

# The Business Woman

## Highlights of This Issue

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### Baby Blue Eyes

By Robert H. Anderson, Jr.—A Clever Fiction Skit  
Based on an Actual Toronto Experience.

### Has Your Chief a Grouch?

Observations of Business Women

### Fragrance in the Office

By Laura Allan

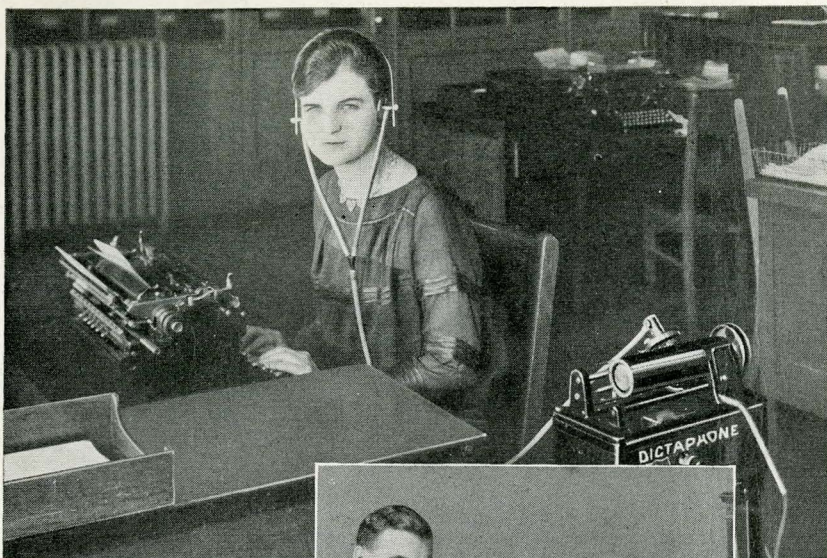
### The "Downtowners"

Downtown Gossip by a Downtowner









MISS ESTHER L. COOKE, Secretary to Mr. Griffith, says that she sincerely hopes she will never find it necessary to go back to old-fashioned shorthand.

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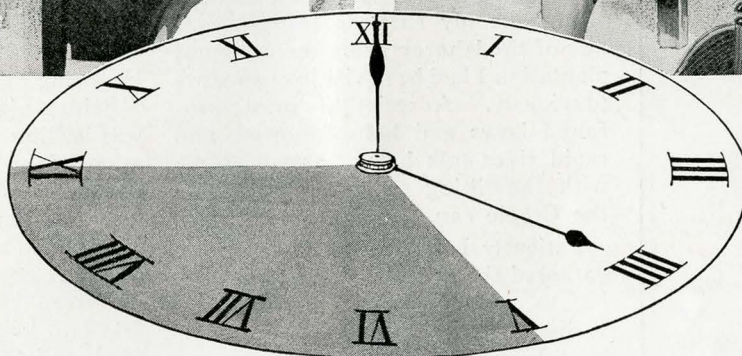
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# One Part White

By MURIEL ADYE

**Y**ES, I have received a present. But as far as regarding it in the light of a blessing, it is rather a doubtful joy of possession.

I was sitting on the gallery of the one and only semblance to a hotel in a small city in Central America, when the girl "Engel," informed me "Man want for talk you Ma'." From this I gathered that I was wanted.

"Very well Engel, I will talk here, no."

It is imperative to include the word "no" at the end of most sentences.

Imagine my surprise to recognize one of the laborers from the cocoanut plantation I had been visiting two years previously. A series of most profound bows and bobs followed, and rapid river talk being thrown at me with the lilting sweetness that only the Creole can achieve.

Patiently I listened and by degrees gathered the drift of what he was trying to put over. His name being Rosita Sanchez Hernandez, he, or at least his wife, had nine children and deciding the family was too large, he had come to the conclusion the only thing to do, was to give the smaller ones away, and was offering me the choicest flower of his flock.

"But Rose," I said, "what can I do with a child, and a black one at that?"

"Nada, (no) Nada, Young Misses, he one part white fer true."

At this last remark I raised my eyes, and clinging to his hand was a diminutive small boy of about five years, most anxiously watching my face to see the reaction. Not by the remotest stretch of the most vivid imagination could the faintest strain of white blood be detected; but yes, his hair was black and straight, not woolly!

Again I asked what I could do with him. "What is his name?" I said.

"Oh, he name one Nathaniel Green, Misses, he belong my wife and one imported white man."

To all intents and purposes Nathaniel, or "Nattie," was very useful. He could clean shoes, carry wood, feed the chickens, go to the shop, and some day would be able to wash dishes and sweep the floor. In fact he would at some future date make a perfectly good "general."

But mine until the age of twenty-one. To be fed, clothed, educated, is

a very big proposition. I told Rosita I would in all possibility return to my home in Canada at the end of the winter, and what would happen to him then? That was all right, so I was informed, I could "carry he one wid Misses."

Knowing that I was going down to the same plantation, I told the man I would see him there the following Saturday, and if I could not take Nattie myself, would see if his master could make arrangements in some way to park him out. That was only partially satisfactory, as he wanted the child to go to "Buckra Lady" (white). He being "One part white for true!"

Friday night, I was told the sloop was leaving for the river. Oh, how I prayed for a good stiff wind. It is no fun on a native sloop, no cabin, all black boatmen and a journey of fifty miles down the Caribbean with a dead calm. A good wind will get you there in fifteen hours, but I have taken fifty-two hours in the blazing sun, no food, and then the cold dampness of night. It is still very primitive in this little corner of the world.

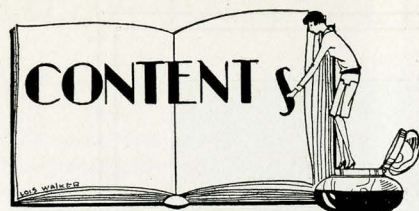
We got away in good time, Jessie and Joyce, the planter's two daughters with me, and at the last minute, Rosita and Nattie asked to be taken along. As the sloop belonged to Rosita's half brother, it was a foregone conclusion. This, with the man "Kelly" and Ezekial Andrews, completed the outfit.

There is something very fascinating in the dead of a tropical night as you glide slowly out from behind the custom house wharf, slowly and silently drift past the Bishop's house, on down, leaving Government House a faint white blur in the distance. Then at last the open sea.

The sky is indescribable, weird forms and shapes in rolling masses of grey and white, and the heavens silver spangled with stars that seem so close that you are wrapped about with ethereal beings. Every time I have the opportunity to take this trip I embrace it. Can you imagine an orthodox Torontonian stretched full length on the deck of a sloop with just enough room to hang on, and the only white person on board? But how safe you are. Childlike in their simplicity, their respect of the white (imported white) is sublime.

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# THE BUSINESS WOMAN

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

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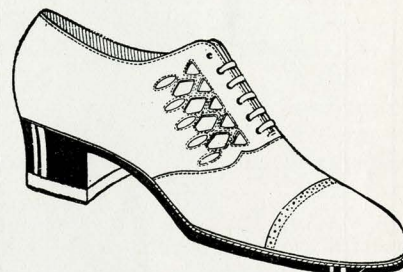
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## OXFORDS for Fall and Winter

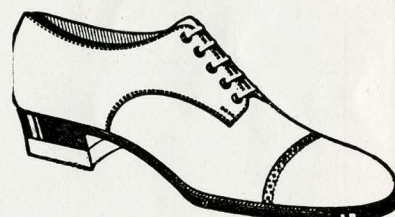
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**T**HE two girls in aviation costumes have won the right to helmet and wings. They are—Left, Miss Ruth Harris, daughter of Mr. and Mrs. W. C. R. Harris; and Right, Miss Tib Goulding, daughter of Mr. A. G. Goulding, and niece of Mr. E. W. Goulding. They turned business girls to take their flying instruction at the Toronto Flying Club, Leaside. Miss Harris has ten hours dual flying to her credit, and Miss Goulding has more than qualified for her novice pilot's test for she has travelled in the upper air in twenty-five hours solo flight.



# Baby Blue Eyes

By ROBERT H. ANDERSON, Jr.

WHEN Miss Elfrida Erickson adopted the profession of selling subscriptions to sundry magazines she possessed two qualifications essential to the successful sales lady, to wit, a pair of deep baby blue eyes, and a colossal nerve unequalled by any other young woman in the profession. When Miss Erickson wanted to enter an office she entered, no matter how. On occasion she is reported to have stooped so low as to pose as a Bank President's niece or a Broker's cousin, but she entered the office. Once in she never stopped flickering those great big eyes until she secured an order, and generally the tired business man undergoing the flickering did not regain coherency until he had signed on the dotted line for two magazines.

One day Miss Erickson called on a young stock broker. It had been a trying day on the market. The poor man was quite hoarse from screaming "Seventy-two, seventy-three." He was seated in his inner sanctum discussing with one of the office men the tactics of those mysterious animals "the bulls" and "the bears." He was just berating "the bears" when in walked Goldilocks.

"I am Miss Erickson," said the damsel, adjusting her red cloche hat.

"Ah," said the young stock broker, appraisingly, "I am delighted."

"I sell magazines," said Miss Erickson proudly.

"Ah," said the young stock broker, but he did not say delighted.

Then Miss Erickson flickered, and it was an extra good flicker. The flicker seemed to go all over her face.

"Ah," said the young stock broker, and this time he did add "delighted."

Miss Erickson talked and flickered and flickered and talked. By the time she had completed both exercises the young stock broker had given her the names of most of his friends as prospects and purchased subscriptions to five different magazines, none of which he would probably read.

Now it so happened that the young stock broker had given the names of his two best friends in his list of prospects. One was Mr. Harrow of the firm of Messrs. Harrow, Harrow and Harrow, and the other was Mr. Welsh, of the firm of Messrs. Welsh, McBrien, McPhee and Welsh.

Miss Erickson called on both in

their offices. She was much affected by the soft carpets and mahogany desks in the two institutions, for both firms, who were mining stock brokers, believed in the solidity of furniture affecting the actions of clients. They were firm adherents to the adage that noiseless typewriters and soft lights will sell many shares of oil stock.

Apparently the atmosphere created by these palatial surroundings tended to create an even greater allure to Miss Erickson's usual delightful flicker, for she flickered successfully in both offices, and walked out with many a subscription, but she left one thing behind in each, quite inadvertently of course, her telephone number.

Messrs. Harrow and Welsh used that number often. They took Miss Erickson riding in their cars. They took Miss Erickson to the theatre. They sat politely in the stuffy front parlor of Poppa Erickson; admired the family album; got horse-hair in the seat of their trousers from the old-fashioned sofa; smoked two of "Pop's" special Corona's (price two for five), and in general went through those tortures which no one but those in love would tolerate.

Up until this point Messrs. Harrow and Welsh were still friends; they ate their lunches together; talked over the market together; and bought their neckties together, but one day during lunch at the stock broker's lunch time club, Child's Cafeteria, they came to the parting of the ways.

"Look here," said Mr. Welsh in his best floor manner, "you've got to keep clear of Elfrida. Do you get me? I like her and you are just playing around with her, and I won't have it."

"You great big ox," said Mr. Harrow menacingly, "you're the one that's doing the playing around, and I like her. Get that? Moreover, if I catch you on that darned horse-hair sofa any more, you're going to take a crack on the nose and like it."

These polite words lead to further and less polite conversations. Messrs. Harrow and Welsh left Child's with vengeance in their hearts and a dirty look in their eye. Thereafter they ate lunch alone and visited "Pop" Erickson's alone, enduring his frightful cigars in solitary grandeur. This went on for three months. Further,

they took their nasty feelings into the market, and it was gravely affected for several days when, for no apparent reason the little mining shares went soaring up and down to new highs and lows. Messrs. Welsh and Harrow were, of course, influential young brokers.

Be it said at this point that Mr. Harrow believed he was on the inside track and had already visited Birk's three times and inspected a ring on exhibition there. Further, be it remembered, that Mr. Welsh was equally positive of his position and had visited Mr. Ellis' jewellery emporium with an eye on an expensive stone.

It was on the occasion of one of Mr. Welsh's migrations to Elfrida's home that Miss Erickson confessed that she desired to travel. Mr. Welsh admitted he liked travelling too.

"But I am really going to travel," said Miss Erickson. "You see this subscription contest that I have been in gives me a trip around the world with some one else if I win it."

Far be it to say that Mr. Welsh was avaricious, but there was a happy gleam in his eye. Even on a honeymoon a good business man likes to save money.

"When are the contest results announced," he inquired thoughtfully.

"In two days time," said Miss Erickson.

On the following day Mr. Welsh visited Mr. Birks, and on the same evening Mr. Harrow was also given the information of the trip around the world. It is pleasing to note that on the following morning Mr. Harrow followed Mr. Welsh's example and also visited a jewellery shop. After all, even where there is romance and a pretty girl, a ring is a cheap price for a trip around the world.

Both planned to visit "Pop" Erickson's on the following evening. Both planned to ask the fatal question at the same time. Both vowed it would be the last time they would ever sit on the horse-hair sofa and smoke one of the special Coronas. Strangely enough each planned the same thing on the same morning all unknown to each other.

Mr. Harrow was the first to reach the house. He rang the door bell and fumbled with his tie. He adjusted his collar and wondered why his hands had suddenly become so hot and sticky. He rang the door bell again, and "Pop" himself opened the door.

"Is Elfrida at home?" asked Mr. Harrow, smiling winningly.

"Elfrida? Why she was married



this morning, didn't you know?" asked "Pop."

"I didn't, but I might have guessed," said Mr. Harrow. To himself he murmured, "The double-crosser."

"Have a cigar," asked Pop kindly, seeing there was something radically wrong some place.

"Not by a darn sight," said Mr. Harrow rudely. By the time the last of the sentence was out he was through the gate. The echo of its slam echoed up and down the street.

"Doesn't that beat all," murmured Pop, gazing after him, surprised and upset. "And he seemed such a nice polite young man when he came to see Elfrida. The youngsters ain't courteous any more at all."

Mr. Harrow did not see Mr. Welsh that evening. Further, he did not expect to see him for some little time. A trip around the world takes a considerable period, therefore he was somewhat amazed when he beheld Mr. Welsh on the floor of the Exchange on the following morning.

Let it be said here Mr. Harrow was a sportsman. He walked over to his erstwhile rival and extended his hand.

"Congratulations old man," he said.

Mr. Welsh gazed at him as if he had been relieved of his senses.

"What are you talking about?" he inquired anxiously, and then his face changing to an expression of solicitous care, he whispered, "Didn't she turn out as well as expected?"

It was Mr. Harrow's turn to look amazed.

"I'd like to know what you're talking about?" he demanded. "You're the one that married her. You should know."

"You're crazy," said Mr. Welsh. "I went up there last night and her father told me she was married, and I thought it was you."

"And I blamed you," cried Harrow.

"Well, who did she marry?" roared both. The Exchange was forgotten. They rushed for the phone.

"Pop" answered the phone.

"This is Harrow speaking," said the agitated financier, while Welsh leaned over his shoulder trying to hear what was said.

"Look here young man," roared "Pop," "you got the manners of a horse and a pig and a cow, and the next time I give you a cigar will be a long day from this one."

"But I want to talk to you, and I don't want a cigar, I want information instead," shrieked Harrow. "Who did Elfrida marry?"

