the difference it makes in one's outlook. You go back to work on Monday feeling like the traditional two and a half million dollars.

Sunday, too, can be "picnicked." Start off early in the morning and, armed with one of the topographic maps that can be procured in Toronto, you can have a wonderful hike. Someone will say, "What of Church?" That is entirely up to the hiker. If she is not wearing hiking breeks, there is no reason at all why the Sunday morning service in some charming old village church should not be attended. After all, church isn't necessarily a fashion parade, and if you are compelled to be all dressed up in your best clothes before attending divine service, don't you think the real spirit of the thing is lost?

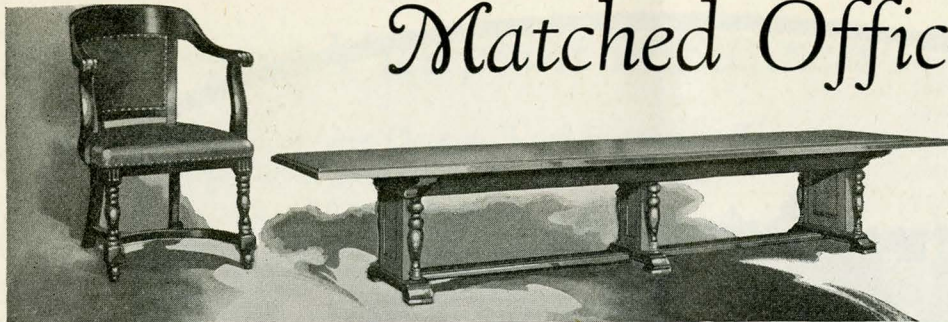
A group of four of us have walked and motored on many a wonderful week-end trip; four girls whose love of the out-of-doors has discovered for them and, in turn, for others, some of the most beautiful little places that should be advertised to every resident and visitor to this province.

For a start, try exploring around Islington. Take the Dundas car to its western limit and then the Islington bus to the railroad tracks at Church Street. Walk north on Church and then turn west on the first lane-like road. By taking another turn at the next corner, to the north, you will eventually land in Weston.

The Kingston Road radial will take you to Stop 29, and from there, between the radial track-crossing and the railroad tracks a few hundred yards beyond, there is a road to the south. Take this road and follow it to the edge of the Bluffs and you will find some fine scenery. In the woods on either side are lots of wild flowers later in the Spring, and there is a little path along the edge of the cliff that takes you through to another road. It is only fair to add the warning that the woods and the second road are rather wet until well into the summer, so go shod accordingly.

Matched Office Furniture

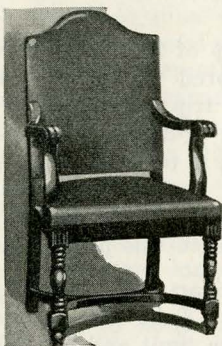
By COPERNICUS



Illustrations — Courtesy Office Specialty Co., Limited

This writer is well known in the office furniture field, and has promised to contribute other articles on this interesting subject.

THERE are several angles from which the subject I have been asked to write upon may be considered. Undoubtedly matched office furniture is a subject that is today receiving much attention. One reason is that while there is an ever-increasing trend towards standardization of office furniture, there is at the same time a definite demand for distinctiveness in design and appearance. Another factor that may contribute to the trend towards matched furniture is the advent of women into business.



During the past few months our firm has been very busy equipping offices in several of Toronto's new buildings. Going over in my mind, I recall two instances of quite recent date, in which women were a definite factor in changing the plans of the men who were to occupy new offices. Both were in the same firm, a well-known legal organization, and both came into our showrooms to look at some furniture for their new quarters. I showed various sets to them, and suggested one particular layout to each, but both pooh-poohed the idea of installing what I advised. After looking round, they selected one or two items, such as desks, chairs, and so forth, and for the time being things were left at that.

A few days later, one man brought his wife along to see what he had

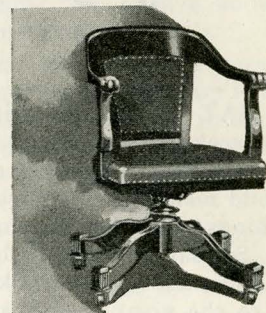
selected, and the other brought his daughter—at a different time of course—for the same purpose. In each case, the result was the same. Both women declined to endorse the male selection, and picked out their own conception of what was befitting for them to instal, in keeping with their own surroundings. By coincidence, their selection happened to be the same as mine. Needless to say, the men didn't have the ghost of a chance.

The moral, of course, is obvious. Comfortable, appropriate furniture makes for efficient work and productive thought. And a big factor in this is the use of matched furniture. That is, of course, but one of the angles. There are plenty of others. Atmosphere, for instance, makes all the difference in the world in putting over a big business deal. Nothing will assist in this connection so much as transacting it in a place possessing the right atmosphere. In fact, in many respects, the right atmosphere is the essential thing.

Then there is the question of the smooth running of the internal organization. If the executives are comfortably quartered in congenial offices, they themselves will reflect that in their conduct towards the staff. There will not be fretting and

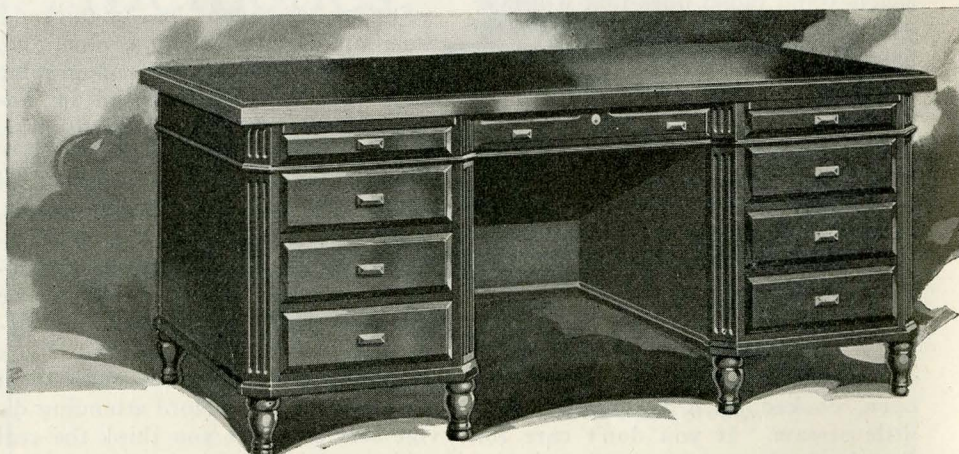
fuming, and all those other irritating happenings that do so much towards the dislocation of even the best organized staffs. How can there be, when the executives work amid a setting that permits only the cheerful, kindly things to operate, and eliminates everything that tends to disgruntle and otherwise disturb? Here, then, is another definite mission that is performed by matched office furniture.

And in the general office, or in semi-private offices, the same factors



operate. Correlation of the various articles of furniture; the proper location of each in relation to its use and to the natural daylight; proper selection and matching of colors that are

(Continued on page 28)



Dancing For Health

By CECIL DA COSTA

IN writing these articles for The Business Woman, I feel that I am speaking directly to the people who have most need of dancing and who are the hardest to get at, with the possible exception of business men. People engaged in business to any serious extent are very liable to find their time and interest absorbed by business problems, and as a result, they gradually drift away from dancing, sports and exercise of any kind.

We have only to look at the earnest workers of the business world to see that exercise has been, in too many cases, relegated to the farthest dark corner of their minds and, of course, the effect is evident in their physical condition. Among business girls the first sign of this weakening of the muscles is the appearance of fat deposits on various parts of the body and the resultant loss of the slim, lithe figure which is the natural possession of the athletic girl.

Exercise must be made an indispensable part of your life if you wish to avoid dozens of future aches and pains and major and minor ailments. The person who is physically fit with a keen aliveness, physically and mentally, will never be a dud at any social gathering. Some people call it "personality," others "pep," but boiled down it is a direct result of a body kept in good clean working order and, therefore, scintillating with life.

Any girl in ordinary condition can achieve this state of health by taking herself in hand and doing the things which the body demands to keep up each part. In these articles I shall outline exercises for different parts of the body. There will not be regular gymnastic work, but rather the kind of work that is given to chorus girls and dancers of all kinds, whose bodies are invariably close to perfection.

Your first exercise will be one that gives a general stretching to the side muscles of the body and, incidentally, a loosening up of the waist, to take away that look of stodginess.

All exercises will be done to music. For the following exercise, take rather fast waltz time.

Exercise A. Stand with feet far apart, arms extended at sides. Keeping arms straight out from shoulders, twist top part of body to left side and then touch right hand to left toe without bending either knee. Time, 3 counts (one bar) waltz time. Return to original position on next three

A series of talks on the reconditioning of the body, by Cecil Da Costa, well known Canadian teacher of dancing and health work. Mr. Da Costa will gladly answer any questions our readers may wish to ask on the subject of these talks, or on modern dancing in relation to health. If you wish a personal reply, please enclose a stamped addressed envelope.

counts. To get proper results, both heels should be held firmly on the ground, and both knees straight, so that all bending is done at the waist. Repeat, alternating with left and right hand.

You should feel a decided stretching of all the muscles of the side and back and at the back of the knees. You may find it impossible to reach the toes at first, but even though you can only get within a foot of the floor at first, don't be discouraged—it is merely a sure sign that you need this exercise, so keep on conscientiously and you will gain your objective, no matter how stiff you are at first.

Exercise B. Standing in the same position as in Exercise A., only with hands extended forward from shoulders, touch both hands to the floor between feet (1st bar of waltz music), straighten to original position (2nd bar of music). Then bend backward from waist, letting the head go loosely back until you see the wall that is behind you (3rd bar of music). This isn't a very exaggerated bend, of course, but a very useful "limberer" for the waist and back and for the "old-lump" at the back of the neck.

