

WEEKLY WOMAN'S PAGE OF THE HERALD

NATIONAL WEEK IS CELEBRATED

The National Federation of Business and Professional Women's clubs of the United States, under whose auspices National Business Women's week is celebrated, March 10 to 16, numbers 1,000 members, located in 47 states and the Hawaiian Islands. It has approximately 1,100 clubs and 47 state federations, and extends an annual budget of \$120,000. At its recent national convention in Mackinac Island, Michigan, the sum of \$25,000 was raised from the floor in approximately 40 minutes, as the nucleus of a building fund to establish permanent headquarters in Washington, the national capital.

A business reciprocity program whereby business women, members of the federation, pledge themselves systematically to promote other business women was launched at the same convention. The federation operates The Independent Woman, only magazine in the world published exclusively in the interests of business and professional women. This appears monthly, and carries stimulating articles from leading writers dealing with various phases of business women's problems.

Shrimp Jambolaya

One and one-half cups boiled shrimp, 2 medium sized white onions, 2 tablespoons butter, 2 tablespoons flour, 3 tomatoes, 1 cup well minced parsley, half a clove of garlic, 1 bay leaf, 1 teaspoon file powder, 4 cups boiling water.

Fresh or canned shrimp can be used, but be sure the tiny dark vein through the center is removed. Melt butter in sauce pan, add onions peeled and minced, and let cook slowly until a golden straw color. Stir over flour and stir until thoroughly blended. Stir and cook until flour colors slightly.

Scald tomatoes, plunge into cold water and slip off skins. Chop finely and add to mixture. Two cups canned tomatoes can be substituted for fresh ones. Add rice, parsley, garlic, bay leaf, file powder, and boiling water.

FASHION HINTS

HIGH-TEA DRESS

Black net, with fitted, tube silhouette and low flaring ruffles, makes a stunning high tea dress. The sleeves are long and tight, the neck round, with flesh organ-dy.

NEW GRAYS

The new combinations of color feature soft grays with delicate pinks and baby blues. They are extremely feminine combinations.

FITTED LINGERIE

New slips are princess, so are nightgowns and teddies. The cut of all undergarments of the new mode reflect new styles.

SPRING BLOUSES

Striped blouses step with a jaunty swing into prime favorites. A green and white novelty striped one has its yoke and the top of its sleeves cut on the horizontal.

TRI-COLOR YOKE

Black felt crepe makes a stunning frock with rose, beige and Nile green flat crepe banded together to fashion yoke and tie.

TIERED WRAP

A three-quarter evening wrap of geranium taffeta is really a cape made of three circular tiers. Its neckline is Chinese.

CAPE ENSEMBLE

Printed crepe spring outfit features the cape ensemble as new and diverting. The cape is jacket length and the frock sleeveless.

GORED COATS

Spring will introduce many gored coats that retain the straight all around hemlines and emphasize the modified flare.

FEMININE TAILOR

For early spring, a favorite attire will be the feminine tailored frock, with fabric banding to simulate a bolero and to outline panels in the skirt.

SPRING RULES

Everyone should be blue in the spring, to be really chic. Blue is the outstanding favorite color predicted, ranging from baby blue to navy.

SPORTS COAT

Camels hair and other sports coats have gone princess this spring. They are belted, often in suede, and their necklines are soft and lady-like.

FLARED JACKET

Flared jackets give a flip to the spring suit. Many of these are not belted. They round their front closings, being slightly shorter in the front.

HEATLESS FUR

Spring puts an emphasis upon fur neckpieces. Gaiyak leads as a flat fur that is not heating. A black hat has its notched lapels, collar and narrow cuffs of beige gaiyak.

What 45 Years Have Done to Business Women's Attire—
From the Time an Office Manager First Said to a Stenographer:

"YOU'RE JUST THE TYPE"



Demure Miss 1885

The "Gibson Girl," 1903

Miss 1910

The War Girl of 1917

Miss Modern—1930

The evolution of the successful business woman has been no more fascinating than the evolution of her office attire.

During National Business Woman's Week, March 10-16, when 11,000 local clubs of the National Federation of Business and Professional Women will celebrate woman's career progress, many cities will stage pageants that show just what "they" were wearing at different eras.

Back in 1885, when ads first appeared for "lady typists" at \$2 a week, only those in reduced circumstances thought of applying. No wonder, for how could a lady be comfortable anyhow in an office when fashion demanded that she wear a bustle? "Pinner" were in, too, those scarfs pinned across the shoulders, kerchief fashion, and every lady wore a corset! Full skirts were a blessing, for in those days typewriters used foot treadles, like those on sewing machines, to return the carriage.