"That was no reason to slam the gate and break a hinge," replied

"Pop." "You have smoked my cigars, my good cigars all winter. Bah to you. Bah! I say. You were brung up all wrong."

"Here," said Welsh, "give me the receiver."

"Mister Erickson," he whispered, in the dulcet tones used only for the best customers of his brokerage house, "this is Welsh."

"And you, young man," said "Pop," rising to mighty heights of wrathly indignation, "and you told me you never wanted to see me or my filthy cigars again. Bah! to you, and to your friend. I will not talk with you. You are low life. For why should you ring me . . . Bah!"

"He's hung up," said Welsh.

That afternoon they both got letters. Elfrida had married the manager of the subscription contest. His name was Yaninovitch. She said the same thing in both. "Thanks so much

for making the trip possible for us both on our honeymoon. We sail tomorrow. If it hadn't been for all your subscriptions we couldn't have been married. You boys are just too sweet."

"I'll say we are," said Harrow, as they ate lunch together for the first time in two months on the following day.

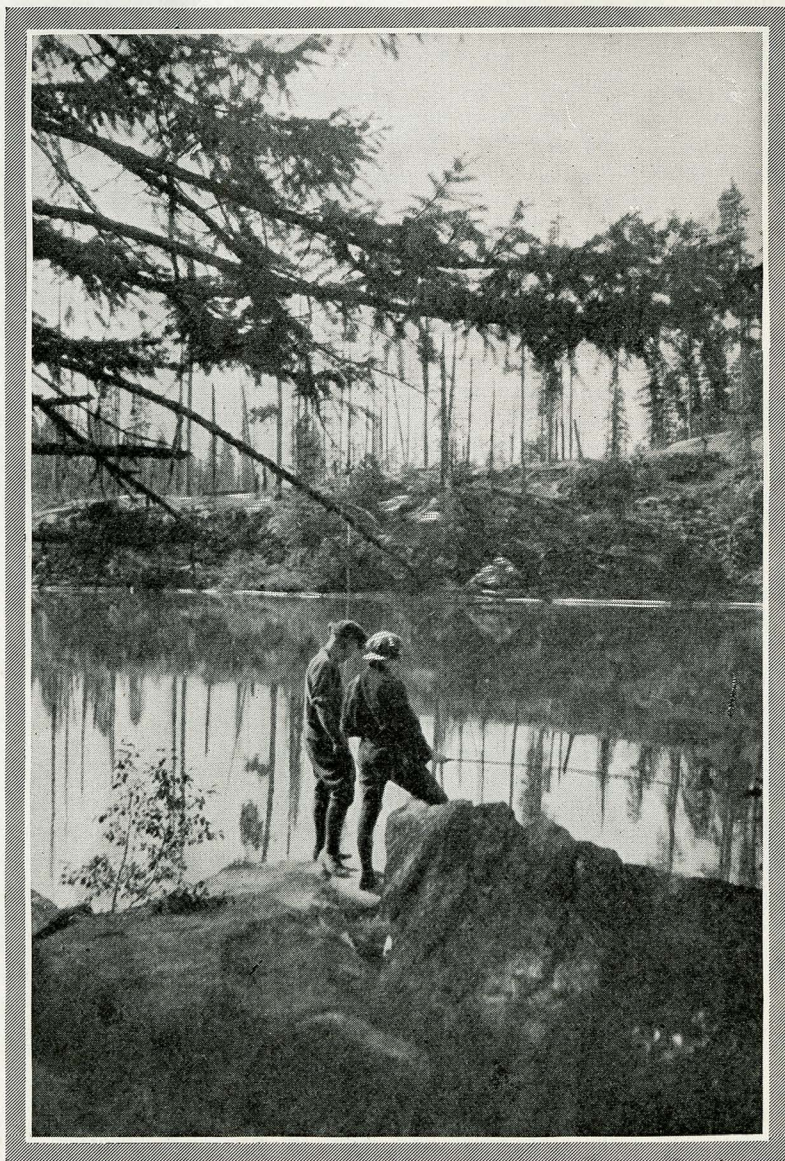
"And I thought I was clever," murmured Welsh.

"I never did," said Harrow, munching a piece of lettuce.

"But we won't tell Dick," they chorused together. The agreement was mutual. "Dick" was the young stockbroker who had given the original list of "prospects."

At that moment he was still visualizing the flicker of Miss Erickson's eyes, even three months after.

"Now if I hadn't been married," he thought. "She was such a nice girl."





# Fragrance and Beauty in the Office

Flowers and Plants Provide These — And the Business Girl Can Grow Them If She Will —

An Inexpensive Hobby

By LAURA ALLAN

**Y**OU who go to business each day must perforce dwell a goodly portion of your time in the office, shop, studio or what. What sort of an interior has your particular workshop? Whether furnished according to efficiency expert up-to-the-minute specifications, whether a dingy old plant such as Dickens loved to picture, or whether any of the degrees between, have fragrance and beauty there.

Anyone may have fragrance and beauty in her office while winter winds moan through leafless trees. And it is so easy to grow, this indoor garden, and so responsive! It is not even necessary to wait until blooming time; your enjoyment begins when the first little green shoot appears, and it increases every day while watching growth, until that soul-satisfying period when the plants are flaunting their white and yellow and pink array, bringing a perfumed spring into the winter rooms.

Start your garden in this way. Collect all the suitable bowls you have, or purchase some at a seedhouse at thirty cents up. Also enough bulb fibre to fill them, at three pounds for 25 cents. This is the wonder worker, the winter earth for growing things. It is a specially prepared substance, clean, dry and odorless, having charcoal in it to ensure sweetness, containing all the plant elements necessary to bring bulbs into perfect bloom. No drainage is required, and you may place the plants anywhere about the room without fear of damage to the furniture.

Visit a reputable seedhouse and buy the best bulbs, the largest size, sound and solid. For earliest bloom try French-grown Roman Hyacinths, which produce fragrant pure white flowers in graceful spikes. Planted now they should bloom about the middle of January; five will fill a six-inch pan; 25 cents each. Roman Hyacinths need to be left in the dark for one week only.

Next come the Dutch Roman Hyacinths in delightful colors, white, pink, light blue, yellow, red, and when five or six bulbs, all one color, are

placed in a low six-inch bowl, the effect is excellent; 12 cents.

The ordinary Dutch Hyacinth is a large green bulb grown singly in a four-inch bowl, or six of one variety in an eight-inch container. The best varieties for the indoor garden are: Garibaldi, brilliant vermilion red; La Victoire, scarlet; Gertrude, deep rose-pink; Lady Derby, clear rose-pink of great beauty; Grand Maitre, lavender blue; Queen of the Blues, light porcelain blue; King of the Blues, dark violet blue; Marie, dark blue purple shaded; Lord Balfour, large bells of purplish lilac; City of Haarlem, orange-shaded bells; King of the Yellows, deep yellow; L'Innocence, pure white. From these at 25 cents each, flowers may be chosen for any color scheme.

Hyacinths may also be grown in water in glasses sold at 30 cents for the purpose. The base of the bulb should merely touch the water. The glasses are set in a cool, dark closet until filled with roots, then brought to the light and a temperature of not higher than 60 degrees, until the spikes are developed.

The late winter months are gladdened by the Daffodil or Narcissus. By the way, Narcissus is the botanical name, and Daffodil the English name for the entire genus. And by whatever name we call them, they are, one and all, exquisite. Half a dozen (from 4 to 20 cents each) in a 6-inch bowl, makes a lovely display. Try the Empress, with its rich golden-yellow trumpet and white perianth; or Golden Spur, or King Alfred, both of which are entirely yellow in color. Madame de Graaff is most refined and beautiful in her pure white perianth and pale primrose trumpet.

Of the "cup" varieties, Sir Watkin has a large cup and petals all in clear yellow; Conspicuous has a short cup of orange scarlet, prettily fringed, and primrose perianth. Of the poetic variety Ornatus is a choice specimen, with white perianth and eye edged scarlet. Of the polyanthus variety, Grand d'Or is replendent in yellow petals and orange cup.

The single early Tulip is the best

kind for forcing. Keizerkroon in a group of nine will brighten a shadowy corner; its large scarlet flower, edged with bright yellow, tops a sixteen-inch stalk. Prosperine is rosy carmine and deliciously scented. Rising Sun is the best of the yellows.

A double early Tulip of great charm is Peach Blossom in bright pink flushed white. Where color is desired the vermilion scarlet Rubra Maxima is a good choice.

Three Darwin Tulips may be selected, William Copeland in lilac-rose, Roi d'Islande in deep violet-rose, and Bartigon for its showy crimson petals with pure white base. An eight-inch pot will accommodate about fifteen tulips. The prices of the varieties named range from 60c. to \$1.00 a dozen.

The Chinese Sacred Lily is a variety of Narcissus of entrancing beauty and perfume, bearing flowers of silvery white with golden yellow cups. Plant as many as your deep glass bowl of water will hold (25 cents each), with colored pearl chips and pebbles (10 cents per lb. at seedhouse), to prevent the bulbs toppling over when in bloom. Add charcoal to keep the water sweet. This is also necessary in Hyacinth glasses.

In a flat little bowl of blue a dozen (50 cents) golden-yellow crocuses make a regal display. Daffodils in another blue bowl are like a sunbeam after a cheerless day. Red tulips in a pale green bowl—imagine the effect!

A dozen Lily-of-the-Valley pips (at 80 cents) in a six-inch dull black bowl filled with fibre and cultivated same as the Hyacinth, will reward you with perfumed pearly blossoms and leaves of tender green, making a fairy like centre for the party supper-table.

After all our bulbs are tucked in, their noses showing above their fibre beds, we give them a thorough soaking, drain off the surplus water, and put them in a cool dark closet or cellar and cover with newspapers. They should be completely separated from light and heat, these bulb plants, from the time they are stored away until the time when they have sharp, am-

(Turn to page 29)



# Furnishes Her Bachelor Apartments

## Business Girl Does It for Under One Hundred Dollars And Here's How She Did It

By PHYLLIS AUSTEN

**A** BACHELOR apartment! Sounds intriguing, doesn't it? It is intriguing, especially if you are a bachelor girl and are furnishing one to be your very own.

Naturally business girls are businesslike in settling down to have a little home, instead of the old "parlor-bedroom and bath." The initial expense is the apartment itself. But we would have no difficulty in procuring a most delightful one for \$40 or \$45 a month. Just three rooms—but what rooms! A homey living room, with perhaps a cosy fire-place and a lovely built-in bed—a kitchen with a quaint built-in breakfast nook—a delightful bathroom, all shiny and white.

This plan constitutes a bachelor apartment and can be furnished most attractively for one hundred dollars or less.

With the lease signed and a possessive air we start to furnish.

The living room must be a room that really lives. As we are necessarily careful about expenditures we choose a couch, rug, two chairs, a chest of drawers, an end table, and a lamp or two.

The furnishings of this room will cost approximately fifty-five or sixty dollars.

Wall-paper is in the lap of the gods and most builders are kind enough to choose an indefinite paper, which makes your furnishing much easier.

For the curtains we are going to have a lovely gay chintz, and the couch cover, too, sports the same material. Our chintz has a sand ground with riotous colorings in green, orange, yellow and a touch of mauve.

The colorings are intensified by cushions in these tones. The coverings are bought on a remnant counter, and we much prefer casement cloth because it does not crush.

The couch is ensconced in its corner, and at the end we have the table with a delightful pottery lamp and a cove green pleated shade.

In one corner is a Windsor rocker—and in the other a roomy wicker chair for our gentlemen visitors. And in between our chest of drawers. Just

think all the things those drawers hold. The top one our "vanities" and the lower ones our other feminine attire. And we must have a mirror above it. It isn't an expensive one, but finished in antique gilt. And on the chest another lamp. We must have that, too, for "atmosphere."

Then because the Windsor chair and chest give the air of quaintness, we choose a rag rug. A lovely oval one, mostly green. All this with a few pictures, wisely chosen, is our "home."

Our kitchenette we must have blue and white. Cool, frilly curtains cut in half, with the top carefully preserved for the bathroom window. The average curtain is  $2\frac{1}{4}$  yards long, and this gives us ample for the two windows, and we have such fun with the silver and utensils. We scour the hardware departments of our stores and "Mr. Woolworth," and with the small sum of \$5 we have enough for bacon and eggs, pies and cakes, all in lovely blue and white enamel. And the dishes are carefully bought with an eye for color. A lovely cream ground with gay flowers in blue and red with real green leaves—\$5.

Then we peruse the papers for bargains in linens. We have two pair of hand and bath towels, four wash cloths, two pair of sheets and pillow cases, a downy pair of blankets and a charming yellow bedspread.

Our apartment is furnished and we immediately plan our first party.

If you happen to be more affluent than we are your apartment may have an honest-to-goodness bedroom and the chest of drawers is moved in there.

Then for the space in the living room caused by the removal of the chest you could choose a small gate-leg table and two chairs, unfinished. You could finish these yourself with the aid of a brush and a pint and a half of quick drying enamel in sea green with a dash of orange.

If you are particularly short of funds at the moment and just can't see how you can wait to have your apartment, you could buy your furnishings and pay a little each month.

But a month or so without that extra hat or that dress you know would look lovely on yourself, and your apartment is paid in cash.

It really is worth your while to have an apartment, then everything is your very own and from time to time you could add a vase, another picture, until you are completely satisfied.

The list of furnishings we give below has been carefully chosen and is really most complete.

### Living Room

Couch and mattress .....	\$ 8.00
Chintz for curtains and couch cover .....	10.00
Cost of making cover .....	4.50
Small end table .....	3.50
Windsor chair .....	7.00
Wicker chair .....	7.50
Chest of drawers .....	10.00
Rug, 3' 6" x 6' .....	5.50
Cushions .....	2.00
Mirror .....	2.00
Lamp .....	4.00
	<hr/>
	\$64.00

The table and two chairs may be substituted for the chest.

Table .....	\$4.00
2 chairs, 8oc. ....	1.60
1½ pints paint .....	1.50
	<hr/>
	\$7.10

This brings down the cost to almost \$60.

### Kitchen

1 paid curtains .....	\$2.95
Flat wear, utensils .....	5.00
Dishes .....	5.00
Linen—2 cloths and napkins, \$3.00; 4 tea towels, \$1.00.....	4.00
	<hr/>
	\$16.95

### Bathroom and Linen

1 pair curtains .....	No cost
2 pair bath towels .....	\$3.00
2 pair hand towels .....	2.50
4 face cloths .....	.50
1 pair blankets .....	7.00
2 pair sheets .....	4.00
2 pair pillow slips .....	3.50
	<hr/>
	\$20.50



# Christmas Suggestions

Gift Season Just Ahead—Helping to Answer the Yearly Problem of What to Give

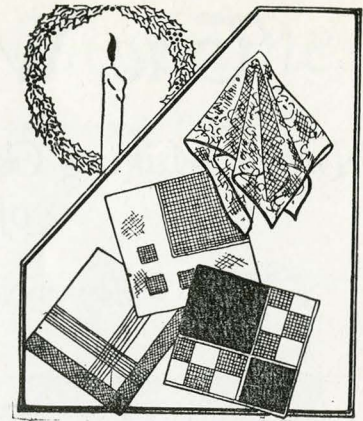
By K. ST. LAWRENCE

SINCE the market crashes have taken away our big bonuses and little profits this year, our Christmas shopping must be more closely budgetted than ever before. And the Toronto shops are coming out with useful and pretty gifts, fitted in the price range of \$2.00 to \$10.00 for our best friends. Then there are hundreds of little remembrances, from thimbles to tea cups, all under \$1.00. But we see these attractively displayed on the tables in the jewellers'

this necklace is the antelope bag sketched. The bag is the smart open sac style with the handles of snake skin and the fastenings are tiny snakes' heads.