Repeat these exercises as many times as required to get that feeling of stretched muscles under the skin. Each person must use her own judgment as to the number of times. For the girl who is trying to reduce, continuous exercises are better, in order to heat up the blood, keeping in mind that the heart should not be put to any violent test. Your own feeling will be your best guide. If you are trying to gain weight, a stimulation of the whole body is all that is necessary, then complete relaxation and rest before eating.

Further exercises and dance steps will be given each month, which, when combined, will provide a most beneficial conditioning of the body.



Reforming the Calendar

Another institution is about to become a relic of the "good old days" of rail fences, long boots, flies in the milk and large families; the "good old days" about which so many people love to discant and to which they and nobody else would return even if they could.

The institution about to be relegated to limbo is the present system of dividing the year into twelve months of unequal length. What a slam to the business of producing calendars this reform—if it actually is reform—is going to be.

Reams upon reams of paper, tons upon tons of ink, weeks upon weeks of time are consumed every year in printing and lithographing calendars for the world, and these include splendid specimens of art. But with the reformed calendar all this will be saved and the general public will no longer be able to decorate offices, kitchens, woodsheds, cow stables or other outbuildings at the expense of calendar advertisers.

Calendar reform was endorsed by the Canadian Manufacturers' Association in 1928. We are told that the Governments of "some twenty-one of the principal countries of the world" have endorsed the new calendar idea.

The calendar reform idea proposes:

Dividing the year into 13 months of 28 days each.

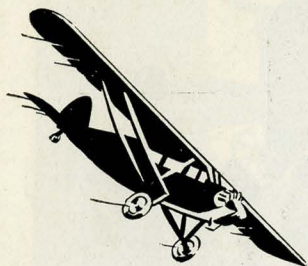
Making the 365th day an international holiday.

Every month commencing with Sunday.

Every month end coinciding with the week end.

It is contended that for statistical, financial and governmental purposes the equalizing of the months would have tremendous economic value.

Are you in favor of calendar reform?



Women Here and There

Whose Activities are making History
the World Over

Our "star" this month is Helen Sutcliffe, C. A. (Mrs. Burpee) first woman in Canada to be able to write the letters "C.A." after her name. What does C.A. signify? It is the symbol of years of very hard work. It means that the wearer of this honor is a chartered accountant.

The Business Woman asked if "you had to be fond of figuring?" But Mrs. Burpee says, "It isn't that so much. It's more just presenting facts in a proper light."

Mrs. Burpee is a Toronto girl, educated at the Central Technical School. The fact that her father is J. I. Sutcliffe, Chartered Accountant, influenced this fair haired little girl (who by the way, has let her hair grow long), into studying for the honor that has baffled the few women who have tried for it, and a great many men. The course has only been open to women for ten years.

* * * *

The typewriting championship of Canada is held by a London girl, Lucy Harding. By one word a minute she wrested the title from Louise Marchese, of Vancouver. Half an hour of furious typing brought Miss Marchese's speed to ten words more than Miss Harding's, but thirty-four errors against the London girl's thirty, decided the score.

One hundred and six words a minute is the record. As far as actual speed is concerned, Ann Kruetzer, of Winnipeg, led by eighty-eight words, but her fifty-two errors set her back. Ninety-six words a minute brought Flora Bell of Orangeville into fourth place.

* * * *

There are still a few places where women are not yet regarded as "persons." Mrs. Leslie G. Bell is the wife of the Federal member for St. Antoine, and is associated with a firm of corporation lawyers but, because she is a woman, is debarred from practising her profession.

* * * *

The first woman privileged to appear before the First Appellate Division of Ontario, the Empire's high-

est court, is Mrs. Elizabeth Bethune Campbell, a Canadian woman Portia. She is taking action to obtain an accounting of the administration of her mother's estate by her uncle, W. D. Hogg, K.C., of Ottawa. She has spent eight months in London poring over musty tomes in preparation of her case. She is said to have conducted herself at her opening speech and during the examination, with remarkable sang froid.

* * * *

A probable Conservative candidate for Lanark in the next election will be Miss Mildred Low, who withdrew her name from the last election in order to avoid a three-way split, although she had the support of an important group of her party.

* * * *

Miss Jennie Parent is the only Canadian girl to have received a degree at the February convocation of Radcliffe College, Boston, Mass. She gained her M.A. in English after two years at Radcliffe. She graduated at Manitoba University.

* * * *

Toronto has a peculiarly interesting law firm in which the partners are father and daughter—J. W. Gordon and Miss E. Grace Gordon.

* * * *

Women desire equality with men in business; sometimes they get it overwhelmingly, as in the case of the wrong guess by the assessors, who thought Ainslie must be a man's name and assessed a London girl of that name with the five dollar poll tax. Quite innocently she paid the amount, pointing out that it should have been addressed to Miss. Unfortunately, it started a new train of thought in the mind of Commissioner Bennett, who thinks that since one woman paid up so willingly, the rest of them should be taxed.

* * * *

Five hundred women, Canadian and Japanese, gathered at a reception to Miss Emma Kaufman of Kitchener, Ontario, to congratulate her upon re-

ceiving a silver cup from the Emperor of Japan. The cup is decorated with the Imperial chrysanthemum, and was given to honor Miss Kaufman's services to Japan as educator and social worker, and to show appreciation of her untiring care of thousands of refugees at the time of the 1923 earthquake.

* * * *

A girl barrister, Miss Joan Clarkson, appeared for Lady Ankaret Jackson, herself a barrister, in a libel action brought by Lady Jackson against a firm of publishers in London, England.

* * * *

And now a girl engineer. In the University of Birmingham, England, twenty-three-year-old Winifred Hackett, has beaten all the men students in the electrical engineering department, and has won a scholarship entitling her to a year's research study.

* * * *

To our Toronto Hall of Fame, we elect Miss Lena Gula, Toronto's only woman truck driver. In her examination for license, she reached the high percentage of ninety per cent., an unusual record even for men.

* * * *

To the great discoveries in medicine will probably be added the discovery of "the germ of dessimated sclerosis" by a young girl, Miss Kathleen Chevasut, of London, England, who is still in her early twenties. She took her B.Sc. in 1922, and her Master's degree in 1926. The Lancet says, "If this discovery is substantiated it will be one of the foremost achievements in bacteriology."



OFFICE HINTS

Sent by Readers of THE BUSINESS WOMAN

LOIS WALKER.



This hint is not a labor short cut, but it is just a useful little item to add to your efficiency list.

Your job as secretary or stenographer, or typist, or switchboard operator, includes gaining and retaining the good will of your employer's clients and customers. Few things annoy a person so much as to have his name mis-spelt; it doesn't take such a very long time to verify the spelling. The "Mac's" are sensitive about being addressed as "Mc" and vice versa. Also, in these Scottish names, the capitalization of the second part of the name should be ascertained, since there are MacDonalds and Macdonalds.

Everyone appreciates the compliment of remembrance. Cultivate a good memory for faces. A pleasant smile and "Good morning, Mr. Davies," will please the man who comes to select a thousand or so dollars worth of your employer's goods, or to hand your firm a commission to that value.

"What name, please," after his third or fourth visit, leaves him cold.

The switchboard and information desk are really reception committees and should radiate hospitality, even though some callers are undesirables who will have to receive the "Not-in" answer.

* * * *

The following is a hint to those, whose duty it is to look after the stationery cabinet:

In many large offices, there are supplies of various forms kept on hand. Each particular form can be given a folder and the folder numbered. The names of the forms and their particular number can be listed and attached to the inside of the stationery cabinet.

When someone wants a certain form, instead of hunting through the whole cabinet, finding the one he is looking for probably on the bottom, he has only to consult the index on the cabinet door, find the number of the folder, take a supply of forms and replace folder.

—M. M.

Office Hint for Law Office

When a new action is started in a law office necessitating the sending of telegrams on behalf of the client (copies of said telegrams being placed on a special file for that purpose), a good idea is for the stenographer, when placing the copy of telegram on said file, to write the client's name and address, also the case, such as Brown vs. Brown, on said copy.

This information will save the accountant, when entering up the telegrams to disbursements in his books, the trouble of making enquiries as to whom the same should be charged.

G. L. P.

* * * *

Cheque Book Arrangement

In our own office, as in many offices, we print our own voucher cheques, the bank so far being willing to supply us with paper in sheets large enough to print three cheques and the corresponding stubs to a sheet. There is a certain advertising

*One Dollar will be paid for each
Hint accepted and published*

value in the firm name and business being displayed on the cheques, besides our voucher arrangement suits our own particular business.

Hitherto we have bound the cheques in books according to custom with wire staples down the left side, which, as anyone knows prevents the book opening flat, and the notations on the stub are put on with more or less inconvenience.

We are not having the cheques padded down the left side, but across the top. In this way each sheet in its entirety will open flat.

—T. O.

* * * *

Office Forms Curling

The nature of our business requires the constant use of several different forms in various sizes and colors in different departments. There was always considerable waste of sheets and

time because of the lower right hand corners of the forms curling up through being brushed with the sleeve of the person using them. To overcome this difficulty we have had them padded across the bottom instead of at the top. At first some of the users—particularly the men—complained that removing a sheet padded across the top was more natural and quicker than taking off sheets padded across the bottom. They soon ceased their complaints, however, and the forms when filled out are flat and clean, and not as before with one corner curled or soiled, or both, and perhaps also torn.

—C. M. F.

* * * *

Saving Telephone Time

The "efficiency expert" in our office got figuring one day how much time might be saved if we revised the method of answering calls on our telephone extensions. The boss happened along in the midst of a noon-hour discussion, and as a result instructions went to all department managers to revise their methods.

Now when the extension phone on a department manager's desk rings he immediately gives his name, e.g., "Smith speaking," which is certainly better than the customary "hello," and the customary wait for the other party to ask, "Is that Mr. Smith?" and so on.

The instructions from the boss also emphasized the amount of good will gained or lost through correct or incorrect answering the phone, which point, it is of course quite unnecessary to mention to readers of The Business Woman.