Along with the advent of the new century came the "Gibson Girl," who was quite Ritzy with her picture hat with ostrich plumes, her big-sleeved, puffy blouse pulled down to a point in front, over a trailing long skirt. Sweet girl graduates from college and business schools were going into offices. Shortland had been introduced and the private secretary made her appearance, shooting salaries up to new high levels of \$3 per. By 1910 the business woman grew practical and gored dark skirts that didn't show dirt were topped by shirt-waists, albeit some of them were "beek-a-boe." This was the age when high collars, tailored black velvet bows and separate belts were in and buttoned high shoes were apt to have cravat-like tops! Stenographers and typists might become office managers now, and it was beginning to dawn that if a girl were neat—but not saucy—it might help her get ahead!

The war gave women confidence, and chances at

many jobs they never dreamed of even coveting. Up went their skirts—clear to their ankles—for practicality, as they waded into all kinds of office management, personnel work, heading this business or that, becoming buyers for department stores, advertising experts and even "dollar-a-year-men" for the government. Tailored suits, with pinch-waisted coats, in military manner, long gloves and broad-brimmed sailor hats came in. But the georgette blouse distinguished the business woman from the militant suffragist!

Today—enter the modern business and professional success, who knows that good looks and smartness are as essential to success as brains! She can have any job she can get, she can dress herself like a Paris model and groom herself like a movie queen. No matter how extensive her wardrobe, somewhere in it is bound to be one of the season's contributions of the jacket frock, in printed crepe.

BELTED SUITS

Spring suits that belt achieve diversity by pleating the pelum, cutting it circular or scalloping it.

JACQUETTED SILK

A jacquetted silk frock, from

Paris, has triple tiers for a little bolero and triple ruffles finishing the bottom of the skirt.

A greyhound is known to be able to run 525 yards in less than 30 seconds.

Sister Mary's Kitchen

By SISTER MARY

NEA Service Writer

Many housekeepers regard the artichoke as an imported delicacy quite beyond the average pocket-book and the ordinary skill to prepare.

There are two common varieties, the globe or French and the Jerusalem. The Jerusalem is a tuber, and very different from the French artichokes, which really is a flower bud.

French artichokes are usually most plentiful in the market when other fresh vegetables are scarce and high. They offer a delicious variety at a most opportune time.

Italian Style Artichokes

Four small globes, 4 tablespoons grated cheese, 4 tablespoons olive butter or olive oil.

Prepare artichokes by the rule given today and parboil fifteen minutes. Drain and arrange in a single layer in a buttered baking dish. Pour over the oil and sprinkle with cheese. Cover and bake in a moderate oven for fifteen minutes. Serve from baking dish with segments of lemon.

for they are very simple to prepare and serve, and often take the place of a green salad.

One artichoke is usually calculated as a "serving," although the globes may be halved or even quartered. They should be cooked whole and divided just before serving.

The center or "choke" is always removed before serving but is usually left in while cooking, for after it is cooked it pulls out easily. If removed before cooking, cut away with a sharp knife and the artichoke with a cord to keep its shape.

Choose fresh green globes from which a leaf will pull easily when marketing for artichokes, for delicately flavored.

To prepare for cooking, wash through several waters and cut stem close to leaves. Pull off hard outer leaves and cut off top about 1/2 inch down. Let stand in cold water to cover after vinegar in the proportion of one tablespoon vinegar to one quart water has been added. Let stand one hour. Drain and cook in boiling salted water for 20 to 40 minutes. Drain and serve with Hollandaise sauce, melted butter or a hot mayonnaise.

Each leaf is pulled off with the fingers and dipped into the sauce and the soft part is eaten. The sauce is served in a separate individual dish or a thick sauce can be served on the side of the plate. The Italians cook artichokes with cheese and olive oil.

Marmaduke, a tortoise in the London zoo, is said to have been alive in queen Anne's day.

Present Day Business Woman Defined As a Genuine Phenomenon

That the modern business woman is a genuine phenomenon and entitled to a special week in recognition of her achievements will be the speedy decision of anyone who scans the figures relative to the presence of women in the business world.

Non-existent, or at best unimportant, yesterday, she is today a factor to be reckoned with, and it will not need the special programs of National Business Women's Week—March 10 to 16—to point out that fact. So dry a source as the census amply substantiates it.

On the eve of a new census we have to go back to the figures published by the government after the 1920 annual enumeration for our data. Yet ten years ago more than eight and a half million women were gainfully employed, and no less an authority than the president of the American Press Association calculates that so rapidly have women swarmed into the business world that there will be 15,000,000 of them when the next census figures are published.