The shops show other pretty bags for Christmas gifts. The French beaded bags are smart and very acceptable for evening wear. Just as with necklace, bags complete the detail that makes or mars an ensemble, so your friend would be delighted to have a bag to match her favorite shoes and hat.

And for the girls who are living in apartments, the house furnishings offer wonderful gifts. In one store there are fine bridge tables, covered with a fabric that resembles brocaded satin, but the fabric is washable. The tables come in all shades—the dark green is particularly lovely—and range

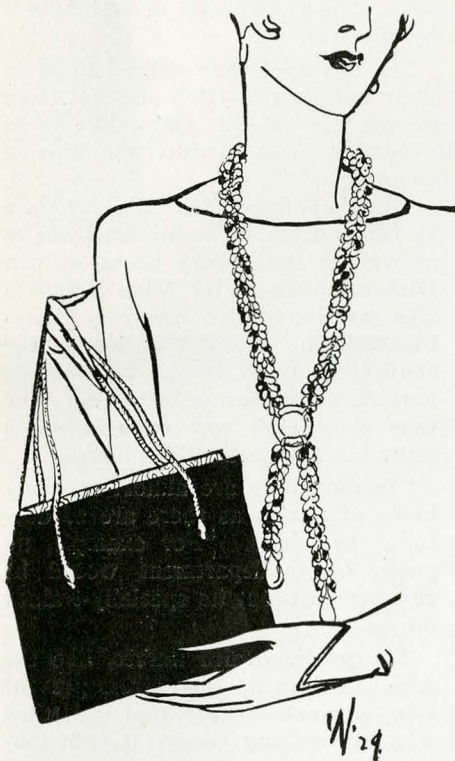


are shown for \$9.95, and reed and wicker ones are in the price range under \$10.00.

Perhaps you would rather give a pretty affair, something to brighten her bedroom and make her cheerful when she looks at it. There is nothing prettier in all the shops than these gay little dolls which are sketched here. The one in the fluffy skirt is wearing a fur trimmed coat and a little pink cap. Joining the skirt and bodice is a peplum of black and pink and her skirt is of fluffy pink cotton. She is supposed to sit on the dressing table, and her duty is to dust it off.

The fat little person beside her is a wooden lady from Holland. Her big skirt covers a short pile of mohair, which is the best thing to dust off phonograph records, for the fine

(Continued on page 29)



shops—and the other inexpensive gifts require a more intensive search.

Necklaces are exceedingly popular this year—they are almost part of a costume, and so essential that the stores are offering wooden beads in every shade for \$1.00. Then the colorful crystals come in all shapes and styles for \$2.00 and \$3.00. It is very easy to match your friends' favorite frocks with these charming necklaces. The one shown in the sketch above is of a more plutocratic mien—it is pear-shaped beads in raspberry, rose, red and grey-blue, while shining among the thickly clustered beads are leaf-like crystals, and in the same "more expensive" class as



from 50c. to \$10.00. In the same shop are smart lamps for \$5.00 and \$6.75. They are imported pottery lamps with parchment and silk shades in several colors.

An apartment can always do with another chair—you know when you begin to furnish the living room with three chairs. Perhaps you know another girl who would like to join you in giving a chair to some new householder. Attractive slipper chairs, covered in bright cretonne and chintz





# The Woman in a Profession

## Nurses Making Great Contributions to National Health — Field of Nursing Always Developing

*This Profession Not Romantic But Requires Rare Blend of Womanly Qualities*

By DORA GREY

**I**F I were asked to advise a young woman who proposed to become a nurse because she looked well in a white uniform, or thought of nursing as a 'romantic' profession, my advice would be simply 'Don't,' stated Dr. Gordon Bates, General Secretary of the Canadian Social Hygiene Council.

I had just asked his views on nursing as a life-work for women. We were sitting in his private office at 40 Elm Street, Toronto. Dr. Bates is a little man with the energy of a very big one, and because he has consecrated himself to the betterment of the human race—giving up an especially lucrative practice in order to do so—many people call him an idealist. He believes that women should be given absolutely equal rights with men, that there should be one standard of morals, and that people and nations could be healthy and wealthy if only they were wise enough to regard health as a nation's greatest asset, and to safeguard civilians from sickness in peace-time one-half as carefully as soldiers are so safeguarded during a war.

He organized and manages the Canadian Social Hygiene Council in order to tell people about this. Unquestionably he is ten or fifteen years ahead of his time, but by the practise of social hygiene he expects to live long enough for it to catch up to him, and since his office staff tell me that he regularly charges up the stairs to his office like a four-year-old, there seems every likelihood that he will manage it.

"There is no harder work on earth than nursing," he continued, in answer to my query, "nor is there any work which requires a better blend of those qualities which a previous generation called 'womanly'.

"Steadily the demands that the nursing profession makes upon the individual nurse have grown more exacting. Steadily the educational requirements have become stiffer.

Steadily the amount of intelligence required of the individual nurse has become greater. And so not unnaturally, the average nurse of to-day is a far higher type of woman than the nurse of forty years ago. So true is this, that one may say, unchallenged, that no group of women in the community is more respected, and deservedly, than the nursing sorority.

"So you see, a girl who begins to study nursing with the idea that it will be romantic, or 'charming' or amusing, is riding to a fall. She will change her mind—either as regards the desirability of the profession, or her approach to it. But the girl who seriously sets out to build a career can select no higher goal.

"The nurse, like the doctor, has become 'respectable'. Time was, you know, when a nurse was considered a rather inferior servant, and a doctor little better. Consider this eighteenth century picture, painted by Miss Ruth M. Hallows, M.A., S.R.N., in 'The Canadian Nurse.'

"An eighteenth century rule,' she says, 'compelled nurses to wash or cause to be washed all weak people's clouts, without taking money or reward for the same.

"The nurse was scandalously overworked,' Miss Hallows continued. 'At St. Thomas's it was her duty among other things to make all beds on one side of the ward, and to scour and make clean the beds and floors of the whole ward, with the tables and forms, the passage and stairs and garrets, her only assistants being convalescent patients. The long suffer-

ing nurse had in addition to attend at the ringing of the bread-bell and the cook's-bell to receive the provisions for the patients, and also to attend the butler at the ringing of the beer-bell and take with her such patients as are able to carry the beer in safety to the ward, and not suffer such patients to waste or embezzle it by the way.'

"Nurses were then obliged to be in their dormitories (they did not have private rooms till 1787) by seven o'clock at night in winter and nine in summer.

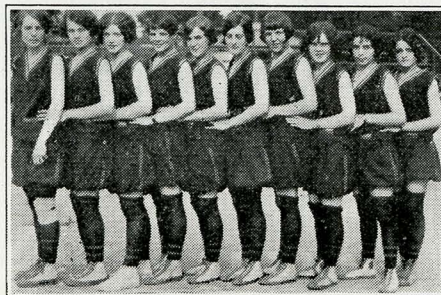
"But," continued Dr. Bates, "we are as far from that condition of affairs as we are from Sairy Gamp—which Dickensian character Miss Hallows also mentions—with her 'very rusty-black gown, rather the worse for snuff,' and Betsy Prig, who thought nothing of informing Sairy that 'The easy chair ain't soft enough, you'll want his (the patient's) pillar.'

"To-day there are almost as many kinds of nurses as there are of doctors," he added. "For example, no public health department would be complete without its specially-trained nurses."

The public health nurses, like the social hygiene doctors, stress prevention as much as cure, and it is they who are making the great contributions to the national health of the people.

In stores and factories, wherever large groups of workers are together now, there is a welfare centre. And a nurse is in charge there, perhaps not always from sheerly altruistic motives, but the medical supervision does aid in keeping those who come in contact with it, in better physical and mental health.

And the field of nursing is constantly developing—opening new channels to the efficient young women who wish to combine other talents, as executive and organizing ability with their fine technical training from the hospitals.





# The Newest in Business Costumes

*Designed to Keep the Feminine World Warm—Plenty of Array—Moderately Priced  
Jersey Ensembles Still Vogue—Tweeds Prominently Featured—  
New Styles Demand Foundation Garments*



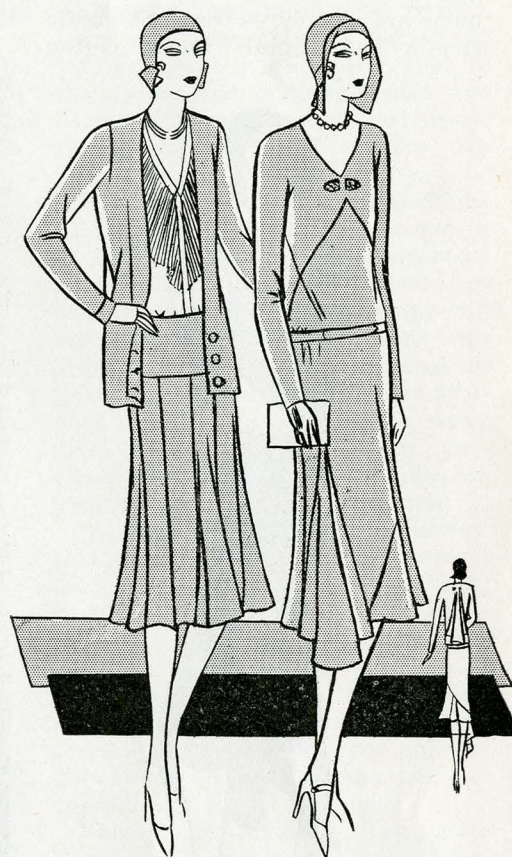
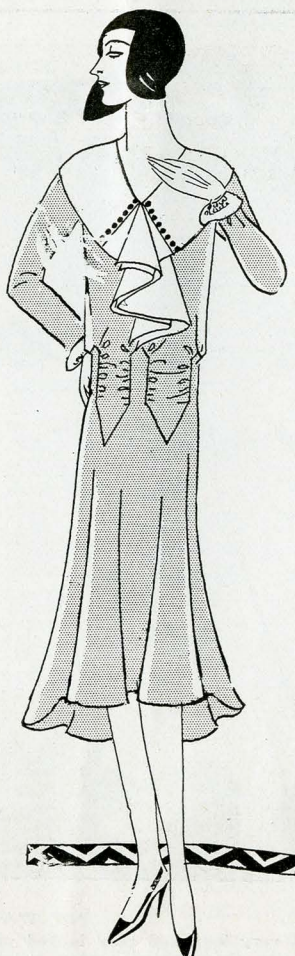
The really smart things this fall seem to have been designed exclusively for the business woman. That certainly applies to the smart wool day time dresses that are shown in the Toronto shops. We "poor working girls" are, of course, most interested in the moderately priced frocks—that is why I chose the selection where copies of the smartest French and New York models are shown for less than \$30.00.

Perhaps you have seen the clever little black jersey dresses on display this month. The sketch shows one in the new silhouette. The bodice fits snugly and the belt emphasizes the waistline. The smart lingerie touch is achieved with cotton pique, and the bow indicates that the original came from Chanel. This frock costs only \$13.50. Bunny fur is used in place of the pique and adds but \$2.25 to the cost. One girl had a collar and bow of white caracul made for \$12.50. Another pretty black jersey is a copy of Augusta Bernard. It is fashioned

in the princess line and has the same smart touch of white and self bandings at the front, stressing the fitted waistline.

Two and three piece jersey ensembles are still good. There is, however, a tendency to use jersey in tweed-like patterns, but the plain material is considered smart again. Some pretty three piece jerseys are shown downtown with tuck-in blouses harmonizing rather than contrasting in color. Some of the blouses combined with the rich dahlia shades are of flesh, white, or a glossy satin in sun-tan shade.

Even outshining the jerseys in popularity are the tweeds. Unquestionably the fashion designers read the sun spots aright this year and are determined to keep the feminine world warm. So that's why tweed's the thing for tailored daytime frocks.



And Toronto stores have made the most of the opportunity to use tweeds in smartly tailored dresses, the prices ranging from \$15.75 to \$29.50.

The tweeds used are mixed, speckled—and after that the diagonals come next. The tweeds are of several weights, from the heavy, rough homespun type to the frock of gossamer weave.

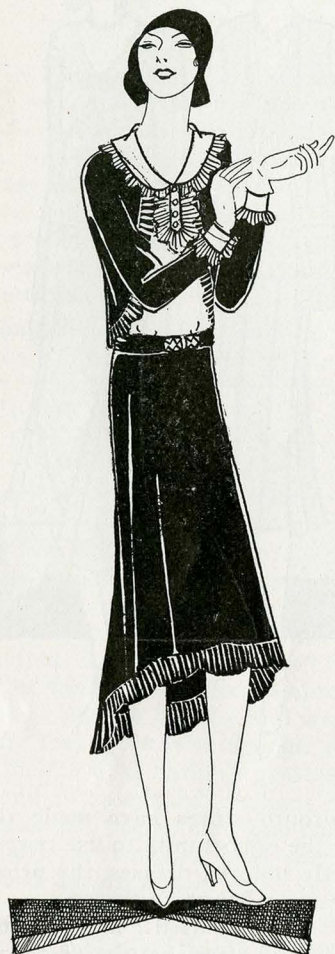
The tweed, as the sketch shows, is in a feather weight and while conservative in style, stresses the snug hip-line and longer skirt. Other frocks follow more closely the princess lines and, for the tall girl, a few frocks have short, detachable shoulder capes. There was one colorful dress of tweed with a beige background, flecked with a flower pattern of Spanish red and turquoise blue. It had a metal zipper opening in the front and a belt of turquoise blue.

A smooth tweed in a red diagonal with beige was tailored severely with a high neck, straight long bodice and pleated skirt. A few wool crepe



frocks in two piece style are being shown for general wear this year. They are all simply tailored, but somehow have more feminine lines than the ordinary utility dress.

And all the frocks, even the rough tweeds, and those that wear an innocent 1929 look, require foundation garments. The slim hipped mannequins are already wearing the elastic step-in and slightly boned cotton



girdles which belong to the foundation garment family. If you want to see the difference between the frock with and without a foundation garment, walk around the stores where mannequins are acting as both salesladies and stylists. Just one glance and you will recognize the girl who is up-to-date from the skin out and the one who thinks that her slim figure excuses the self indulgence of dispensing with foundation garments.

Business women, particularly the "Tillies," will welcome the foundation garments. The long ones give support where it is most needed—on the hips to prevent the dread spreading which comes from sedentary work. So when you're buying your frock—look to your foundation garment—it's worth the trouble.

## Is Your Chief Well Dressed?

WITH the passing of the flapper, the sheik has gone too. And as women enter 1930 with a figure, so do men—just little details about their costume emphasizes the great manly form.

One of the smartest of Toronto's well dressed young men gave us a few details by which to judge the Beau Brummels of the business world.