—S. G. J.

* * * *

When typing invoices, make one extra copy on which is printed in large red letters the word "Statement" (this could be done with rubber stamp). At the end of the month, instead of sending out a statement, mail the extra copy of invoice, which is marked statement. This would be practical only where there are large numbers of accounts with only one or two entries each month.



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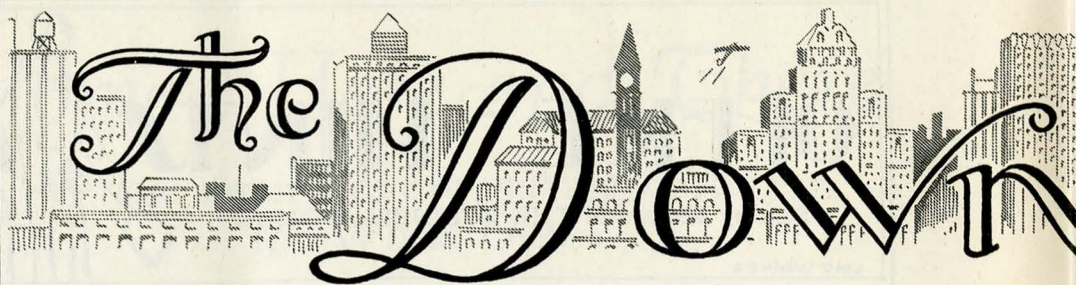
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272 Yonge St., Toronto, Ont.

Listen in to our Radio program broadcast every Tuesday afternoon at 4.30 o'clock over station CFRB. Something of interest to every woman will be given each week.



Modern girls are speedy, they say. But is it speedy to spend thirty years in attaining the age of twenty-one?

* * * *

The speaker at a Toronto luncheon who said, "This mania for speed will soon pass away," might have added, "and so, in the meantime, will a great many pedestrians."

* * * *

A worthy appeal to the generosity of the public in Toronto was that of the Young Women's Christian Association, in its request for \$55,000. The Y.W.C.A., a most worthy organization, does not make nearly as much noise as some organizations, but is always hard at work promoting the social, material, physical and spiritual interests of young women.

* * * *

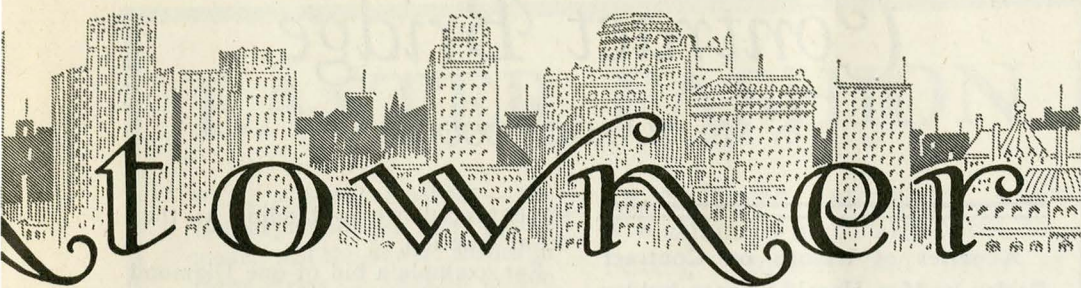
Why is it, "Downtown" wonders, that some men—ordinarily reasonably polite, are such uncouth brutes behind a steering wheel—a species of cowardice, we take it. Anyway we have not noticed women driving with such utter contempt for other drivers' rights, cutting in and escaping physical damage only because other drivers are tolerant, honking old people and children off the corners, splashing pedestrians and giving them a fiendish haw-haw.

* * * *

The perfectly plain suit can be a most versatile affair. With a variety of blouses and neckwear, one can be severely business-like or delightfully feminine. Vestees of eggshell satin, soft frilly lace, georgette petals or linen collars make all the difference in the world, and color scheme and style change. We saw some awfully smart neckwear in Eaton's; the sleeveless blouses of silk being just the thing to wear under the short coat of the tweed costume. Some of them tuck into the skirt at the waist and others are tailored to remain outside.

* * * *

The girl who boards has some funny experiences when she changes her apartment. A friend of ours viewed a new room the other day, a delightful place that had one drawback—on the walls were family portraits of the landlady's Uncle Josiah with an o'cedar-mop moustache, Aunt Euphemia in her wedding dress and little Cousin Willie in his choir surplice, clasping a lily and gazing heavenward. Peggy moved in and she had those pictures moved out. Now, she buys little pictures in the Robert Simpson store, lovely things that are copies of famous paintings or gay bits of Art Moderne, changing the whole character of her room. Even the slenderest purse can afford an occasional vase or picture or cushion to make the rented room into a real home.



Hon. W. H. Price's criticism of the practices of some Toronto drivers was the subject of editorial attention by the Mail and Empire recently. "Downtowner" cannot imagine there being worse drivers than some of Toronto's motorist road-hogs, and the said road-hogs are not women either—at least not female women.

* * * *

Paging Mr. Einstein—we want to know exactly why lunch hour consists of a few flying moments and the hour before lunch drags by on leaden feet. You notice the difference when you shop at noon. We went to buy a new pair of gloves and thought we'd just have them in beige, but we didn't know the half of it. The sales-lady showed us beige in about a dozen different casts, beige with blue or green or brown trimmings, pastel kid adorned with most adorable little kid applique in harmonizing colors, to give any costume just the finishing touch. Virginia Dare imported these new gloves from France and they are irresistible. Fortunately, Virginia Dare shops are open in the evenings.

* * * *

For plain unvarnished selfishness, commend us to the street car travellers. In those long seats that are built to hold nine people, we have frequently seen seven people luxuriously spreading themselves, while one or more passengers stood looking longingly at what would be ample seating room for all.

When the cars are jammed to the doors, you will find a crowd gathered around the conductor, and at the end of the car—both ends if it be a trailer—plenty of space for several people. The other day, three women and two men were left behind in the street; in that same car a man had parked himself between the third seats from the end in the two seat section, completely blocking the passage.

* * * *

Out on the country roads there is actually enough dust to make a cloud behind the passing auto. Along the roadsides trees are opening green buds and apple buds are swelling—and the wanderlust is calling us to follow white ribbons of road over distant hills. You can't follow those same ribbons of road unless your feet are perfectly comfortable. Illfitting shoes won't take you over joyful paths. Before you start your Spring hiking, it would be as well to consult Mr. Taplin on the matter of footwear.

PHOTOGRAPHS

For Mothers' Day

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Business Women



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9.30 to
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"Sunnyside"



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Easter's Important Purchase!

The latest importation includes charming styles, in a wide range of colour, fashioned of finest skins, perfectly tailored, clever designs.

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(Other priced gloves from 98c up.)

HOSIERY. The all purpose stocking, in weights for day or evening wear. Exquisite in color and weave, full fashioned, all silk, forty colors. "NUMBER FIVE THOUSAND."

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Sports Woollens, Chiffons and service weight at various prices.

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Contract Bridge

By Mrs. HAROLD COOPER

A series of lessons on Contract Bridge by Mrs. Harold Cooper, holder of International Trophy for Auction Bridge and Whist. Mrs. Cooper is a certified teacher. Any questions on Contract or Auction Bridge will be answered in these columns. If a personal reply is desired, stamped, addressed envelope must be enclosed.

CONTRACT and Auction Bridge are in many respects similar. The cutting for partners, dealing of the cards and the playing of the cards after the bids have been made, are exactly alike.

The great fundamental difference is, that in Contract Bridge only the value of tricks bid are scored towards game, and any tricks made above those bid are scored in the honor column.

This has necessitated an entirely new method of bidding, also increased values for over tricks and bonuses for contracts made, together with increased penalties when the contract is not made.

The value of the tricks has also been increased in order to meet the requirements of Contract Bridge, but the ratio remains the same as in Auction Bridge. That is to say, it still takes five overtricks in a Minor suit, four in a Major and three in No Trump to score game.

Another noticeable point of difference in scoring between Contract and Auction Bridge is this, in Contract when one or both sides are a game in, they are what is termed Vulnerable.

When Vulnerable the bonuses and penalties are very materially increased.

As regards Contract Bridge scoring, the value of tricks, bonuses and penalties; these are so simply and clearly set out on practically every Contract score pad issued to-day, it is hardly necessary to go into details here.

There is one point, however, not always made clear. Clubs and Diamonds are both scored at twenty points and Hearts and Spades at thirty points for each overtrick. In spite of this, the suits still retain the

same precedence in bidding as they do at Auction.

For example a bid of one Diamond overcalls a bid of one Club. It takes a bid of two Clubs to overcall a bid of one Diamond. The same applies to Spades and Hearts.

The bidding in Contract Bridge is the most important part of the play. No matter how well you play the cards, after the bidding is over, if the bidding was incorrect nothing but disaster results. Either you miss an opportunity of going game or making a slam, or else through over-bidding you incur very severe penalties.

This is one of the great charms of Contract, and where the difference between Contract and Auction is obvious. In Auction you tried to get away with the lowest possible bid in a suit or no trump, and minimize the risk of being down.

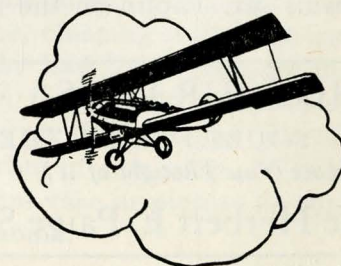
In Contract bidding you have to bid in such a manner that you and your partner obtain the highest possible bid in any suit or no trump in order to obtain the benefit of making your contract and attendant bonuses.

It is absolutely essential in Contract Bridge you remember that, just the same as in playing at Auction, you play twenty-six cards; in bidding in Contract Bridge you are not bidding on one hand of thirteen cards, but on two hands consisting of twenty-six cards against your adversaries' twenty-six cards.

Bearing this in mind, it is obvious that the bidding must be sound, especially in the initial or original bid. On these bids the whole structure of the bidding is built.