Ten years ago there were but 37 of the 572 occupations which women had not invaded. Now it is doubtful if there are any. Ten years ago clerical workers led the number of women employed, there being 1,426,115 of them. Probably this ratio will be increased by the next census, for the drift is increasingly away from industry to what we would call, if men were occupying them, the "white collar jobs." Possibly this is in a measure due to the education program of the National Federation of Business and Professional Women's clubs, which has tended to focus nation-wide attention on the value of a better education to the prospective business girl.

The number of women in public service increased 61 per cent between 1910 and 1920, and the figure is expected to be even greater between 1920 and 1930. Equally significant was the increase of women in trades by 42 per cent; and of women in professions by 39 per cent.

A hasty survey of the census figures in the emblem of the National Federation of Business and Professional Women's clubs. They were selected shortly after the second convention of the federation at St. Paul, Minn., in 1920, by a committee headed by Miss Fern Bauerfeld of Topeka, Kan., have been worn in the past ten years by tens of thousands of business women.

French Air Inventor in U. S.



Noted in European aeronautical circles, Robert Enault-Pelterie, French inventor, is pictured above as he arrived in New York from France with his wife. Himself an aviator, he designed the first monoplane with a forward motor and invented control sticks, a frame in a steel tubing, and landing gear.

YOUR CHILDREN

by OLIVE ROBERTS BARTON

In this battle to train the less admirable emotions out of the human race, it often is difficult to decide just what they are.

We know that anger, jealousy, hate, selfishness and cowardice are obviously material for our unending efforts in that direction. On the very face of things, these elements stand out quite obviously as about the worst things in our make-up.

But those others on the border line—what about them?

Pity is supposed to be one of the virtues. It is one of the virtues. Pity and charity and sympathy are the finest attributes of a human soul; to help those in distress, to understand and aid those whom adversity has overtaken. What would this world be without pity and sympathy and love? Not much of a place, to be sure.

But to give we must have a recipient. And how about the recipient? Has he no rights in the matter?

Dear me! How deep we are delving into this matter of emotional training. We're digging up all sorts of spectra these days—things that Horatio never dreamed of in his philosophy.

Considering the Child

It is with the recipient that we must deal in this matter of child training.

The child is little—we are big. He is the recipient of our pity and sympathy. We are the givers. It is a grand thing for us to live up to the moral decalogue—to exercise our prerogative of self expression. How fine of us to tie up Tessie's hurt hand, to wax indignant over Tommy's cruel teacher, to cultivate in each and every young breast a perfect hot-bed of the weeds of self-pity later on. What are we doing to Tommy and Tessie? Like our Nell, I'll say we're doing them both wrong.

The other day a little 10-year-old girl's mother was called out of town by the death of a relative. The housework was left for young Mary.

She made beds, as best she could, burned the lunch, was late for school, and generally had a bad time of it.

OPPORTUNITIES NOW GREATER

When Selma in Edna Ferber's "So Big" was suddenly faced with the necessity of supporting herself the only occupation she could turn to was teaching. The modern girl is faced with a new situation. Not a lack, but a wealth of vocational opportunities open before her and her problem becomes one of wise selection. Accurate information about possible openings is essential if she is to choose wisely. The National Federation of Business and Professional Women's clubs is deeply interested in the vocational problems of girls.

As a result some 300 clubs in the federation have set themselves to the task of studying the situation in the towns and cities where they are located. The vocational books in local libraries are examined and listed; the organizations offering to give vocational counseling are visited to discover their scope, and employment agencies serving women and girls are approached to learn how well the needs of the community are met with in this respect.

One result of the survey so far has been an increase in good vocational reading. In one city a separate business branch of the public library has been opened in a down town section, open to both men and women.

Lenten Season

The hostess who entertains during Lent should make the most of the many delicious and unusual dishes made of fish. Fish salads, souffles, scallops and creamed dishes are acceptable for formal luncheons or informal suppers. They are sure to please and are a delightful change from the heavier fare of winter months.

Shrimp Jambolaya is a creole dish, delicious and intriguing. Many of the most popular and expensive restaurants and tea rooms in the largest cities specialize in dishes "a la creole." There's a decided charm about creole cookery that is undoubtedly dependent on the rare perfection of seasoning. However, any housekeeper, if she will learn some of the tricks of seasoning that are not "native" with her, can add variety and unusual palatableness to her table.

For results use Herald Class Ads

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Special Sale Of
434 Spring Dresses
Starting Saturday, March 15th

208 Frocks
\$9.75

Selected from our regular stock and specially priced for this event.

Values up to \$16.75

Priced Surprisingly Low

126 Garments in This Group

\$5.00

Values up to \$12.75

Sizes 12 to 44

Just see them, that's all!

Dresses of prints, plain colors and knitted fabrics.

Dresses in this Group

Flat Crepes
Georgettes
Chiffons
Crepe Prints

\$15.00

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and meet me at the Waitresses Ball

Monday Night, March 17th