First, he should have an air of studied carelessness—not the extreme care which breathes effeminacy nor the lack of it, which indicates untidiness; his clothes should fit perfectly but be worn casually.

Start with the hat. Does your chief clamp his on his head like a rugby player? That should not be done—hats are never set squarely on the head, but always at a slight angle to give an air of "sporting fellow."

The men are given a "break" this year in the type of collar approved by the leading downtown designers. The particular collar voted smart is also the most comfortable—it slopes from the highest point at the back of

the neck to a low front. The sloping line is more graceful and does not make the neck appear as thick as the straight, high collar does. Cravats are tied with a small knot and well up under the collar. They hang naturally, not stiffly, and without a stick pin.

The cuffs of the coats this year are narrow, and the elbow of the sleeve is fairly full, while the upper arm is generous. The sleeve puckers slightly where it fits into the armhole at the top of the shoulder, and this emphasizes the broad effect of the shoulders. The snugly fitting waistcoat and coat add to the broad shouldered effect of the coats.

With the double breasted coats a single waistcoat is worn and it fits tightly at the waistline with all the buttons fastened but the last one. Again the note of studied carelessness comes into male attire—the last waistcoat button is generally left undone.

Trousers, too, fit snugly at the waistline and extend rather fuller over the hips to a bias cuff over the shoe. The cuff cut on the bias is longer at the back and slopes over the instep so that the trousers hang well.



### BY WAY OF CONTRAST—

Not so very long ago they looked pretty snappy dressed like this for golf. Picture shows the three noted Sutton sisters, with May Sutton Bundy, still a well-known tennis player, on left.



# Fur Coat Season Wide Open

## What Woman Does Not Want a Fur Coat —What "They" Are Wearing

**E**VEN these first eight days of November have brought women flocking to the stores for fur coats. And the show rooms that have been crowded are those of shops whose name backs the furs they sell. That is the greatest axiom in buying a fur coat—confidence in the firm from which you buy your coat.

No matter how much the laity study the fur trade, they can not possibly acquire the knowledge by which to judge furs, the grades and distinctions that are reflected in the dollar and cents values of fur coats.

Even those few astute women who take the trouble and risk of buying the skins from the trapper are not sure of the value of their coat. True, they will buy beaver, or muskrat, or any other animal, but they will not know, as the expert furrier does, whether the skin has been taken in its prime or not. And still less will they know concerning the many furs that come from Asia, such as caracul, lamb, and kolinsky. They absolutely must depend on the word of the furrier about such coats—and that means confidence in the store where you buy. Confidence that you are getting the real furs as named, that you are getting value for every dollar in the coat, and the finest styles shown in the season.

When you buy fur in a shop, you are paying all the people through whose hands it has passed. First, there is the trapper who gets the animal, skins it, and stretches the skin. Suppose muskrat is the fur you have chosen—whether it be Hudson seal developed from dyed muskrat, or the beautiful golden shades, and rich Rose Marie tones that are found in muskrat this year.

Whatever the finished product, the basis of the coat will be Canadian muskrat. That is the best in the world. The trapper does not suffer intense hardship getting the animals that peer and sneak about the sunken logs in lakes and rivers. He traps the muskrat in the spring, when the fur is heavy and lustrous, with long, shining hairs. Then he skins the animal and places the skin on the stretching rack with saltpetre sprinkled on the raw surface. The skins are not ex-

posed to the sun because heat shrivels them.

From the trapper the fur goes to the raw fur dealer, the descendant of the *couteur de bois* who opened up Canada. The fur dealer either sells

wholesaler and out to the retailer, there are three profits. But if the furs go to the manufacturer, then to the dyeing and dressing house, and back to the manufacturer's wholesale room, you have only to pay two profits.

But you can not always reach the dealer of repute—the best guarantee of a product to-day is in its advertising. That sounds unusually mercenary, but it is true. No company will broadcast its name in connection with a product unless it is prepared to guarantee that product with its business life. But a well known name gives you confidence in your purchase, and guarantees you value for your money, and of course, style.

"A cheap coat is always expensive," said one of Toronto's best known dealers. And he meant it. He thinks that the poorest way to part with money is to walk into any shop and buy a cheap coat because it looks nice when you have it on. A reliable furrier will discuss your furs with you carefully. He will give you the details about the various cuts, and the approximate life of the furs.

Value comes in there. The clever shopper will average the cost of her coat over the years of its life. She pays \$350 for a Hudson seal that will last five years. That is \$70 a year for a coat that looks well, is warm, and smart for day or evening wear for five years. Or she may put \$150 into a coat that will look well one year, just half shabby the next, and then she has to buy another. So her \$75 a year really covers coat satisfaction for one season.

Or she may be less discriminating and buy a cheap fur with an expensive trimming. That is one of the great factors in coat cost—trimming.

Some women have a \$100 trim on a \$100 coat, just as some women wear \$4 shoes with a \$40 dress. And your coat is expensive, too, if you are not willing to take the furrier's advice on style.

Some women this year are insisting on flare skirts, but only about 10 per cent. of the coats have flares.

"The flare did not take in New York," said the authority interviewed. "Fashion dictators do not rule every-



A popular model featured by the Brodey Drayman Fur Co.

the skin direct to a manufacturer or a dyeing and dressing house. This is where the expense in fur coat manufacturing comes. When the raw furs go to the dyeing and dressing house, then to the manufacturer, to the



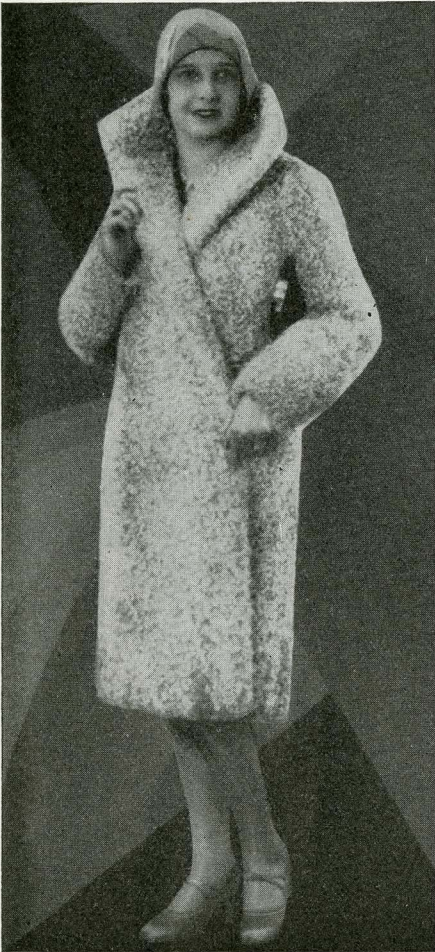
one now. Women don't like flares—they didn't three years ago, so we have made 90% of our coats straight lines." But you can achieve this year's chic in a fur coat. Have the cuffs and collars made in the luxurious Paquin style of seal fur.

Another popular collar is the

Johnny—the little brother to the bride's high Medici—and the fur frames the face and gives warmth at the back of the neck. The bolster collar with the soft roll at the neckline is also very flattering and shown in the short furs.

The gauntlet cuff and the deep Van

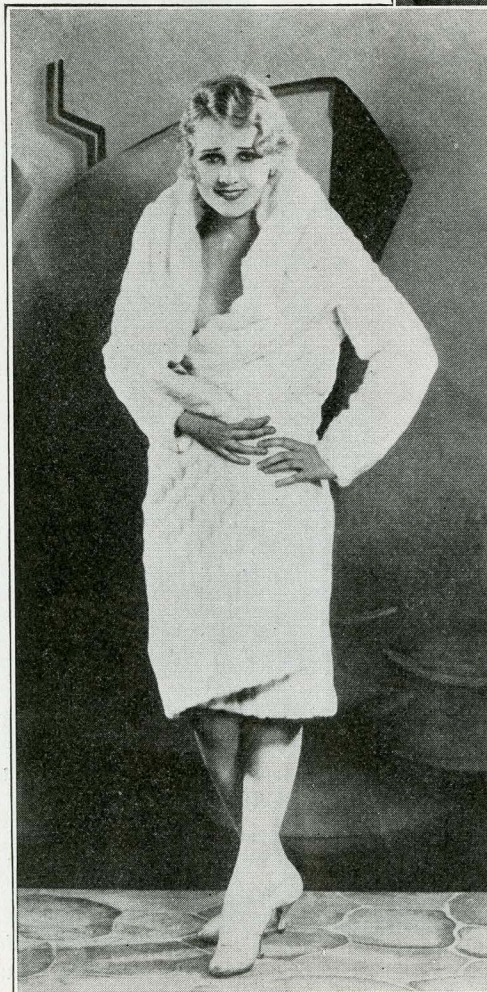
Dyke with the point almost to the elbow, are very smart. But the only attempt at a fitted line is the two button fastening. This new touch is to relieve the stress around the one button on the fur, and to keep the coat snug about the figure.



Above shows a model by E. Herman & Co., Ltd., which features a straight line youthful silhouette. Of grey lamb with Johnny collar, it is among the season's most popular favorites.



On the right, is illustrated a model shown by A. L. Colquhoun, featuring a cocoa dyed squirrel, which shows the skins worked in diagonal style. This coat also features the large shawl collar and wide cuffed sleeves.



In the centre is shown a Russian Ermine Wrap trimmed with a flattering shawl collar. This also features the diagonal working of the skins.





# Big Business Via Beauty Route

*Madame Rubinstein Preaches Gospel of Beauty for All Women—Also Practices What She Preaches  
—Adds Toronto to Chain of Salons*

ANY one who has watched the beauty business grow in the last decade—even in the last five years—will tell you that it has a place on the map of big business. Anyone who knows the beauty business from the “inside” can tell you that Madame Helena Rubinstein has done much to put it there.

To understand her success, one must understand her personality. She is the rarest of mixtures, an exotic, dynamic woman, distinctly feminine in her uncanny ability to “size up” situations, in her complete understanding of her feminine clientele spread over countries on two continents—and yet so keenly intelligent, with such foresight in business as to equal if not surpass masculine contemporaries.

By educational methods Madame Rubinstein has spread the gospel of beauty from Australia to France and thence to England—from England to the United States and Canada, and now she has penetrated the languid oblivion of South America.

In thirty years of active business life she has created salons in many of the leading cities. She has laboratories in England, France, New Zealand, United States and Canada, and sells more than seventy cosmetic products. She has an international reputation as a beauty specialist.

In her salons Madame offers her services and the services of her personally trained representatives without obligation to any woman who wishes a diagnosis of her skin, or who wants to have a home treatment planned for her. Her preparations are created for the individual needs of individual types of skin. She says no two skins are alike, and that there is a different



MADAME HELENA RUBINSTEIN.

Portrait by G. Maillard Kessler, New York.

combination of lotions and creams for these different skin textures.

Co-operation with her retailers is given by Madame Rubinstein as another reason for her success, for when there is an interesting discovery in her laboratory, she sends the news on to them. She also insists that the retailer handling her goods have someone on the staff who really knows the principles and methods of Helena Rubinstein's treatment. This is accomplished by distributors sending one or more salesgirls to one of the Rubinstein salons, where they are taught from the beginning, just as if

they were to become a part of the Rubinstein organization.

“Beauty belongs to every woman,” so insists Madame Rubinstein. “Within you there is latent beauty. Bring it out. Do not permit your skin to become lazy. That is the cause of age. Make your skin work. I have created preparations for this purpose—to stimulate tired tissues and rid the facial muscles of fatigue. I am eager to have every woman who uses my preparations derive the utmost benefit from them, and I invite you to visit the Salon de Beauté nearest you, where special study will be made of your skin and expert advice given you on the proper home care of your skin and the art of makeup.

“Makeup is important. It can enhance your charms and express your personality—but if it is poorly chosen and incorrectly applied, it becomes incongruous.”

Madame Rubinstein's staff includes many beauty counsellors trained by herself. They travel throughout America and Europe, meeting the clientele of the biggest department stores and drug stores and teaching them how to care for their beauty. These counsellors address the personnel of the stores and give them training, so that they, in turn, can carry on the work.

The salons themselves are fashioned with a view to atmosphere. Their distinctive interior decorations have a tremendous psychological effect. The environment is so completely one of beauty, that one cannot help but have faith in the administrations of beauty which go on in them.

One would think that now that she has achieved fame, a world-wide reputation, and extensive prestige, Ma-

(Continued on page 23)





## REWAVING OF THE HAIR

at Special Winter Prices

We can re-wave the roots of your hair and re-set it during the winter time at special prices, according to how many curls you would need.

With our new process we can re-wave the roots without waving the ends, or the ends can also be enclosed if you wish.

Make your appointment early for this special price of re-setting at an early date.

### Pember Recommends "Inecto" Hair Dye

Nowadays women do not worry at the sight of their first grey hair—they use Inecto, and it is gone forever. Thousands of women have proved in their own experience that Inecto is the best hair dye in existence.

Pember's also have a large staff of experienced operators, with the advice of a specialist, at your service.

### Advice on Skin Care by Lillian Gible

Max Factor's Society Make-up is used by the most beautiful women in the world. If your skin is rough or beginning to sag, that is the time to restore it back to its normal and healthy condition.

We are giving a series of treatments for \$20.00 and \$35.00.

For further information, consult Lillian Gible, at our 129 Yonge St. Store. Telephone Elgin 2226-7.

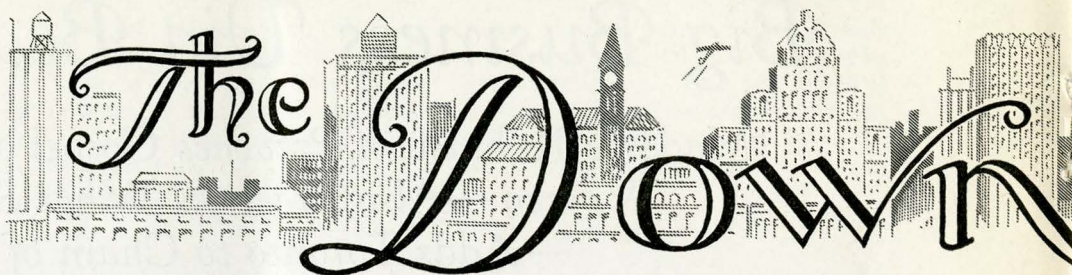
## W. T. Pember Stores

LIMITED

129 Yonge St., Toronto, Ont.  
Telephones, El. 2226-7 and 1933

Branch Store:

272 Yonge St., Toronto, Ont.  
Phone, Ad. 4197



Night life is picking up a little—still not as sophisticated as Montreal, but entertaining. We went up to the Embassy Club last Friday and thought we would have to stop dancing at two o'clock, but when the orchestra moved out from the big colored bubbles where they play, some of the guests took over the piano, saxophone, and something else, and provided music for us until we all wanted to go home.

\* \* \* \*

The Embassy Club has brought another metropolitan touch to Toronto. There is a hostess there who makes you feel as if you did own at least part of the club when she welcomes you.

\* \* \* \*

If all the people had perfect teeth there would be a great deal less rot talked and a great deal less of those gloomy tomfool letters to the press about England and America.—Premier Stanley Baldwin. Why not visit Dr. A. Babcock in the Metropolitan Building and have your teeth examined, just to make sure you won't start another war.