If the initial or original bids are not sound, it is quite clear the bidder's partner may be led astray and the whole bidding be a fiasco with heavy penalties.

In our next article we shall endeavor to show the fundamental principles of sound bidding based on the value of high card tricks.



EASTER FASHION DISPLAY

FLAT CREPE GOWNS — the last expression of the Spring mode. All the newest shades in many styles.....\$22.50 to \$60

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SUITS — will be most popular for the Spring mode. Our stock includes Tweeds, Tricotines and Covert Cloth in black, navy, grey and other leading shades \$22.50 to \$35

COATS — Many attractive models which reflect the true vogue in both style and materials. Beautiful Tweeds and plain cloths with or without fur trimmings. Prices range from \$27.50 to \$60.00.

As Easter approaches, one's attention naturally turns to Spring Apparel and here, at Catto's, is a most colorful and delightful array of Ladies' Ready-to-Wear Garments — Gowns of plain and printed Crepes Sport Dresses Coats and Suits.

A visit to our showrooms on the Second Floor will be one of keen delight. Here are the newest shades and the latest fabrics in endless profusion — by far the most extensive and inviting display we have ever arranged.

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SILK HOSIERY — In Chiffon and Service weights. Every color to match your Spring outfit.....\$1.25 to \$2.00 per pair

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PRINTED GOWNS — You will be enchanted with the new Georgettes, Chiffons and Flat Crepes. Their beautiful combination colorings suggest the Spring time. We feature a select range in exclusive styles at \$29.50

DENT'S KID GLOVES — the newest Spring Styles. Plain or fancy cuff effects in all the leading shades. Also Silk Gloves in plain or fancy cuffs in black and all popular colors. You will be sure to find the Gloves you want, in Catto's.

Motoring in the Rockies

(Continued from page 7)

trip I met a man who had travelled in almost every country in the world and he said, without a doubt, Lake Louise was the grandest spot on earth.

I would love to have stayed here for weeks, but train and boat connections would not permit. Leaving Lake Louise next morning, another enthusiastic American girl joined our party. We drove back to the Great Divide, where we all stopped to wish. A stream divides, one flowing to the Atlantic, the other to the Pacific, so we dipped our fingers in each one and wished. We stopped next at Moraine Lake in the Valley of the Ten Peaks, which stand as sentinels in a giant semi-circle about the sapphire lake. Not one of the peaks is less than 10,000 feet high, and all are covered with snow. The scenery along the motor road is simply indescribable. We saw moose, bear, porcupine, deer and marmot.

About noon we arrived at Johnston Canyon, where a series of waterfalls ending in a foaming cascade, is most attractive, then on to Banff.

Banff is a quaint little town nestled in the mountains. Some forty years ago an early pioneer named this spot Banff the Beautiful, and so it has been

called ever since. Driving down the main street one sees curio shops, churches and stores with groups of cowboys standing about, red coated Mounties and guides. For here Western conditions and Eastern civilization meet at the edge of the Rockies in a most attractive combination. The blue-green Bow River flows through a forested valley, then tumbles down in a gorgeous fall, just below Banff Springs Hotel. Our first view of this hotel was most thrilling. The Bow River then flows through the ravine lying between Mount Rundle and Tunnel Mountain.

Included in our general drive around Banff was a trip through the Zoo, where we saw many wild animals of the Rockies, such as grizzly bear, cougar and lynx, mountain sheep and goat in captivity. A stop was made at the animal corral, an immense fenced-in area, where a herd of buffalo, mountain sheep, goat, antelope and moose roam through the grounds. We also saw the Hot Sulphur Springs and Cave and Basin.

Leaving Banff that night I experienced a sensation of sadness, knowing I was getting farther and farther away from the mountains.

Everyone, especially Canadians, should plan to see this part of the Dominion some day, and by all

means, motor through the Rockies. The motor roads are in splendid condition and it is interesting to know that with the thousands of motoring tourists who travel over them, there has never been an accident, due to careful driving.

My much travelled American friends thought it the most wonderful trip they had ever taken, and I was proud to be with them—a Canadian.

The "Boss" Has Some Rights

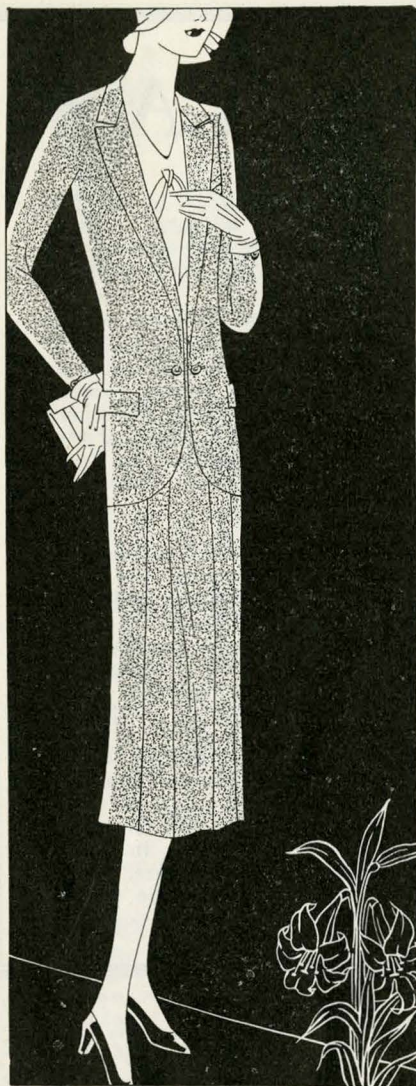
(Continued from page 8)

make the average secretary's eyes pop, always wore a black dress with narrow white cuffs and a white collar. True, it suited her "style" better than anything else. In addition she always looked the acme of smartness.

Never be overbearing towards your subordinates. Your "Boss" doesn't want to be bothered with office "rows," so don't have any. You will give him and get for him, better service if you are human in the handling of help.

Be loyal to your "Boss". Be to his faults a little blind, and to his failings very kind. He's only human, and if he likes you—why he might even give you a raise!

Here's health to "The Boss"—he's not a bad old scout!



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wherever you go. Sketched is a tailored
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What Am I Worth?

By I.M.

POSSIBLY some of us ask that question once in a while, and the answer is easy: "If it weren't for me the whole business would go to pieces. . . Why, I'm the whole works."

There may be a person who is a *sine qua non*, but she is one of the very-few-and-far-betweens, and she doesn't know it herself because she wouldn't bother to realize it. But her boss knows it, and don't think he doesn't sing her praises when she isn't around.

On the other hand, there is an overwhelmingly large majority of us invaluables who aren't even giving the boss one-half of what he pays for. Really and truly, your employer buys from you your time and brains and capacity for work, from the hour in the morning to the hour in the afternoon agreed upon. He is legally entitled to every moment, with the exception of a reasonable time for your meal.

During that time, you have sold your actions and your brains to him, but sometimes he doesn't even get a break. Don't you know the girl who comes to work late, spends time primping, takes the letter that her boss dictates, spends a little more time fussing, wastes still a little more in gossiping, sets to work transcribing letters with about as much enthusiasm as she would have for last week's newspaper. She offsets the monotony of this sort of thing by thinking about to-night's date, by way of relief.

Her letters go back to her employer, who knows that he must inspect each one carefully for mistakes in grammar and spelling, notwithstanding the fact that his time as an executive is worth considerably more than hers—but then, why should she care, sometime the right man will come along and she won't have to be a stenographer always.

There's another girl among your acquaintances, who is conscientious and painstaking, but letters that are given to her must be given word for word, period for period, long words even spelt for her. She will turn out letters that are mechanically perfect, but she is just an automaton—really a Robot. She is paid for her work

and she actually works, without waste of time, but in an emergency, when the chief is called away on business or when illness keeps him from the office, he can't leave a note or phone in something to the effect of: "Send a letter to Mr. J. M. Smith congratulating him on his firm's fiftieth anniversary, and send Jones a note reminding him that his payment is overdue, and explain to Simpson why that European shipment is going to cost him more—and just answer anything else that isn't very important." She would be scared stiff to try anything like that off her own bat. She'd rather use ten one-syllable words than one expressive four cylinder one. A dictionary on her desk would look kindergartinish, so she plays safe and uses small words and the old and well-worn cliché.

There's another girl who is *rara avis*. She is interested in her job. She has a quaint and amusing custom. She frequently asks herself if there is anything she can do to make herself more useful to the boss. After a little while of finding out that she could be more useful and still not die from overwork, she finds that the new ideas eliminate quite a lot of useless little jobs that she has been accustomed to do. She studies to increase her vocabulary and the more words she has at her command, the less she has to use, since she expresses a thought in her correspondence at less length with expert phraseology. She finds that instead of being at a loss when some problems confront her, the study she gave to her firm's activities has taught her logical procedure.

When her chief or superior officer gave her a job, she did that job regularly without having to be reminded, because she first kept a private memo of such things.

She reads anything she comes across that applies to her work. Once in a while she has been able to offer the chief a suggestion or a little bit of news concerning his product. She rose from her first job to the better one above, because she had mentally understudied the part. When illness or promotion made the next-job-higher-up available, she is the logical one to fill the vacancy. She isn't above taking a post graduate course in her work. A few months at any

kind of work will cultivate a few bad habits, whether it be in typing or in selling. Polish up on everything, once in a while. She isn't perfect, but she's the next best thing.

There is no such thing as the perfect boss because the boss is only a human being—but put yourself in his place; if you go to a store and buy a frock, paying what you realize is full value, and, when you get it home, you find that the seams are carelessly sewn, the elbows give way under reasonable strain, the color is off shade, and the garment will obviously not give you value for your money, what do you do—sit down and smile contentedly? You do—NOT! You take it back to the shop, and demand full value for your money! Your boss hopes to get value for his money—does he get it?

Useful To Know

With the fashionable Spring tweeds you will have the satisfaction of extreme smartness, but, at the same time, it is just as well to keep in mind the fact that any loosely woven fabric will "bag" easily. Unbutton your tweed coat when you sit down to prevent stretching. To keep the straight line, iron the back of that coat with a very hot iron over a wet cloth. Begin at the side seams and work inward. This will shrink the cloth to its original smooth line.

* * * *

Stains need not spoil your linen. Fruit stains can be removed by rubbing the affected part with a piece of cloth wrung out of hot water, to which has been added a little ammonia. Afterwards press with a hot iron over a damp cloth.

* * * *

When washing delicate lingerie, remove dirt without rubbing by adding a few drops of ammonia to the water. (One table spoon to each gallon of water.)

* * * *

The linen that is part of the "hope-chest" needs careful preservation. The best place to store it is in a cool, dark cupboard or chest. If it is to be stored for any length of time, all starch should be removed from it.

* * * *

To test pure linen, soak a small piece in olive oil for a few minutes, then hold it up to the light. If the linen is pure, it will be uniformly transparent; if it has been mixed with cotton it will be slightly opaque.



WHEN considering a permanent wave may we suggest that you inquire about the Steam-Va-Per-Marcel permanent? You will be delighted with the results. As this wave is accomplished without the use of electricity your hair is free from kinks and frizzles. Phone Ki. 9801 for appointments.

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Color of Hair
Complexion
Name
Address

The One Who Spoilt It for the Rest

By IVAN CASA

There is always someone in a large office who manages to take advantage of some special privilege, with the result that said privilege is withdrawn altogether.

In a large Toronto office, where the hours are from eighty-thirty to five, the girls usually arrived on the half hour, but five or ten minutes' lapse was winked at. Then, two new girls came to join the staff; from the eighty-thirty entry they slid to eighty-fourty with the older members. Finally, one of them made a practice of coming in at nine o'clock, spending another five or ten minutes powdering her nose, getting to her desk when the others had put in at least half an hour's work.

One morning, a visiting member of the head office dropped in at a quarter to nine, and sat at one of the desks talking to the office manager. At nine-fifteen, in walked the leisurely lady and took her place. That afternoon, one of the men was given a book in which is registered the incoming and outgoing of every member of that office. There is no longer any leeway of five or ten minutes.

Another firm provides for its girl employees a room with a small electric stove, on which they may make tea at lunch time. Some months ago the girls decided that a cup of tea at four o'clock might be a good thing to help out the rest of the afternoon's flagging energies. One girl would go out and put the kettle on to boil and a little later another girl slipped out and made tea. After that, two girls would go out together to drink their tea, wash the cups and leave them ready for the next two. All the time

that was spent on the matter was about five minutes per girl, and it more than made up for the loss of time by the stimulation to work. After the first few times a cup was taken in to the boss, who came out several times, probably with the idea of seeing just how much interruption was really caused, but finding so little waste of time, he said nothing. Then, as time went on, one of the two girls would stay out with the next two, and that team would double up with the next, until there was a merry little convention going on for a half hour or so. One day a very important Montreal call came in and the chief called for his French stenographer . . . missing! Called for the filing clerk, also missing. He wandered out to find a deserted outer office and shrieks of laughter coming from the girls' room. Is it any wonder that a polite but firm request came for the cutting-out of tea?

A clerk in charge of petty cash would often accept an I.O.U. from members of the staff for small sums to cover car tickets or lunch on that day of famine, day-before-pay-day. It wasn't for such a very large sum, all told, and if emergency had arisen, the clerk in charge could have put in the cash herself, knowing that it was almost a matter of hours before repayment would be made. The boss, however, discovered the practice and calling the clerk in charge into his office, handed her a five dollar bill, enjoining her to the strictest secrecy. It was to be kept as a reserve fund for I.O.U.'s, since, after all, employers are human beings and they know

(Turn to page 31)

Just the Type To Wear a "Jacqueline"

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Jacqueline coats are a specialty of our coat departments for women and misses and are priced from \$19.50 to \$39.50.

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makes your appearance, whether it be good or bad.

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"This Car Here . . ."

(Continued from page 11)

content to sit there, oblivious to Speed's constantly flowing praises concerning the virtues of the car.

How Speed ever kept the old boat in motion, he himself to this day does not know. Several times the much driven vehicle threatened to bring its tired old body to a halt, but Speed manipulating gas, spark, choke and air with the same versatility as a trap-drummer, managed to preserve the feeble spark of life. He impressed on his companion that the car was not built for speed but for service. He carefully avoided all hills and tried to keep the car on the down grade as much as possible. When the engine would start gasping like a confirmed victim of asthma, Speed would dexterously point out some handsome house or beautiful piece of scenery. When the horn failed to toot, he pretended that he had been adjusting the spark. A blowout, he was aware, would crush all his fond hopes of disposing of this car, so it was with a measure of relief when they jolted into sight of the Acme Motor Sales home. Straining pitifully the old car labored up the lane, entered the yard, and with a gasp and a sputter, stopped with the death rattle in her throat.

Climbing jauntily out, Speed helped the other descend from the ancient chariot.

"Well, sir, I can see you're satisfied," he said in his most convincing manner. "No one could help but be after riding in her. I was going to ask \$150 for that car, but you can have it for \$100 cash."

The stocky man removed his hat and scratched his head.

"Well, mister," he at length spoke, "that's right kind of you. The fact is, as I tried to tell you awhile back, I've owned that there car for nine years and kinder thought I'd trade her in on a new contraption. But since hearing you talk and seeing the car run, I guess she'll do me and Maggie for a spell."

With these words, the man climbed in behind the wheel, pulled his hat further over his eyes, and before Speed's astonished face, coaxed the gasping sound once more out of the derelict. With a casual wave of his hand, the man and his car rocked their way down the lane and disappeared from view.

Isn't It a Fact!

Don't fall for that second helping of dessert. Remember, you'll have to take off to-morrow what you put on to-day.



Parker Cleaning

For your
afternoon frock is
both necessary
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Demand a **SHUR WAVE** Permanent Wave, the method of the masters.

Beautiful large waves with nice curly ends.

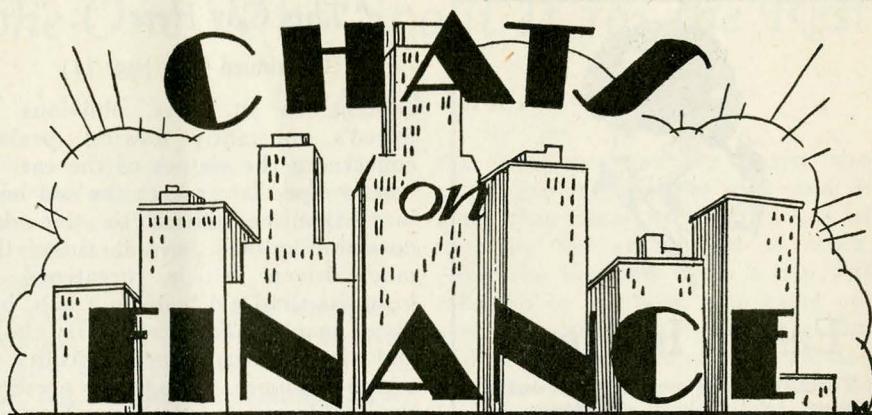
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Your Financial Problems

Wondering what would be the best investment for your savings?—Would you like advice on your present holdings? Mr. W. A. McKague, well-known Canadian Financial Advisor, will answer your financial problems free of charge. Enclose stamped envelope for personal reply.



ON the occasion of her fourth marriage, a certain woman remarked on the fickle minds of men, who failed to show that firmness of purpose and character which they are supposed to possess. Rather than dispute an authority, I am more inclined to agree that, in money matters at least (which is all we are permitted to discuss here) she is quite right.

Out of ten men, nine can be misled in respect to money, and it probably does not take great skill to do so. Real business judgment, instead of being divinely and generously planted in humans, is as rare as the precious metals. Traces of gold may be found in the earth almost anywhere, but the rich deposits are few and far between. So also the average person has some inkling of financial wisdom, but its real development makes an outstanding genius.

I am sure that just as good an average can be shown by women—at least by those who have had some business training. The experience which a girl obtains in an office develops her perception and judgment. This is also the case with a man who follows a similar path. But there are so many men who, in the pursuit of the high rewards that are open to those who will spend their life in a specialized work, acquire a one-sided slant on every-day problems, such as investing money.

I recall one man who is an electrical genius, but who failed to grasp the business possibilities of radio and other things at which he works. He makes money from his skill, but he could have gone much further by skilled investment in his own field. I understand he has lost money in enterprises of which he has not the slightest knowledge.

Just in passing, it is remarkable how investment money is drawn to "far off" fields. Take the bond or stock issues of almost any of our Canadian industrial concerns, and we

usually find that very little of them are held in the community in which the works are located. Of course Montreal and Toronto are so large that they are exceptions, but where it is an industry in a town this is very often the case. In the few cases where the local residents have invested heavily, it is usually a good sign, since the people who watch day-to-day operations and who know the heads of the business, have something which may be called "inside" knowledge. But where they have not invested, it does not follow that the undertaking is not good. The residents may fail to grasp the fact that the local concern is making a real success.

From a little experience with the financial methods of business women, I rather think that instead of being changeable, they show too great determination, for they stick to dangerous paths just as diligently as to those of assured success.

Sorting Out the Mines

A change has been taking place which should greatly improve mining from the viewpoint of the investor. The ones which are making money and paying dividends, and a few others which are actively operating and have chances of success, are retaining favor, but a majority of the others are simply fading out.

This is partly a result of a government tax which falls heavily on transfers of cheap stocks, and to refusal of banks to lend on such cheap stocks, so that brokers cannot handle them on margin. But at the same time buyers who would formerly take a fling at any kind of a mine whose shares looked cheap enough, are now looking for some real development and chance of success, and are not willing to risk the mere chance of some one else bidding the stock up on the market.