\* \* \* \*

Stock brokers are either eating less these days or not talking so much while they are at it. Child's used to be a mecca of "tips" at lunch time, for the traders would keep their "floor voices" as they whispered their ideas to their friends. But it's just as well, most of my money went in the last dozen crashes.

\* \* \* \*

The cost of living is highest after midnight.—Tom Sims. But that doesn't affect Toronto much. All the visitors here declare there isn't a place open after two o'clock.

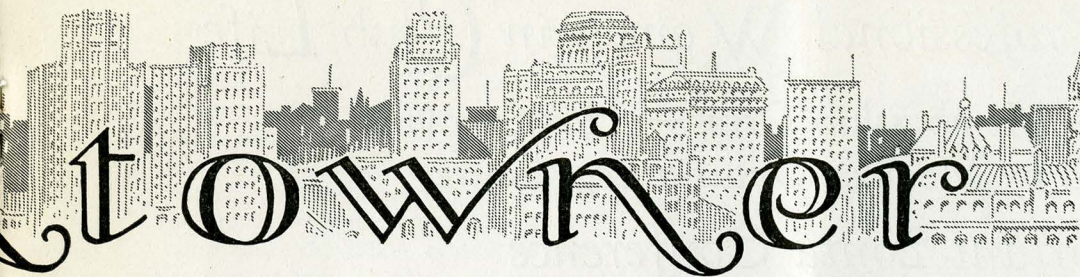
\* \* \* \*

Another gentleman might be able to tell us of remedies used in Greece and Rome. He is John Erskine, whose "Private Life of Helen of Troy" and "Penelope's Man" tickled our ribs. John Erskine is coming to Toronto early in February to be the guest of the Toronto Social Hygiene Club. The members of the club certainly enjoy life and entertainment—they have some of the most interesting programmes of any organization in the city.

\* \* \* \*

Pleasant atmosphere among the employees of any office is greatly stressed by the employers in Toronto the Good. The latest





locale into which the jolly old atmosphere has drifted are the precincts of our molar maulers. One venerable soul will not have a client who in any way bleats or bawls during an operation upon a refractory and stubborn tooth. He claims such sundry and unseemly sounds spoil the otherwise tranquil "atmosphere" of his emporium. He also has red geraniums in his office window. Three cheers for the atmospheric dentist.

\* \* \* \*

Silence is golden. That is a too ancient adage. The General Manager's office of one great Canadian Bank is remarkably void of gilt. The office of this money king is a regular rhapsody of rivetters. His office is silent neither by day nor by night, for another institution is building a great structure next door. Whether this is a subtle method of the rival organization to rattle the financial king is not known, but his secretary is expecting the great man to arrive to work in ear muffs any morning.

\* \* \* \*

Do you know where we see the world go by these days? We sit in big comfortable chairs on the mezzanine floor of the King Edward, and drink tea and eat buns with sugar and cinnamon on them, and listen to the orchestra. Did you ever hear Pete play his piccolo? Did you ever hear Jack play on his sax? Or Tom on his big trombone? Then the social hostess makes an appointment with Madame Martha for us, and we have our teacups read. If you are downtown on Saturday afternoon and want to see most of Toronto acting metropolitan, go to the parlor floor of the "King Eddie."

\* \* \* \*

One of the world's most famous millionaires has little manners all his own. We saw him drinking tea one afternoon and holding the spoon in his cup with his finger so it wouldn't stick him in the face. The power of the press has nothing to do with the power of millions.

\* \* \* \*

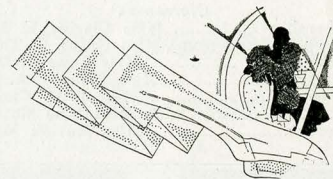
"C'est magnifique mais ce n'est pas la guerre" said a French general when he watched the charge of the Light Brigade. "C'est magnifique, mais ce n'est la buerre" said the Poilus when Canada sent oleomargarine to France in 1914-1918.

\* \* \* \*

"If booze comes back I'll close down my factories and go out of business."—Henry Ford.

## Fashionable Accessories

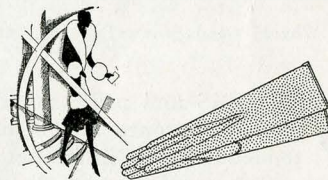
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# Business and Professional Women in Club Life

Toronto Club Membership Drive — Hamiltonians

Addressed by Member Ontario Legislature

## Important Zonta Conference

### Executive of the Canadian Business and Professional Women's Club

Honorary President ..... Miss Mabel Stoakley  
President ..... Mrs. J. M. Mood  
Vice-President ..... Miss Mary Dale Muir  
Recording Secretary ..... Miss Margaret Brown  
Corresponding Sec'y ..... Miss Marjorie Bastedo  
Treasurer ..... Miss Minnie McCall

#### STANDING COMMITTEES

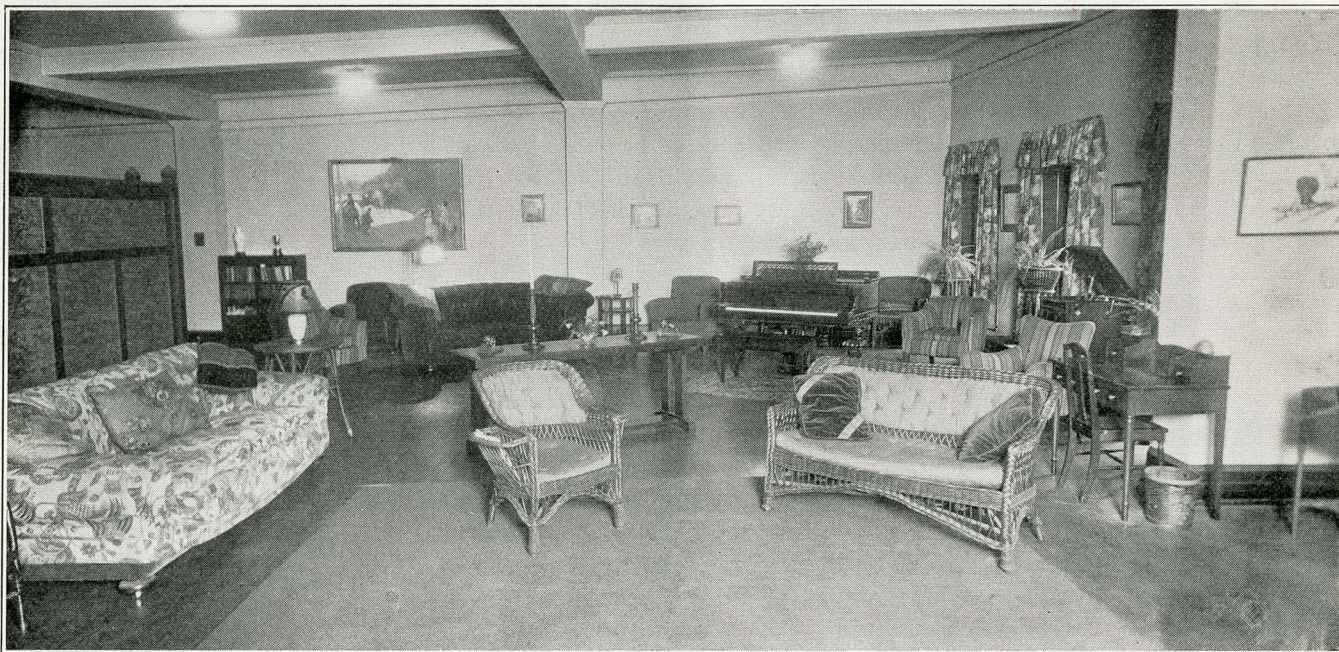
##### Conveners

Membership ..... Miss Clarice E. Brodie  
House and Reception.....Miss Grace B. Thacker  
Entertainment ..... Miss Jane McDowall  
Publicity ..... Miss Eleanor A. Hiley  
Finance ..... Mrs. J. D. Campbell  
Sports ..... Miss Jane McDowall  
Property ..... Miss Marion Mitchell

ings. We have an attractive dining-room, lounge, and rest room—a great boon to the modern business woman. Our Club rooms are especially convenient for members living at a distance to enjoy evening dinner and meet friends for later engagements. Also, the members may make arrangements for the exclusive use of the rooms for private entertaining. The activities of the Club are many, and in order that you may be informed of

A view of the commodious yet cozy lounge of the Club rooms at 88 Yonge Street is shown on this page. The dining room is equally inviting, and what is even more important, the food is good and it is well cooked. Too few young women quite appreciate the importance of good food in relation to health and looks.

But of course food, no matter how well selected and prepared, is still incomplete without pleasant environ-



Where "Good Fellows" of the Canadian Business and Professional Women's Club at Toronto "Get Together." This cosy lounge is tastefully and richly furnished and decorated. It just radiates encouragement to relax.

**B**USINESS and professional women in Toronto are being extended a special invitation to become members of the Canadian Business and Professional Women's Club. This is in connection with a membership drive initiated for the purpose of acquainting those young ladies who come down town every business day with the inviting facilities that membership in the Club places at their disposal.

As stated in the invitation extended over the signature of Mrs. Winifred Mood, President: "The Club affords an opportunity for business and professional women to meet and make friends in the most pleasant surround-

the proposed activities for the fall and winter months I enclose a programme.

"A member of the Membership Committee would be glad to have luncheon with you in the Club and explain further the advantages of membership. If you will telephone our Club Manager, Miss Bullock, at Elgin 6919, she will arrange a time convenient to you.

"The annual membership fee is \$15.00, but from now until the end of the Club's fiscal year, which is March 31st, 1930, the fee is only \$10.00. I enclose an application form which we shall be pleased to have you fill in and return with your cheque."

ment. This Business and Professional Women's Club gives its members all the advantages and privileges that their brothers or "bosses" enjoy at their exclusively men's clubs. One of the greatest of these advantages is the opportunity of meeting and becoming acquainted with others. Many of the Club's members are filling important executive positions, the duties of which in many cases include the selection of additions to the staff as business changes and expansions require.

\* \* \* \*

The usual Hallowe'en masquerade was this year replaced by the bridge, which took place on Tuesday, Oct.



29th, when some fifty members and friends assembled to enjoy the good fare provided by the committee, consisting of the Misses O'Connell, Toyne, Dixon and Yenny. Numbers were doubtless affected by the coincidence of the Stock Exchange crash, which took its toll among us, or compelled our members to stay with the ship until the ticker ceased its restless recording.

No fatalities were registered, however, and a delightful evening closed with refreshments served from an appropriately decorated table, and the awarding of prizes.

\* \* \* \*

We were fortunate enough to have as luncheon guest during the past month, Mrs. Gertrude Steele Chambers, whose lectures on "The Science of Successful Living" proved so helpful to those attending during her visit to Forester's Hall. Mrs. Chambers had a distinct message for us as business women, possibly the first rule being to "Keep Fit"; for without it we are unable to emulate that vigor and enthusiasm which goes to make success. The next requirement was an understanding of the needs of the business and our fellow workers, with a positive command to love your work or leave it. How ideal this would be! We scent the millenium! But without doubt many misfits could be avoided if this injunction were carried out. Mrs. Chambers pointed out that in this "age of change"—perhaps we should have capitalized that remark and elevated it to a caption, or will it be called the "Age of Speed"?—we must go forward or fall out of the race entirely. Possibly this is an old theory, but ever new, and particularly true when even men like Henry Ford, with his multi-millions, must conform to popular demand or take a back seat.

We were indebted to Miss Ethel Smith for Mrs. Chambers' presence, which was much appreciated. Mrs. Wilcox, a member of the Business and Professional Women's Club of New York, accompanied Mrs. Chambers as secretary. Mrs. Mood presided, and Miss Mabel Stoakley was among the head table guests.

\* \* \* \*

The Golfers' Dinner, which was a happy event of early October, brought together those who had so thoroughly enjoyed the fare provided by Miss Jane MacDowall for enthusiastic followers of the ancient and honorable game, and a number who could only look on and envy the players who had

(Turn to page 28)



Hudson Seal with Grey Krimmer Trimming.

## For the Business Woman of Individuality

Hudson Seal -	\$250 up
Caricule - -	125 up
Muskrat - -	95 up

*You will find all our prices  
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If you are interested in a fur coat—one that will satisfy you in every particular, see the Colquhoun showing.

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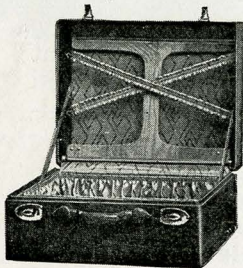




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**MCBRINE**  
AROUND THE WORLD  
BAGGAGE

# Beauty Authority Says

## Your Skin Beauty is Only as Lasting as Your Care of It

Correct Skin Treatment—Madame Helena Rubinstein

SO many women look with envy at the beautiful complexions of others; at the theatre or at the opera they gaze in wonder at the complexions on the stage, thinking how generous nature can be. There is no doubt that nature is more generous to some than to others, but this is not the big factor when it comes to differences in complexions. Even the loveliest, most velvety skin may in time show wrinkles if it is not cared for, but on the other hand care will make a mediocre complexion beautiful and keep an already lovely complexion youthful and alive.

It is first of all necessary to determine what kind of a skin you may have—whether it be dry, oily or normal; whether it be sensitive or thick.

the nose and chin, with perhaps a few blackheads, and the area about the eyes may be a little wrinkled.

For each one of these skin types the treatment will be an individual one.

Where the skin is oily, frequent washing with a good penetrative wash such as beauty grains or blackhead and open pore paste is necessary. A cream is not sufficient to cleanse the pores and give the skin that much-needed transparency. Then use a cream to keep the skin supple and elastic, and be sure that it is pasteurized, for this cream is especially beneficial to an oily skin, being in itself a little astringent. And finally use a skin-toning lotion to close the pores, stimulate the skin, and act as a protective base under your powder.

Dry skins should be handled like a piece of delicate fabric. Do not wash too frequently—once or twice a week is usually sufficient. Use a cream cleanser to remove the dust and make-up, and if possible this should be of a thin, oily texture, so as not to drag the delicate tissue. Then pat in around your eyes, throat, and wherever there are wrinkles, a good anti-wrinkle cream, and leave this on overnight to penetrate and build up the underlying tissue. Always finish with a skin-tonic especially prepared for the dry skin, as most astringents will be found too drying for this type.

And finally we come to the normal or ordinary type of skin. Pasteurized cream will be found especially desirable for cleansing, and it is splendid to use a stimulating skin food to give a clear, wholesome tone to the skin. Use, too, a skin tonic for the pores, and occasional washing with beauty grains two or three times a week.

And please do not overlook the importance of make-up! For pure cosmetics, carefully selected and cleverly applied can make the dulllest face more interesting, and make a real beauty out of a good-looking girl.

First of all in selecting your powder, do not get one which is too light, for most skins are many shades away from a pure white. Try to match the exact color of your skin as nearly as possible—usually a rachel or maur-



For skins vary quite as much as eyes, features, or temperaments. Each skin must be treated according to its individual needs. Preparations which are good for one will not be quite the correct thing for another—and the rouge and powder which are becoming to your best friends will perhaps not be the correct colorings for you.