Consequently we find, going back over the records of the past six months, that shares like Hollinger,

McIntyre and many others have held up well or have even gone ahead. These are old-established mines, and like all other mines, will no doubt at some time be worked out and stop paying dividends, but their life should still stretch many years into the future. Newer ones like Noranda and Hudson Bay are joining the ranks of producers, and others will certainly be found.

It may be that some prospects which might reach success, are being plowed under at present, but still it is a good thing for a great number which were mere "promotions" to pass out of the sight of the investor. There have been too many stocks put on the exchanges, which represent mere stock selling rather than mine development. As a matter of fact, the developing of mines is not investment at all. It is out and out speculation, or gambling, and the money for this purpose should be put up by people of large capital who can study the facts at first hand and who can afford to lose. It is only when a mine is a proven success that it becomes an investment.

Real Estate Securities Prove to be a Popular Type of Investment

During the last few months there has been a strong demand for sound real estate securities, more particularly issues on the larger office buildings in our big cities. This year will see a very large increase in the amount of securities sold compared to last year on this type of investment. The public in general seem to place confidence in a security which provides solid physical assets and with a continuous earning power. There is no doubt that money placed in large office buildings at the present time in Canada is about as safe and sound investment as can be bought by the average investor. While some of these securities cannot always find a ready market their integrity is good, and when issued by a reliable investment house the investor in the long run is sure of his interest and sometimes the profits in the operation of the properties.

It is only to be expected that with the events of the last six months many people in our rural districts have lost a great deal of confidence, with the result that the investors are going to look for a security which gives a definite return.

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office buildings situated on the main business corners, thereby affording a sound and permanent earning power with which to pay dividends, interest, etc. Office rentals are a positive necessity and will always be with us, and when large buildings are leased to a reliable class of tenants this provides a secure means of paying the fixed charges of the company.

Our Canadian cities are passing through the same experiences that the large American cities passed through some 40 years ago. Those families who invested their money in down town real estate in American cities at that time frequently made fortunes and the investments proved better than the average. Our cities of Canada have made as much progress as the American cities during the last 5 years, and money wisely placed at the present time is going to prove a lucrative investment in years to come.

It has generally been the custom for our large financial institutions, such as banks, insurance companies, etc., to secure and occupy the most prominent business sites in our large centres, but the last few years a few of our largest investment bankers are interesting themselves in such properties and are erecting substantial buildings and turning these financial offerings over to the public for their investment. These issues which are called real estate securities have met with unusual success, and in the future will form one of the largest class of securities in Canada. For the average investor, this investment is commendable, as the assets are of a permanent nature, and when these buildings are properly financed and instituted under good management there is every reason for a successful investment.

Real estate securities when financed in accordance with approved banking principles are among the strongest investments available, as this class of security yields a higher rate of interest than can be obtained on other securities of equal soundness.

Matched Office Furniture

(Continued from page 14)

restful to the nerves; provision of the proper pieces for their particular uses; and so on, down the line, the story could be continued indefinitely.

As to the furniture itself, there is not so very much that need be said. In the field of office furniture, almost any color scheme of period can be worked to. One can secure Victorian, Georgian, or any of the periods, although, generally speaking,

the principal demand is for something distinctive without following any particular period. Comparative plainness of line—so frequently embodying the very acme of richness—coupled with adaptability to modern business needs, is the principal factor to be considered, so far as our experience has shown. The main thing is to work out a furnishing scheme that will give a maximum of comfort and efficiency with a minimum number of pieces.

Incidentally, we find that we are even being required to include appropriate pictures in our layouts. One other essential consideration is the rug, so far as executive offices are concerned. The rug more or less provides the keynote of the office, and its choice involves much care and consideration. Generally I would advise leaving this also to those who supply the furniture. They work to a related scheme, and have their own rules of color and so forth, which have been tested and proven by experience.

I might add, in this regard, that we do sometimes experience difficulty with some of our clients in connection with the color scheme. We find that in most cases, there are certain combinations only that can be used to advantage, and the exceptions to this are few. Consequently, when our clients suggest color schemes to us we ask them to leave that matter in our hands. In most instances they do so; in the few in which our clients insist on their own ideas, we find that the result is frequently disappointing—disastrous sometimes. In a later article, I will take up some of these points more fully and explain them in detail. In conclusion, may I say that business women may do much to increase their own efficiency and happiness, by doing all they can to promote the use of matched furniture. Women executives, especially, should study the question in the light of what I have said in this short article, and I am satisfied that they will find the subject well worth while. Anything that tends to improve conditions for everyone, and at the same time increase their efficiency, is well worth the study of anyone.

"Prisoner, the jury finds you guilty."

"That's all right, judge. I know you're too intelligent to be influenced by what they say."—The Concordian.

* * * *

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Wife: I bet it's new undies!

Hubby: Yes, but how many?

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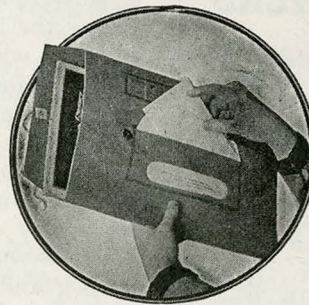
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YOUNG BROTHERS

Young brothers may at times be "little nuisances" and almost drive big sisters to "wringing their necks" (figuratively speaking of course), but they are just acting natural and we love them just the same. If they are not making themselves heard and felt about the home then there must be something wrong.

Whichever kind your Little Brother is he needs a month—or two months—at a good summer camp, where his play, his sleep, his food, his companionship is properly supervised.

Such a camp is

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under the personal direction of E. B. Archibald, who during his athletic career was associated with the Y.M.C.A. and took an active part in all its religious, social and physical activities.

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Spring Time is Skin Time

By ALLISON DUNN

THE lovely days of spring have just a little problem. They bring the tired feeling that was formerly cured with sulphur and molasses to clear up the poor blood from heavy food. But surely few business women need such corrective treatment when fresh vegetables are served at their own club, and available at the markets daily.

To bring a glow into the skin, there is only one method—buoyant good health, such as comes from within, from every nerve and muscle. It is possible to have it—to have the sparkle and vitality that makes life worth while. But you never can have it by undereating to keep thin, or by loading up your system with rich chocolates, nuts, or sundaes.

Long ago, the Greeks advised "the golden mean." So it is to-day, more than ever necessary—the golden mean of eating, exercising, "partying" and working.

In eating to keep the system free from excessive sugars and starches that really affect work and play adversely. That holds particularly true during the "play hours," perhaps late at night when we let courtesy overshadow common sense and eat and drink whatever is provided. Hours of facials and massages will not repair the havoc of a few such late suppers, and no counteractive used. During the winter we are, perhaps, more inclined to have been at several such parties, and when the spring comes we look a little tired. We are, too, with the dark, cold days, and then the first strong sunlight shows up every little blemish.

Care of the skin now should be from within, and the soft, nourishing creams from without.

Make sure that you are in good physical condition, that you are eating the right amount of food, and taking the correct exercise in moderate doses. Then begin to use the creams that clean and stimulate the pores and tissues that are being nourished from good food, fresh air and exercise.

In the spring winds and rains the average skin needs a little more encouragement, particularly in the way of a good cream. When you finish

your nightly cleansing with cold cream and soft tissue towel, rub just a very thin layer of a good cream into the skin. It will not clog the pores and will give the extra care you need now, to keep away tiny lines.

Mentioning lines reminds us that if you are going to take a long walk these wonderful days, be sure to have comfortable shoes, with straight heels. Run down heels, and uncomfortable shoes can tire the nerves and sag face muscles in less time than you would believe. But bathing tired feet in warm water with dissolved salts takes the "weak" feeling from them and gives you all the joy of a comfortable evening with a book.

Take your walks though, for the sake of your skin, your health, your job—and your soul. Your skin needs the rich blood racing through it that comes from good healthful walks in the sunshine and fresh air. Your jobs needs the energy and vitality you build up in your walks, and your soul needs the stimulus of growing things.

There's rare beauty for you and your soul in walking to the Duck Pond at High Park, and watching the ducks stand on their heads. You can't help a joyous, kindly laugh to think that the Creator made anything so funny as a duck standing on its head, with its plump little tail skyward. There's life and vitality for you, interest and laughter, for pink cheeks and sparkling eyes.

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For Amateur Writers

Open to any bona fide girl or woman employee, or who may be on her own, except professionals or anyone directly or indirectly connected with publishers of The Business Woman, or any relatives of such.

Have you sent in the story about your last year's vacation, telling how and where you spent it, how you got there, what it cost, etc., etc.?

The subject is

"My Last Summer's Vacation"

Cash Prizes are offered by
"The Business Woman"
as follows:

**1st prize \$15.00, 2nd prize
\$10.00; 3rd prize \$5.00**

Closing date extended to May 30

CONDITIONS

1. The writer must not be a professional writer employed wholly or in part in literary work.
2. The writer must be in a business or profession as an employee or on her own account.
3. Name of firm or employer to be given (not for publication).
4. Story must not be more than 1,000 words. Credit will be given for accompanying pictures, the latter to be returned to sender.
5. Publishers of "The Business Woman" to have the right to publish any story submitted, with name of writer, or nom de plume if preferred.
6. The decision of the judges to be final.
7. Contest closes May 30, 1930; stories received after that will be deemed too late for the contest.
8. Judges will be in no way connected with The Business Woman. Their names to be announced in the May issue.

Send your story to "Contest
Editor"

THE BUSINESS WOMAN
177 Jarvis St., Toronto

The One Who Spoils It For The Rest

(Continued from page 24)

what it means to be "broke". The young lady, however, with no idea of doing any damage, confided in everyone what a real good scout the boss was. Before the next pay-day, that five had gone and another with it. A few weeks, and not only the gift five, but another ten had gone too, since everyone who wanted a small loan quoted that five that was there for that purpose, and no one individual was going to be the one turned down. The auditors happened in, the cash box having a nice little deficit of nearly fifteen dollars . . . and there was another privilege gone!

Editor's Talk

(Continued from page 4)

tract bridge might set our ideas straight. Assuming that among our readers are ardent auction fans, we are publishing a series of lessons in contract bridge by Mrs. Harold Cooper, who is a certified teacher of bridge and holder of International Trophies. * * * *

This once-a-year vacation stuff takes eleven and a half months of saving up for two weeks of spending what you save. Personally, we like a vacation fifty-two times a year, once a week. The majority of business girls get Saturday afternoon and Sunday. There are some wonderful ways of making a very real vacation of your week ends, so we are going to give you a series of articles on them.

Women Who Succeed in Business—and Why

(Continued from page 9)

business it had already established quite a reputation. Then one thing followed another, this and that cream, powder, and so forth, until to-day the company manufactures all kinds of cosmetics and perfumes. In the newly-formed organization, Madame has assumed charge of the laboratory work.

Some of her maxims are: Never quit—persevere—fight. There is no such thing as no time—make time. I would do without anything to study. Development of the brain is of the utmost importance. Be interested in your work—always try to make what you are doing help others. If others are in your field, determine to beat them all. At all times, give full value for money, don't attempt to get rich quickly—it doesn't work.

Announcement

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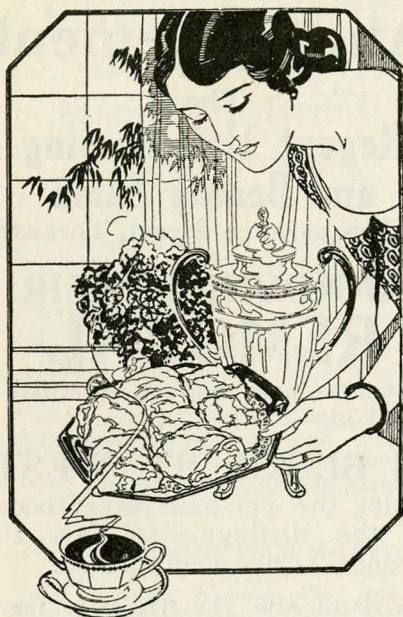
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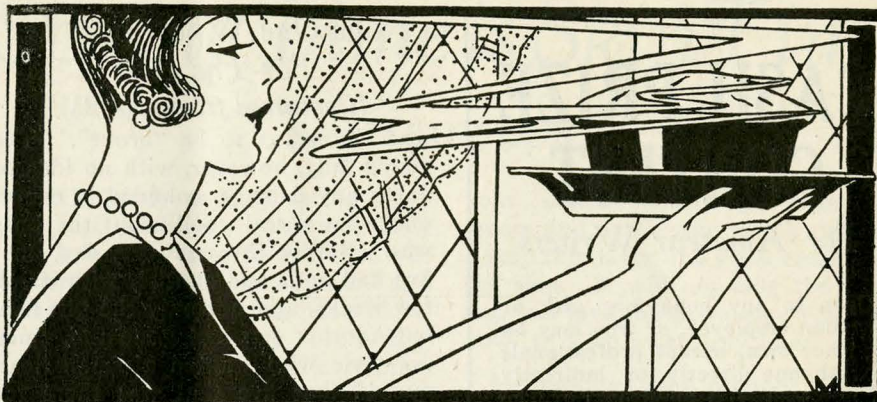
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Diplomas will be awarded at the end of each course.

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Cakes—and More Cakes

By JESSIE READ

Director, Home Service Department, Consumers' Gas Company

Life is short, so writes the sage
And scribbles it on every page.
Then let us try the fact to meet,
If life's so short, let's make it sweet.

AND—what is there that will sweeten the path of life for the cook like a successful cake. They are not so difficult to make once we have learned the trick, shall we say. In the olden days of haphazard measurements it was indeed a trick, but now with our modern standard recipes, with not only accurately measured ingredients, but also accurately measured heat, a successful cake becomes not a trick but a hard fact.

Have you ever started to mix a cake in a saucepan with a fork, using a teacup and any odd teaspoon for measuring. You had tasted the cake at someone's home and it was wonderful. You asked for the recipe and it reads something like this: 2 heaping spoonfuls of butter, a teacup of sugar, 2 eggs, 2 heaping cups flour, etc., and you made it—well it was not quite a success, and most certainly was not like the one you tasted. Making a cake that way is like trying to use a typewriter which has half the keys missing—just impossible.

Instead let us try it this way. For equipment let us have one large and one small glass bowl, wooden spoons, a standard measuring cup and standard measuring spoons, a flour sifter, a Dover egg beater, a Daisy dish scraper to clean out the batter from the bowl, level clean cake pans, greased well with butter, and if possible a heat controlled oven, or at least an oven thermometer, so that we can have an idea that the oven temperature is correct.

Other extra good implements to have are a cake tester, a spatula and a

cake rack. The spatula is in fact necessary when we are making sponge cakes or angel food. The cake tester we like to have to make sure our cakes are done, in place of the old method of using the unsanitary broom straw. The cake rack is quite essential to turn the cake on when it comes from the oven, and insures it against steaming and becoming soggy.

Just a few rules: Use accurate and level measurements; sift the flour once before measuring; follow the recipe closely; bake at an accurate heat.

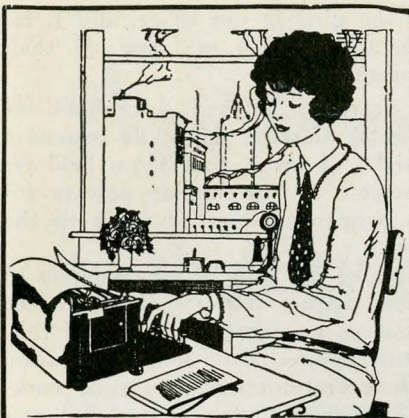
Angel Cake

- 1 cup cake flour.
- 1 cup egg whites (approximately 8 egg whites).
- $\frac{1}{4}$ teaspoon salt.
- $\frac{3}{4}$ teaspoon cream of tartar.
- $1\frac{1}{4}$ cups powdered sugar.
- $\frac{3}{4}$ teaspoon vanilla.
- $\frac{1}{4}$ teaspoon almond extract.

Sift flour once, measure and sift flour four times. Beat egg whites and salt with Dover beater. When foamy, add cream of tartar. Continue beating until eggs are stiff enough to hold up in peaks, but not dry. Fold in sugar, 2 tablespoons at a time. Fold in flour the same way, then flavoring. Pour into an ungreased tube pan and bake in a slow oven 300° F. for at least one hour. Remove from oven and allow cake to hang in pan until cold.

Balmoral Cake

- $1\frac{1}{2}$ cups butter.
- 2 cups fruit sugar.
- 6 eggs.
- 2 cups sultana raisins.
- $\frac{1}{3}$ cup chopped preserved ginger.
- 1 cup blanched almonds.
- 1 teaspoon baking powder.
- $\frac{1}{2}$ teaspoon salt.
- 4 cups flour.



A Message to Business Women

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better health means
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Cream butter well, add sugar gradually, cream well together. Add unbeaten eggs one at a time. Beat well after adding each egg. Dredge fruit and nuts with part of the flour. Sift together baking powder, salt and remaining flour and fold into creamed mixture. Last add fruit and nuts. Bake in a deep square tin, lined with buttered paper in a slow oven, 300° F., for 2 hours.

Orange Cake

- ½ cup butter.
- 1 cup fine granulated sugar.
- 2 eggs.
- 1 teaspoon vanilla.
- ¼ teaspoon salt.
- 2 cups flour.
- 1 teaspoon soda.
- 2/3 cup warm water.
- 1 cup raisins minced.
- ½ cup walnuts minced,
- 1 orange minced.

Cream butter, add sugar gradually, cream well. Add well beaten eggs and vanilla. Beat well. Dissolve soda in warm water. Add alternately with flour and salt. Lastly, add raisins, walnuts and orange. Bake in a loaf pan at 350° F. for 50 minutes.

Chocolate Sponge Roll

- 4 eggs.
- 1 cup fine granulated sugar.
- 2 tablespoons milk.
- ½ teaspoon vanilla.
- 1 cup flour.
- 2 tablespoons cocoa.
- 1 teaspoon baking powder.
- ⅛ teaspoon salt.

Beat eggs without separating until very light. Beat in sugar gradually. Add milk and vanilla, then cut and fold in flour, cocoa, baking powder, and salt sifted together. Turn into ungreased jelly roll pan. Bake at 325° F. for 22 minutes. Turn onto cloth or waxed paper sprinkled with powdered sugar. Trim off crisp edges on four sides. Spread with marshmallow filling and roll like a jelly roll. Roll in waxed paper until ready to use.

Marshmallow Filling

- 30 marshmallows.
- 1 egg white.
- 1½ cups icing sugar.
- 3 tablespoons cold water.
- ⅛ teaspoon cream of tartar.
- ½ teaspoon almond flavoring.

Put half the marshmallows in double boiler over hot water and cut remainder in small pieces. When first marshmallows are softened add egg white, sugar, water and cream of tartar. Beat with Dover egg beater 7 minutes, remove from fire and add remaining marshmallows. Beat until it holds its shape. This may be used for frosting as well as filling.



Are you still trying to make up your mind about joining The Colling Overseas Tour this summer? Truly, this will prove an experience that you will never forget.

Every business woman will find a tour planned to suit in every detail. Simply phone Lo. 6569 or write the Colling Overseas Tours, 268 Wright Ave., Toronto, and you may receive a prospectus. You are under no obligation whatsoever.

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CKCL Through the Courtesy
of Sport Goods Journal of
Canada, by T. J. Fullerton.

Business Women will enjoy these radio talks quite as much as Business Men enjoy them. Women are taking up shooting and fishing, with enthusiasm, just as they have taken golf and all the other outdoor sports.