If your skin is of the heavy type, the pores will be rather large, there will be an over-abundance of oil given off through these pores, and in many cases blackheads will have developed.

If the skin is a thin one, the pore-structure will be fine, with a consequent insufficiency of oil, and there will probably be a resulting dryness, with wrinkles about the eyes and perhaps the mouth and throat.

Then there is the type of skin which is considered normal—neither extremely dry nor oily. There will probably be a little oiliness through



esque shade will be found the most becoming. For your rouge use one which as nearly as possible approximates your own coloring. Hold the box up beside your face and look in the mirror, then choose the one which brings out the colorings of your eyes and hair to best advantage. A raspberry shade is almost universally be-




coming, while for a blonde, geranium rouge will usually be the correct shade, and for the older or more conservative type of woman a crushed rose leaves tone is best. And do use a little lipstick matched in tone to your rouge. This will not only bring out your own natural color, but act as a protection to keep your lips soft and free from chapping.

## Big Business via Beauty Route

(Continued from page 17)

dame Rubinstein would be satisfied to let the tide of progress pass her by and go on its way. But this is not the case. Madame Rubinstein now envisions larger fields. New plans are now being made, which include new salons in America—new salons scattered throughout five countries on the continent.

Madame Rubinstein points out that the science of beauty never remains stationary, that it develops and grows. She therefore is constantly studying it, perpetually creating and watching new developments. She works in the laboratories with her experts. That all the ingredients which go into her products must be of the best is her fetish. Here she abandons her sense of economy and buys lavishly—pure vegetables, flowers and fruits go to make the juices for her preparations. Some one hundred and fifty people are employed in her Long Island laboratory alone. Recently Madame Rubinstein opened a laboratory and salon in Toronto.



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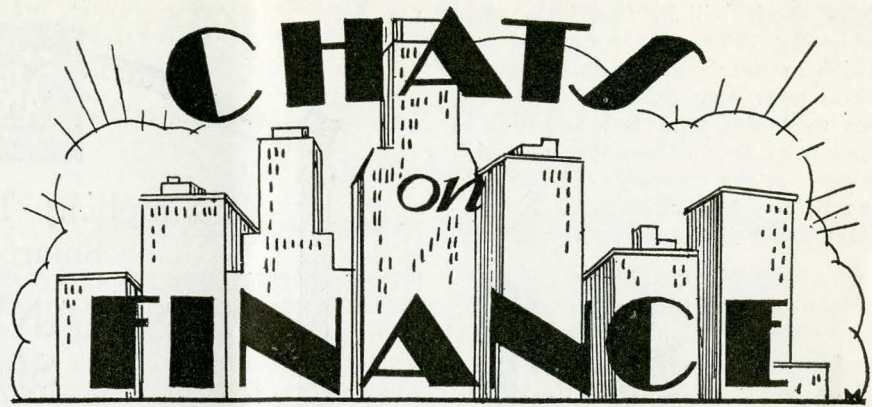
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## Your Financial Problems

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.



## Now is the Time to Make Financial Plans for the Coming Year

By W. A. McKAGUE

**S**PECULATION has been getting some rude jolts of late. It has become clear that though prosperity continues, some stocks were pushed up too high. It was, and still is, rather difficult to borrow or margin. As a result, many people were forced to sell, and others did so from choice, while there were not so many who were ready to buy at high prices.

Stocks have now got back some distance at least towards sounder values. There are some in fact that appear to be about as low as possible, unless the concerns quit business entirely. Some of the mines, for instance, have cash or investments of their own equal to the market value of their shares; that is, in buying at these low levels you are getting the mining properties for little or nothing. This of course is the case only where the properties are believed to be nearly exhausted or else of little value. Some of the mines, like Lake Shore and Noranda, which are going ahead rapidly, are much more highly valued.

Among the industrial stocks, some of the declines have been heavy also. C.P.R. is one of the most stable in Canada, but after reaching 265 earlier this year, it went down to 210 in October. Massey-Harris went down from 98 to 40, Ford Motors of Canada from 70 to 34, and Goodyear Tire from 360 to 200.

Of course the shortage in this year's crop in Canada has been a special influence. It directly affects the transportation companies which obtain part of their income from carrying grain, and also the elevators. But some other concerns depend largely on selling their goods in the

west, and the prospects for their business are not so good. Among these are Massey-Harris, Cockshutt Plow, Ford Motor, and a number of smaller concerns like Great West Saddlery.

The condition in the west is only temporary. At least, one may expect crops to vary from year to year, and this happens to be one of the poor years. This is the time to buy such stocks, generally speaking, rather than in the years when everything is booming. For instance, Canada Steamships preferred was selling around 95 just a few months ago, but in October was back about 80. This pays a six per cent. dividend, and there is no reason to doubt that the company will make enough money to continue to pay the dividend. At 80 the yield is  $7\frac{1}{2}$  per cent., which is high enough for any one.

So long as there has been no permanent change in the company's business, it is best to buy when others are not interested. On the other hand, we have to watch for these permanent changes. The railways and steamship lines have both been affected by motor bus and motor car competition, though this is hardly great enough to affect the C.P.R. or the Canada Steamships preferred dividend. The entry of large chain stores from the United States into the Canadian field has meant more competition for the Canadian concerns, and it is not surprising to see some of their stocks down.

### Plans for the New Year

If we are contemplating any new financial plans for the coming year, this is the time to start thinking. If we have been making too many mis-



takes, there is no time like the present to rectify them. If we have been doing well, we may try to decide whether it is good judgment or just good luck.

It is amazing how pure accident affects our finances and our views. In the mining boom of two years ago, several thousand people jumped to the conclusion that they were very shrewd buyers, while several thousand more became convinced that they were endowed with luck. Later experience has brought a sad awakening. A mere handful have been able to come through on top. They probably realize by this time how really lucky they have been, and at the same time they must know that they cannot expect it to continue forever.

1928 and 1929 have certainly been hard on the amateur speculator in mines. Indeed many of the "professionals," that is, people who devote most of their time to speculating and perhaps also have inside knowledge of the affairs of some of the mines, have also lost heavily.

This year a good many of the industrial stocks have, as already pointed out, followed the lead of the mines, and experience in losing money has been widened, because there is quite a large proportion of people who do not touch mines at all.

We should aim to start our investment fund first of all with one or two safe and sound securities, where principal will be safe and interest or dividends will be paid. For some months I have been urging you readers, as business women with a little money to invest, to take one or two good bonds. The rates are better than they have been for years, and sooner or later they will decrease again. You can get from 5 per cent. to 5½ per cent. on bonds of the Dominion, of the Provinces, or of municipalities, representing the utmost in safety and dependability. And these can be obtained in almost any amount from \$100 up.

Similar rates can also be obtained on debentures and certificates of the loan and trust companies. Good first mortgage bonds of public utility and industrial companies yield as high as 6½ per cent.

Saving should be systematic—so much per week or per month out of what we earn, and this portion should be just as much inviolate as the portions set aside for living expenses. For this reason I always recommend that the proportion to be saved be not made too great. Make it small enough that you can be reasonably

sure of keeping it up, and then stick to your plan. Haphazard saving, on the other hand, probably means no saving at all.

#### Why Bank Stocks are Attractive Now

One group of stocks which appears

to offer opportunities for investment, and possibly for speculation as well, is the banks. These have all fallen back a little because of general market conditions. The following shows the highest prices this year, the price as at October 23, and the dividend in



### *The Woman with Money*

**F**EW women have all the money they want, but every woman can have a bank account, whether she be the housewife saving from her allowance or the business girl putting by part of her salary.

The woman with a bank account is the one who can afford the little luxuries that make life more enjoyable. With money in the bank, she can face the future with confidence and hope, prepared for any emergency.

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dollars per year, including bonuses paid:

Bank	Highest Price this year	Price Oct. 31	Divi- dend.
Montreal .....	425	340	14
Royal .....	395	340	14
Commerce .....	360	290	13
Nova Scotia .....	406	390	16
Dominion .....	280	240	13
Imperial .....	277	260	13
Toronto .....	282	270	13
Canadienne Nationale	189	172	10

At these prices the bank stocks yield from 4 per cent. to 5 per cent., with the exception of the Canadienne Nationale, which yields about 6 per cent. These are eight of the ten chartered banks operating in Canada, the other two being the Provinciale, which is a smaller French-Canadian bank, and the Weyburn Security, which operates in Saskatchewan, the stocks of both of these not being listed.

With the merger of several banks a few years ago, and the failure of the Home Bank, the business in Canada was narrowed down to ten banks, practically all of which are conservatively managed, and really in a stronger condition than their statements show. Also, in recent years, they have reduced the number of their branches and otherwise cut down their expenses of doing business.

The past year has been a favorable one, as the banks have been able to get high rates on their funds. Their annual reports will be issued shortly, and should show increases in their profits. This will make the bank stocks look better than before, and they should at least hold their own no matter what the rest of the stock market may do.

The objection comes up, naturally, that these stocks are very high priced. I can only repeat that it is better to have one or two of such shares, than many thousand shares of some mine or other speculative undertaking the value of which you do not really know. And the bank stock pays a dividend which is practically assured, in fact it yields you substantially more than bank interest, with the chance for profit in your capital as a result of growing business and profits. There is hardly a year goes by but some one or other of these banks raises its dividend rate, and in the normal course of events that will happen to the one you hold.

Any broker is glad to put through an order for bank stock, whether one share or several.



# Fifty Filing Suggestions

*Fifty Suggestions to Help You Improve Your Filing Department and to "Find and File in Less Than Ten Seconds"—By the System Service Department of the Office Specialty Mfg. Co., Limited*

1. Be sure your method of filing is the most effective for the reference requirements of company's papers. Alphabetical or alphabetical-numerical indexing serves most effectively in 95% of filing departments. If geographical, subject or subject-numerical have advantages in reference-ability for your business, adopt them—but be absolutely sure of the correctness of your indexing arrangements.

2. Make accuracy of your filing paramount. Speed is essential and always greatly appreciated by your employers, but first file accurately under a good index and speed in reference will come naturally, inasmuch as time will not be wasted "searching" for desired records.

3. Never let your filing accumulate. Get it every day, even if you have to beg for it.

4. Keep your trays in one regular place and plainly labelled. It helps the near-sighted to have labels with large type. Don't be afraid of having them too large.

5. Never put a torn letter or folder into the file. Keep your paste, scissors and mending tape handy. Neatness is a virtue. Remember, you should be able to "find or file in less than ten seconds."

6. The neat and accurate insertion of papers into the proper folder is of great importance, and too much care can not be taken in this regard. Papers must be inserted by removing the folder from the drawer, and should be placed evenly in the folder so that the folder tab will not be obscured. The papers should of course be attached chronologically, the latest letter always on top.

7. Do not use thin folders.

8. Do not crowd folders with papers. If absolutely necessary to file a certain bulk of papers together, do not try to keep them in the regular file folders. Obtain a few expanding pockets that are especially made for such purpose.

9. Do not have too many folders behind a guide. Eight to ten folders behind a guide and forty guides to a drawer are ideal conditions for correspondence filing.

10. Use folders with tabs that keep

the names in clear sight. It all helps to "find or file in less than ten seconds."

11. Keep your indexing on folder tabs neat. Use typewritten labels if possible and typewrite them with black record ribbons in CAPITALS.

12. If you have several classes of correspondence or papers from various departments to keep in the same file, use labels of distinct colors to help you make speedy reference.

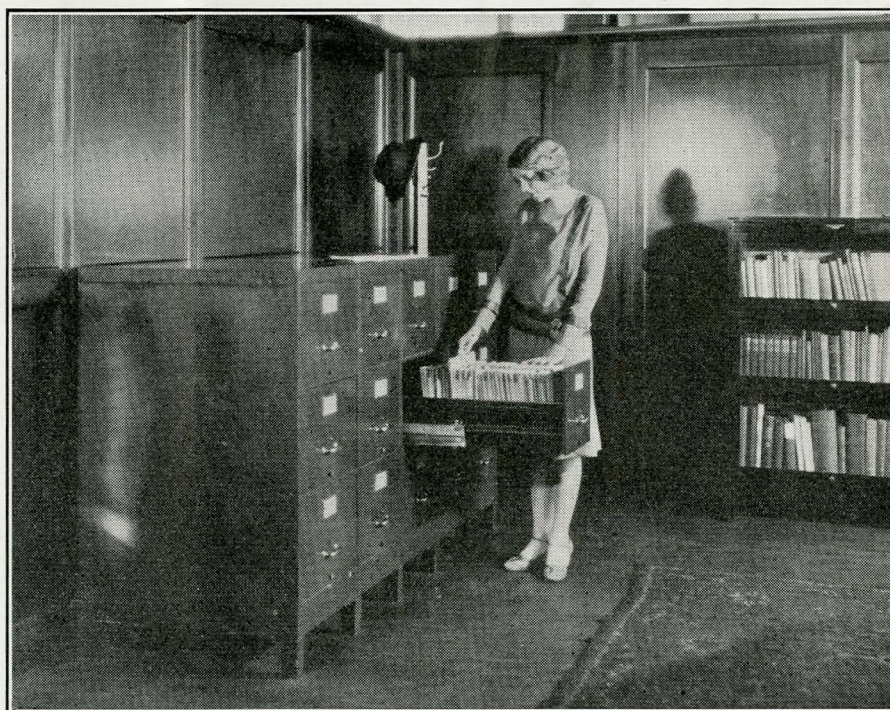
13. When writing names on folder

18. The tops of the filing cabinets should not be used for storage purposes; papers get lost that way.

19. When in doubt, cross index. It may take time and seem a lot of bother, but some day that cross index will prove its worth.

20. Always keep your labels and folders a little ahead of your filing. Never put off that new guide or folder till to-morrow. It's easier to get behind than it is to catch up.

21. If a file has several parts be



tabs always put surname first, initials after. The little things count when you are "finding and filing in less than ten seconds."

14. Your efficiency will depend greatly on the straight even edges in the drawers. Use the compressor to keep the files in good shape.

15. Never leave loose files on the counter or cabinet, even while waiting for someone to come and look at them. Leave them in the file with an identification mark on them.

16. Be careful not to stamp over any important printed matter.

17. Keep all filing cabinets close up against the wall or well away from it, so that papers cannot get down behind and get lost.

sure you get them all when getting the file out.

22. Use initiative. Do not wait to be forced, or do not waste your disposition grumbling about that crowded file—get to work and change or move it.

23. Never put material in a drawer for over night without labelling it. It is so easy to overlook things like that the next morning.

24. Use a filing shelf. Never take folders out of one drawer and place them on an adjoining open drawer. Sometimes they slip down in the wrong place and disappear.

25. Never take a chance in filing. If you are not sure where a file be-

(Turn to page 33)





## Next Time Achieve Distinction

When you want that especial skill that adds the ultimate in beauty—the acme of distinction—come to us. That's our business. And that we are successful is readily attested to by the growing clientele that is ours.

Ask about our Steam-Va-Per Marcel Permanent Wave—a permanent wave that lasts—soft, beautiful and unusually attractive.

Next time achieve that touch of distinction which our expert operators can give you. Phone King. 9801 for appointment.

### The Beaumont Hairdressers

771 Yonge Street  
Toronto

## Club Life

(Continued from page 21)

both had the sport and now came for their reward. Miss Crawford once again led the field, and her name will appear for the second time on the Mabel Stoakley Trophy. Generously, Miss Stoakley provided miniatures of the cup, Miss Crawford's bearing record of her "win" in 1927 and again in 1929, while Miss Hamilton received her miniature for the season 1928.

\* \* \* \*

We are indebted to the following members for prizes: Miss Mary MacMahon, Miss Minnie McCall, Miss Esther Richardson, Miss Hamilton, Mrs. J. M. Mood, president, and Mrs. Campbell, and greatly indebted to Miss Jane McDowall for the clever scheme of "Golfing Me-N-U's" and "Nine Holes of Cards," which took the affair right out of the ordinary routine. The Misses Lye and Stewart won the event, though with a high score, but Miss Bowers and Miss Pirie, both sporting members, were entirely off their game and received consolation prizes. Miss Crawford was the winner of the nine hole contest, and Miss May Mitchell, who so consistently comes up from Oshawa for club events, carried off the "one-club" event. Miss E. Pollock was the winner of the long drive, and Mary MacGregor scored most points in the aggregate drive. Miss Pirie was the lucky player in the sealed hole competition, and Miss Alison Pollock, who played splendidly throughout as runner-up, was awarded a special prize. Miss Gladman proved to be the best "putter." Miss McDowall's neat little speeches provided a regular O. Henry twist, all going to prove—as Little Bennie would say—that our Entertainment Convener was well and truly chosen.

\* \* \* \*

New members are being admitted almost daily, and we are encouraged by the response of members to the suggestion that each is up and doing to make our organization the power it should be. Our Publicity Convener is making a number of calls on women who should be on our roll, and will gladly receive suggestions, especially where it is known the club could be of service as a downtown meeting place and retreat.

\* \* \* \*

The Bridge Tournament is well on its way, with at least twelve tables now on the third round. Work and Whitehead seem to be making their impression and play is keen, but en-

(Turn to Page 32)



## Buy Herman Furs with CONFIDENCE

### Here's why:-

Direct from manufacturer to wearer, Herman Furs add no middleman's profit to the cost.

—Because, they are sold direct—Herman's, in the interest of their business, MUST SATISFY EVERY CUSTOMER.

Every fur must be first class—the workmanship, fit, style and tailoring is of the highest order.

Get the best value for your money that the fur market offers. Buy from Herman's, and you buy with confidence.

### E. HERMAN & CO., Ltd.

Manufacturing Furriers  
Bay and Gerrard Sts.,  
Toronto

Also at 403 Ouellette Ave.,  
Windsor



## CHRISTMAS SUGGESTIONS

(Continued from page 11)

hairs penetrate the grooves of the records. Her own hair is mauve silk floss and her frock has magenta sleeves with grey, black and white trimmings. These are just trifles, but you know how you like to get fancy little bags, handkerchiefs, dress hangers, shoe trees, and silly, dainty things. That is the way with these dolls—they are silly enough, but useful when you think of them and in the meantime, very pretty.

But if you must give something useful to a male cousin or a brother who travels a great deal, why not turn your thoughts to inexpensive items like the lamb's wool shoe polisher shown in the sketch. The back is of suede and the polisher folds up to slip in a bag. It is very convenient for the traveller who goes to places where shoe shine stands are far apart.

Beside the shoe shine bag is a folding brush rack. The brush is



made when the hanger is folded up, and it has four rows of stiff bristles, ideal for chasing train grime. These are priced at \$2.00 and \$2.50.

A new and really useful gift is two or three cravats, boxed, from the shops. Let the salesman choose the ties—men generally let them do it anyway and they seldom admire feminine taste in ties. But some of the shops this year are showing a fine selection in two and three ties, boxed, for gifts.

If you are not one of the clever girls who can fashion wonderful lingerie from pieces of crepe de chene, then look in the lingerie shops on Yonge Street. One shop is showing the daintiest crepe sets, brassiere and step-ins, for only \$2.00, or just \$1.98, and they come in all the pastel shades.

# BOURJOIS

## ASHES of ROSES SOAP

An advertisement for Bourjois Ashes of Roses Soap. It features a large, stylized illustration of a woman's face in profile, looking towards the right. Below the face is an open box of soap, showing four individual soap tablets. The box is labeled 'BOURJOIS' and 'ASHES of ROSES SOAP'. The background is a simple, light-colored surface.

### The Bath of Beauty

FOR the loveliest ladies of France, Bourjois of Paris created this Savon de Luxe... Ashes of Roses... a soap with a satin-smooth lather that guards loveliness of skin with rarely precious oils... that thrills with its "Perfume of Happiness".

Such exquisite pleasure as you will find in its daily use... such beauty of skin and complexion as will be yours, are generous rewards for your faith in Ashes of Roses.

Seek it at the better shops. Buy it by the tablet or four tablets in a charming Leatherette Case.

### ASHES of ROSES SOAP

Perfume · Creams · Rouges · Lipsticks

Sole Canadian Distributors  
PALMERS LIMITED, MONTREAL

### FRAGRANCE IN THE OFFICE

(Continued from page 9)

bitious shoots. When an inch or more, they are brought up, a bowl at a time, into a dim cool spot and gradually into full sunlight. At flowering time place on a table away from heat and light, and at night remove to a cooler room if possible, which will prolong the period of bloom. The fibre should be kept moist at all times, but not wet.

After flowering, set away until the foliage has withered, put the dried bulbs in labelled paper bags hung in a cool place, and plant in the garden the following autumn. It is not wise to force the bulbs the second season, but the fibre may be used again.

The whole investment amounts to only a few dollars, and what better dividend could there be than the joy which comes from growing lovely things your own self?

An advertisement for the Friendly Hotel and Hotel Bristol. It features a stylized illustration of a woman's profile in the background. The text is arranged in a vertical column. At the top, it says 'A FRIENDLY HOTEL' in a curved banner. Below that, it says 'A step from all shops, theatres and transit facilities.' Then, '400 rooms - 300 baths'. Below that, 'From \$2 Daily With bath—\$3 Daily'. Then, 'New York's Best Known Restaurants'. Below that, 'T. Elliott Tolson, President'. At the bottom, it says 'HOTEL BRISTOL 129 W. 48TH ST. NEW YORK'. The name 'LATZ INC.' is at the very bottom.





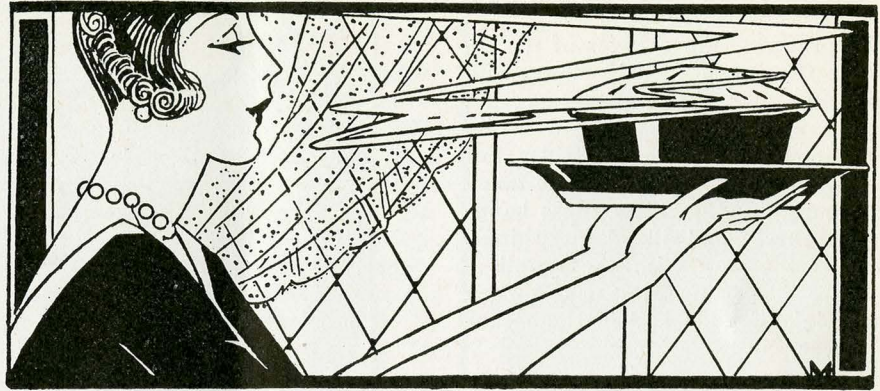
## Cooking Classes for Business Girls each Monday at 6 p.m. and each Tuesday at 8 p.m.

In the Home Service  
Auditorium  
55 Adelaide St. East

Miss Read and her assistants will be glad to meet former students and hope to have many new members at these classes.

Diplomas will be awarded at the end of each course.

**The  
CONSUMERS'  
GAS COMPANY**  
55 Adelaide St. East



## Tempting Pasteries

By JESSIE READ

Director, Home Service Department, Consumers' Gas Company

IS there anything more tempting than a good looking pie? And is there anything more impossible to eat, or I should say, to attempt to eat than one of the doubtful kind that seem to have a close relationship to the plate on which they are served? I am sure many of you have heard of the young bride, who, when her husband entered the door, greeted him with tears in her eyes, saying, "John, Dear, I made the most gorgeous pie and the dog ate it all up." With a sweet smile, and patting her shoulder gently, "John, Dear" replied, "Never mind, Dear, we'll get a new dog." Let us hope that this little bride had a sense of humor and was able to appreciate the joke on herself.

For pastry there are certain rules which we find it advisable to follow, and just here I will mention a few of them. Use pastry flour; use accurate measurements; use flour that has been sifted once before measuring; when using the crumb or flaky method of mixing pastry you should have the ingredients as cold as you possibly can, and this refers to the shortening and the water. These two methods are the regular methods for pastry and are the ones most commonly used. However, there is another method which we call the Hot Water Pastry. It mixes up quickly, it is never tough, and incidentally is a sure bet for novices in pastry making. This recipe is accurately measured and you should not play with it in any way. It calls for lard, and in this recipe we suggest that you use all lard, or any other shortening that you may make a practice of using. However, in the crumb and flaky methods you will notice that we suggest the use of half butter and half lard, as

the lard makes a tender crust and the butter will give a crispness that is so good, as well as flavor and color.

Of the three methods of pastry making, the crumb method will give you a short crisp, fairly flaky pastry; the flaky method will give you a pastry which is similar in a sense to the puff pastry, and the hot water pastry will give a very short, firm, close textured pastry.

If you have difficulties let me know about them and I shall be glad to help you, or if you have success I shall like to hear about it too.

### Plain Pastry (Crumb Method)

3 cups flour.

1 cup shortening.

(Half butter, half lard.)

$\frac{3}{4}$  teaspoon salt.

$\frac{1}{2}$  cup cold water (approximately).

Sift flour and salt. Cut in shortening. Add enough cold water to bind ingredients. Using sufficient for one crust at a time, roll from centre outward. Bake in a hot oven, 450° F. To make a good shaped shell, place the pastry on the outside of the pie plate.

### Flaky Pastry

3 cups flour.

1 cup shortening.

(Half butter, half lard.)

$\frac{3}{4}$  teaspoon salt.

$\frac{1}{2}$  cup cold water (approximately).

Sift together flour and salt. Cut or blend in half the shortening. Add enough cold water to make a stiff dough. Roll as square as possible. Spread with remaining shortening. Sprinkle lightly with flour. Fold and press edges together. Roll lightly, fold in pocketbook fashion. Chill. The pastry should be kept wrapped and in a cool place. Cut off as de-



sired for use. This amount will make enough for three large pie shells.

#### Hot Water Pastry

- ¾ cup lard.
- ½ cup boiling water.
- 1 teaspoon salt.
- 3 cups flour.

Cream the lard, beat in the boiling water. Cut in flour and salt. Chill and roll out as desired. Single crust bake at 425° F. for 15 minutes.

#### Pumpkin Pie

- 2 cups cooked pumpkin.
- 2 eggs.
- ¾ cup granulated sugar.
- ½ teaspoon ginger.
- ½ teaspoon cinnamon.
- 1¼ cups milk.
- ⅛ teaspoon salt.

Beat eggs until frothy, add sugar, then pumpkin and seasonings, add milk. Line pie plate with pastry and fill with pumpkin mixture. Bake in a hot oven, 450° F., for 10 minutes, reduce heat to 350° F. and continue baking for 35 to 40 minutes.

#### Butterscotch Apple Pie

Use a lower crust only. Sprinkle on it 4 tablespoons brown sugar, fill pie with sliced apples. Cream together

- 3 tablespoons brown sugar.
- 3 tablespoons butter.
- 3 tablespoons flour.

Spread on sliced apples. Pour over it 1 cup sweet milk. Bake in a hot oven, 400° F., for 45 minutes.

#### Lemon Sponge Pie

- Grated rind of 1 lemon.
- Juice of 1 lemon.
- ¾ cup granulated sugar.
- 3 egg yolks.
- 1 teaspoon cornstarch.
- 1 cup sweet milk.
- 1 tablespoon melted butter.
- 3 egg whites beaten stiff.

Beat egg yolks, add sugar and cornstarch, lemon rind, lemon juice and milk. Fold in beaten egg whites and pour into unbaked shell. Bake at 450° F. for 10 minutes, then reduce heat to 375° F. until the filling is cooked.

#### Butterscotch Pie

- 4 tablespoons butter.
- ⅓ cup flour.
- 1½ cups brown sugar.
- ⅛ teaspoon salt.
- ½ cups milk.
- 2 egg yolks.

Melt butter, blend in flour, add brown sugar and salt, cook until slightly caramelized, add milk and cook in top of double boiler until thick and there is no flavor of raw starch. Pour some of the hot mixture into beaten egg yolk, return to double boiler and cook 5 minutes. Pour into baked pie shell and cover with meringue. Brown in a slow oven.

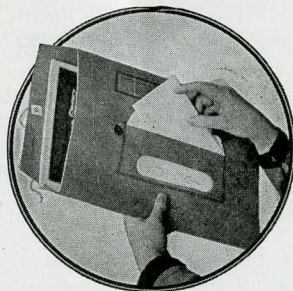
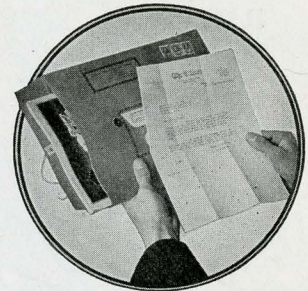
## No more— “under separate cover” letters with DUALMAIL ENVELOPES

With a Dualmail Envelope there is no danger of a forgotten enclosure “under separate cover.”

With Dualmails they go together.

Your mailing piece and the accompanying personal letter **together** assure an instant, direct reaction. A more efficient, more direct, more economical, easier and quicker delivery. Every inducement for their use is offered in their wide utility.

May we send prices and full particulars?



### Another thing—

Dualmail Envelopes are all sealed with tapica flour gum. An advantage over ordinary glue which no one can fail to appreciate.

**Toronto Envelope Co.  
Limited**

366 Adelaide St. W., Toronto 2, Ont.

### “This Season I Have Six New Dresses Instead of Two”



“PRETTIER dresses—more stylish—better made. And all six put together cost me less than the two I had last season.”

“How did I manage? I made them all myself. Besides, I’ve made some lovely lingerie and most of the children’s clothes.”

Today, thousands of women and girls are telling this same story of how they solved the clothes problem through the help and inspiration of the Woman’s Institute.

Mail the coupon today and find out how easily and quickly you can learn, through Woman’s Institute home-study courses, to make smart, stylish clothes for a half or a third of the usual cost and earn \$20 to \$40 a week at home besides.

WOMAN’S INSTITUTE (Canada) Ltd.  
Dept. C-314, Montreal, Canada

Without cost or obligation, please send me complete information about your home-study course in the subject I have checked below:

☐ Home Dressmaking ☐ Millinery  
☐ Professional Dressmaking ☐ Cooking

Name .....  
(Please state whether Mrs. or Miss)

Address .....



### Healthy Hair

Frequent shampooing with Evan Williams “Ordinary” keeps the hair lustrously lovely and healthy.

A special shampoo for every shade of hair . . . at your druggist.

Imported from England  
SOLD EVERYWHERE  
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PALMERS LIMITED  
MONTREAL

**Evan Williams  
HENNA  
SHAMPOO**

### THANK YOU FOR AUGUST ISSUES

So generous was the response for the appeal made through these columns last month for copies of the August issue, that more than enough has been received. To the senders the Editor extends sincerest thanks both for the copies received and for this evidence of how extensively The Business Woman is read.