Preparations are already under way for 1930 Canadian Sports Week, which is scheduled to arrive next month—the week of May 17-24. And it's going to be a week which the Canadian people will long remember. If the weather breaks at all decently, I don't think there is any doubt but that more people than ever will be found indulging in their favorite types of recreation. Tennis courts, golf links, bowling greens, baseball diamonds, playgrounds, will all be resounding to the jovial and sportive laughter of seekers after recreation.

The idea of Sports Week is not to induce people to play hard and strenuously for a week—and then forget "It Pays to Play," but rather that the week of May 17-24, coming as it does when people naturally, and more or less automatically think of the great outdoors—should be dedicated to the task of bringing people to a realization of how much our health depends upon sport. All work and no play, you know, makes Jack a dull boy—and that applies to Jill. There's a lesson right there which thousands of people can well afford to take to heart.

Well, then, granted that the week of May 17-24 is a good time to think of holidaying, fishing, golfing, tennis, baseball, cricket, etc., why not anticipate your activities in this connection by going to your favorite sport goods dealer and telling him just what your plans are? No doubt, he can assist you. It may be that your fishing rod needs repairing, your rifle a good cleaning, your tennis racket restringing—or it may be that you need brand new equipment.

Another suggestion I might make is that everyone should at least belong to one sport or athletic club. If you are a fisherman, naturally an angling club should appeal to you. If you are a golfer, no doubt you have already taken out membership in a golf club. The same should apply to all other types of sport.

Now between to-night and May 24, Sport Goods Journal of Canada will be on the air from CKCL every Friday evening, giving you more information regarding Sports Week. During Sports Week itself there will be special feature sport talks.

Club Life

The National Federation of Business and Professional Women will extend its international relations programme this summer in an effort toward forming an International Federation.

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In the past two years, two groups of more than sixty women have been sent to thirteen European countries to establish friendly relations with other business and professional women. A third group will start on a good-will tour to Europe, also visiting Russia, Poland and Finland, finishing at a great convention in Geneva, Switzerland, where women from all parts of the world will meet.

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HAMILTON

The Hamilton Club enjoyed a most interesting and humorous lecture by Ven. Archdeacon Robertson of Church of St. Thomas, on "Ireland." It was given on March 20, in the lecture hall of Centenary United Church. Views of the buildings destroyed in 1916-1921, illustrated this tour from Cork to Belfast. A vote of thanks was moved by Miss Drummond. Miss Mount, president, was in the chair.

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The annual dinner will take place at the Royal Connaught, April 24th.

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The annual "San. Happiness Tea" attracted about 150 members and friends to the Y.W.C.A. Reception Room on Saturday, March 29th. A delightful musical programme was given. Dr. Mabel Bray expressed grateful thanks to the club for providing teachers on vocational training for the Mountain Sanatorium patients. Miss Mount and Miss Winnifred Drummond received. Mrs. W. T. Hallam and Mrs. W. J. Westaway presided at the tea table. The splendid sum of \$650.00 was donated.

This Grouch Business

So many of our readers do not wish its continuation, and yet every little while there comes a request for more "Grouch." We publish a letter from an out of town executive, who evidently likes to know what his staff feels about things.

Dear Madam:

I have read with a great deal of interest the arguments, pro and con, regarding that section of your magazine devoted to the airing of "grouches." It was the reading of these letters a few months ago that was mainly instrumental in my decision to subscribe to a dozen copies

for the girls in our office, and I, for one, am strongly in favor of their continuance.

For many years I have held the position of what might be termed a "chief." I mean that I am held responsible to the higher powers for the proper conduct of work in the office.

One of the principal weaknesses of human nature is our inability to see ourselves as others see us, and this, I fully believe, from long association with several different groups of workers, applies equally to the employer and to the employee. Many of those who find fault with others are the very ones who are far from perfect themselves, although they do not realize this until it is pointed out to them. I could fill your magazine a couple of times in describing what I mean by this.

However, I do believe that the type of autocratic employer who was rampant, say, twenty-five years ago, is becoming pretty nearly extinct. Most of us realize that we cannot expect a group of workers to do their best if they are subject to unreasonable criticism; therefore we try to exercise some degree of discretion.

My main idea in writing you is to ask you to continue this section. I have read the items to see whether I think any of the faults mentioned apply to myself, and if I feel they do, try to correct them. If they could be read by a large proportion of those who are in charge of other workers, I believe the result would be very beneficial.

Yours very truly,
"Office Manager."

Even the busiest business woman finds time to have a few friends in for a game of cards once in a while. And she is just as fastidious a hostess as the chatelaine of the big house. Bridge sets of most delightful style, priced for business women's purses, are being shown by Catto's.

You know what Bobby Burns said: "O wad some power the giftie gie us to see oorsels as ithers see us." (We speak Scottish like a native.) Take a mirror and sit in the most brilliant light you can find and put your complexion through a rigid survey. The winter foods and rough winds have played havoc with the peaches and cream, haven't they? Miss Rawlings has a very special method of smoothing out winter's misdeeds, of clearing complexions that need the tender services of a specialist.

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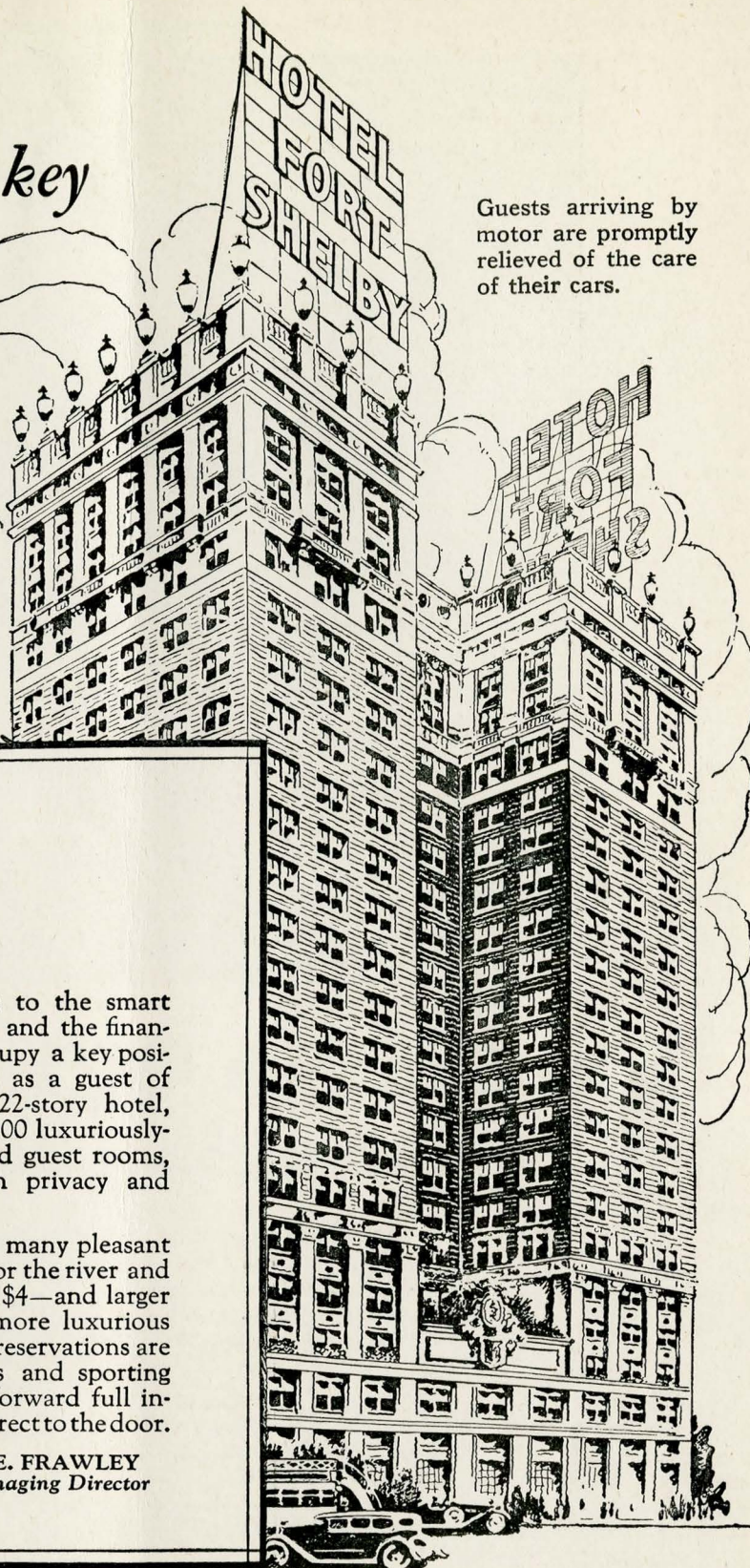
For your selection, there are many pleasant rooms overlooking the city, or the river and Canadian shore, at \$3, \$3.50, \$4—and larger rooms or suites with still more luxurious accommodations. Advance reservations are made for theaters, concerts and sporting events. Write, and we will forward full information and motor routedirect to the door.

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Fashion in Office Desks is Changing to Steel

It isn't the fashion today to sit at a desk that rattles and vibrates with each tap of typewriter keys—with splintered desk edges to tear dresses and stockings—in a word, a desk that hinders rather than helps you through a satisfactory day of work.

You will find just the desk *you* need in the new line of "Office Specialty" "Hercules" Steel Desks which comprises types for the Private Secretary, Steno-Secretary, the Stenographer and for straight typing.

Each desk has its own combination of conveniences. They are quietized and

vibrationless, attractive in appearance—and how comfortable to work at!

Sitting in a "Nu-Pose" Chair—"Office Specialty's" scientifically built Chair which eliminates all fatigue, and at one of these new "Hercules" Steel Desks, you cannot help having a fatigueless working day.

Ask your "Chief" to let you select the desk and chair you would like to have, at the "Office Specialty" Store, and test the convenience and comfort of these Desks and Chairs for yourself, or write for illustrated literature.

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