## French Gowns Coats and Sportswear

*Foster's*



30 King Street East  
HAMILTON  
Ontario



## A Woman's Face Should Be Hairless

The affliction of superfluous hair growing on the face can be removed **safely, painlessly and permanently**. Avoid X-rays and chemical treatments—injury to the skin is possible, and wax and washes are superficial and only aggravate the trouble. We have perfected the treatment of superfluous hair by **Electrolysis** by thirty years' constant practice. This is the **only** method that gives **permanent and satisfactory** results.

Write for full particulars—no charge for advice or interview.

We also specialize in the treatment of all kinds of non-infectious skin troubles, such as rashes, blotches, pimples, blackheads, eczema, etc.

Write for Booklet "W"—Free.

**HISCOTT INSTITUTE, LTD.**

Hiscott Bldg. 61K College St., Toronto  
Telephone AD. 9652

## Club Life

(Continued from Page 28)

joyment only enhanced thereby. Refreshments are served, and good fellowship prevails.

\* \* \* \*

The Physical Culture and Classical Dancing section, now meeting at the Da Costa Studios under the capable auspices of the Misses Lillian Cox and Helen Lynn, is stimulating all participants, and the projected cabaret becomes more of a certainty. As a cure for stock market shocks we can recommend this course.

\* \* \* \*

An informal outing of our motoring members took place on a certain

bright Sunday to Rockford, where a "Return-to-Nature" lunch was enjoyed among most attractive rural surroundings. Here's hoping more of our members indulge in cars, and INVITE US ALONG!

\* \* \* \*

Saturday afternoon, November 2nd, was the occasion of our first afternoon tea of the season, when the Executive as a whole acted as hostesses. Mrs. Mood, Miss Stoakley, as president and honorary president, and Mrs. Thacker as house convener, were in the receiving line, and were gladly allowed to do the honors, while other members busied themselves seeing that all our near a hundred guests had an enjoyable time.

## Zontians Fall Conference—First Time in Canada

President ..... Miss Helen Rayner  
1st Vice-President ..... Miss Gertrude Tate  
2nd Vice-President ..... Miss Marian Wood  
Secretary ..... Miss Katharine Powell  
Treasurer ..... Dr. Elizabeth Stewart

### BOARD OF DIRECTORS

Dr. Janet Kerr ..... Miss Helen Cleveland  
Miss Adelaide Macdonald

THE Fall Conference of District "C" International Confederation of Zonta Clubs met at the Royal York Hotel on October 26th and 27th—the first Zonta Conference to be held in Canada.

Nearly 200 delegates and members were present from Buffalo, Erie, Geneva, Jamestown, Kenmore, Lockport, Niagara Falls, Olean, Rochester, Warren, Hamilton, Montreal, Ottawa and Toronto.

The business sessions were presided over by Miss Eleanor Taylor of Lockport, chairman of District "C".

Among the addresses of special interest to Zontians given during the conference were the following: "Organization," by Mrs. Katherine Sears, Past President, of Glens Falls, N.Y.; "Zonta in Europe," by Madame Norah de Kresz, of Toronto; "Redistricting," by Mrs. Florence Noye of Buffalo; "The Other Side of Zonta," by Miss Ella Reynolds of Hamilton; "News from Headquarters," by the Confederation Secretary, Miss Harriet Richards of Chicago; "Solvent or Insolvent," by the Confederation Treasurer, Miss Jessie Oatman of Niagara Falls, N.Y.; "Comments by the Editor," by Miss Edythe Jenks of St. Paul, Editor of "The Zontian"; "Transportation to Seattle," by Miss Elizabeth Haney of Washington, D.C.; "What Can Be Done with Flowers" (illustrated), by Mrs. Percy Waters of Toronto.

The banquet on Saturday night was held in the ball room and was presided over by the president of the Toronto Club, Miss Helen Reynar. The tables were gay with autumn leaves and chrysanthemums—the Union Jack and the Stars and Stripes added color to the walls, and a birthday cake in honor of the 10th anniversary of Zonta was a surprise item on the bill of fare.

Four Zontians who had assisted in the organization of the Toronto Club in November, 1927, were present as special guests of honor and were introduced by Miss Helen Cleveland, the first president of the Club, as follows: Mrs. Helen Broughton and Miss Helene Knudson of Niagara Falls, N.Y., and Miss Florence Fuchs and Miss Edmere Cabana of Buffalo.

Cordial greetings from the Rotary and Kiwanis Clubs of Toronto were brought by Dr. T. C. Routley and Mr. G. S. Dodington. The musical programme included delightful vocal solos by Miss Nina Gale of Toronto and Madame Shirley Jackson of Hamilton, and Madame Norah de Kresz contributed two piano numbers.

The speech of the evening was given by the International President, Mrs. Olivia Johnson, of St. Paul, who spoke on "Zonta Past and Present."

Arrangements for the conference were in charge of Miss Helen Cleveland, assisted by the following conveners: Miss Flora Stewart, Miss Dorothy Thompson, Miss Dorothy Henderson, Miss Mabel Stoakley, Miss Adelaide Macdonald, Mrs. Josephine de Witt Perry and Miss Florence Bollert.



## FIFTY FILING SUGGESTIONS

(Continued from page 27)

longs, investigate. Hunting lost files requires more time than correct filing.

26. Orders in writing are best; they fix responsibility. Use the requisition system and "out guide."

27. "Out guides" should be a contrasting color. They are also an aid in refiling.

28. If files are kept for a long period follow them up and see what is the matter.

29. Have your cabinets arranged so that the clerks are not interfering with each other's work.

30. Use a sorting tray if the volume of material is at all heavy. It saves hours and steps in filing and permits easy distribution of materials to be filed.

31. Make service your watchword. If anyone passes the buck to you, file it under "B" but do not pass it back.

32. Neatness is a prime factor in successful filing. Keep your guides and folders straight and neat. Type-written labels help wonderfully.

33. Allow room for expansion in each drawer. Torn and misplaced folders often result in misfiling in crowded drawers when it is an effort to file or unfile any folder.

34. Check up your files periodically; if necessary make a bee of it. See that every paper is in its proper place.

35. Never allow pins or clips to be put in the files. Papers get attached sometimes by accident.

36. Be careful when pasting. Do not cover up important data.

37. Keep numbers or whatever marks are used in your system in the upper right hand corner. If the number isn't there when the folder comes to you, don't crab at the fellow who forgot it; put it on yourself.

38. In case you are operating a subject file always insist that the proper subject be given you when there is any doubt. It is an easy matter to underline the subject before it is passed on to be filed.

39. Allow no one but the regular file clerks to have access to the files. Safety first.

40. Arrange to do some of Saturday's work on Friday. Don't leave it over 'til Monday.

41. Have knowledge of someone else's work in the office. Everyone should be able to do at least two branches of office work.

42. To prevent fatigue, arrange your work in such a way that a period of sitting is relieved by a period of standing. Papers can just as well be

sorted or classified sitting down. Your physical comfort helps a lot toward "finding and filing in less than ten seconds."

43. Your firm will benefit by having a light and airy file room as well as good filing cabinets and supplies.

44. File everything according to correct spelling, but cross index so that even if a name is spelled different than it sounds you are referred to the proper place.

45. Arrange abbreviations as if spelled in full.

46. Issue papers from the file only on requisition. Keep up religiously the "Out" or charging system. The efficiency of a filing department is based on papers speedily found.

47. Transfer the files periodically. The year-end is the most common period to do this, but it sometimes suits an individual business to transfer at the end of its fiscal year. Prepare for the transfer work well in advance of the date so that everything connected with the work can be done smoothly. Rushing this work is liable to result in needless errors that may later take much time to correct.

48. Endeavor to make your filing department an information bureau for the entire organization.

49. Know everything possible concerning the filing of your company's records and merit the trust that is placed in you to keep those records properly classified, neat, safe and instantly accessible. Produce any record in less than ten seconds.

**Papers Taken From the Files**

Every office has experienced the annoyance of papers being taken from the files and all trace of them lost from that time. Apropos of the preceding "Forty-nine Suggestions" the following, also prepared by the Office Specialty Mfg. Co., Ltd., is well worth reading more than once:

Use a requisition form for papers removed from the files. The requisition is put into the folder in place of the papers taken out and remains there until the papers are returned, when it is destroyed.

Attach a printed form to papers taken from the file. This is done so that when papers are returned, the file clerks attention is called to the requisition, thus insuring its removal from the file.

Use an Out folder if a folder complete is taken from the file; file the requisition for the folder and any incoming papers in the Out folder until the regular folder is returned. Then all papers in the Out folder are returned to the regular folder.

# MANY FLOWERS COLD CREAM SOAP



## ... on with the new

But don't neglect the garments which will be needed again. Place them in an Heirloom Chest, which provides safe storage for laces, woollens and furs.

# HEIRLOOM CHESTS

See distinctive Heirlooms at your dealer's. Wide range of designs—walnut, cedar lined or solid Tennessee heartwood. An illustrated Heirloom booklet awaits your request. Send for it to-day.



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Chesley, Canada

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Provides the ideal environment for change and rest or that week-end outing.

Pamphlet on application.  
Only two hours' Coach ride from  
Toronto.





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They feel absolutely clean and fresh . . . are perfectly pressed.

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Prompt service if you telephone

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**PARKER'S**  
DYE WORKS LIMITED  
**CLEANERS & DYERS**

791 Yonge Street  
TORONTO

## ONE PART WHITE

(Continued from page 4)

We reached our destination Saturday afternoon about five o'clock, after a very good trip. It did not take me many minutes to doff my clothes and jump into the river for a dip, taking care to keep on the sandbar, the alligators being quite numerous at that season.

Then tea, and with that the all absorbing question of "Nattie."

The eventual decision was, that he was to belong to me, but remain at the plantation until my own plans were decided. Mrs. Will—agreeing to superintend him and feed him, and then when I wanted him, he was mine. This decided, Nattie was called.

Can you imagine my horror when he addressed me as his "Commadra"! This in the Spanish dialect meaning godmother. "You must not say that," I told him. "You may call me 'Young Misses',"—that has been my cognomen in the Colony for some years.

We decided to take charge of him immediately, and told the maid to see that he was bathed at once and a small white nightgown, one of Bobby's, the planter's small boy, was given to her to put on him.

We were sitting quietly talking into the night, when this small black naked apparition, yelling and dancing like a young dervisher, flung himself into our midst.

"Why tak off my pants in de night, Young Misses, de floor cold."

"But, Nattie," I said, "you must be clean and put on a nice nightie and sleep on a couch."

More trouble. He would not sleep on a bed or couch, preferring the floor. A very miserable small boy he surely was. Although when he found he would have to obey law and order, he was really amenable to reason.

Miss Jessie decided he should say his prayers. Oh yes, he knew the Lord's Prayer. No sooner said than done, he plopped in the middle of the floor and the following is his rendering.

"Our Father chart in heaben, haul away thy name. Mak night no come. Dye will be done on earf, as it is in heaben. Gib us dis day our daily bred, an forgive us our trespas as we forgive dem dat trespassas against us. No walk into me plantation, but delibor us from ebl. Dies de Kingdom power and glory for eber an eber. Amen."

After this he consented to try out the couch, and there I left him, wondering just what I am going to do with my latest possession.



## Healthy Girls Are Better Workers

Every business woman knows that better health means increased efficiency to do her work and abundant energy to enjoy her leisure. Hundreds of Canadian women and girls who work in factories, offices and stores are depending upon Lydia E. Pinkham's Vegetable Compound.

Ask Your Friends  
about  
Lydia E. Pinkham's  
Vegetable Compound

They will probably tell you that there is no better medicine for women's ailments with their accompanying head ache, backache, weakness, "blue" spells and general run-down condition.

Give it a Trial

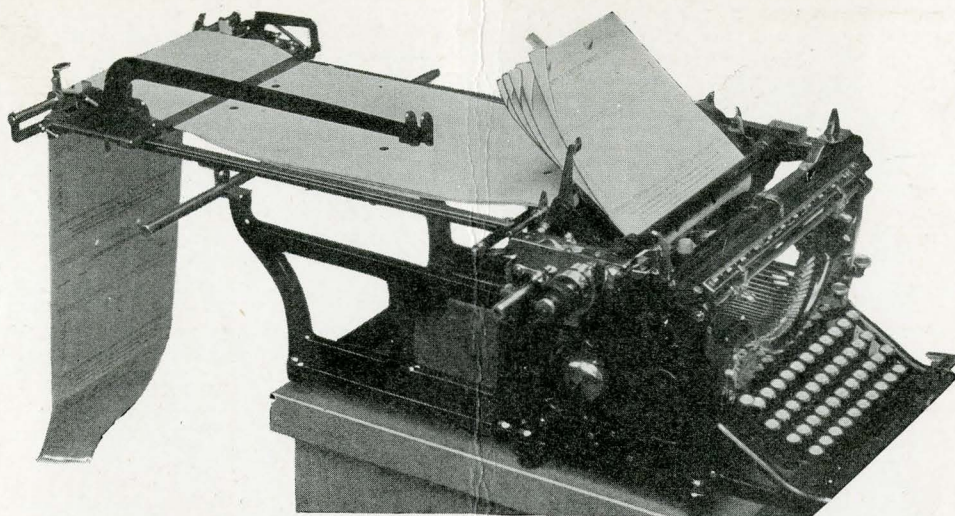
If you are not as well as you want to be, if you are weak, nervous or run-down, give Lydia E. Pinkham's Vegetable Compound a fair trial. Take at least three bottles. It will tone up your whole system and help you to eat better, sleep better and feel better. It will keep you fit to do your work under trying conditions.

Get a bottle from your  
druggist today

Lydia E. Pinkham's  
Vegetable Compound

Lydia E. Pinkham Medicine Co.  
Lynn, Massachusetts, U. S. A.  
and Cobourg, Ontario, Canada.





## Underwood Fanfold or *Continuous* Multiple-form Machine

Doubles the output  
Halves the labor

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¶ There is a similar waste of time and effort in separating the sheets and removing the carbons.

With the Underwood Fanfold there is no assembling of forms; no handling of carbons except to load the machine once a day.

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Use "Maple-Leaf" Carbon





**“OFFICE SPECIALTY”**  
 Direct Name Visible System of  
 Filing is the Simplest, Safest,  
 Speediest System Yet  
 Devised

**You, Too, Can Have a 10 Second Filing Service**

**THE** standard set for the “Office Specialty” Direct Name System is 10 seconds. Actual tests however have proved that file clerks operating this System find required records in 4 to 6 seconds.

If you are experiencing long delays, lost and misfiled correspondence in your filing system, consider the many advantages “Office Specialty” Direct Name Visible has for you.

*Visit our nearest Service Store and let us demonstrate this System, or write for illustrated folder.*

**THE OFFICE SPECIALTY MFG. CO.**  
LIMITED

**Home Office & Factories: Newmarket, Ont.**

**BRANCHES IN:** TORONTO MONTREAL OTTAWA QUEBEC HALIFAX HAMILTON  
 WINNIPEG REGINA CALGARY EDMONTON VANCOUVER