

# GET in LINE! PRACTICE the SETTING-UP DRILL

## THE WOMAN IN BUSINESS . Big Firms are Always Looking for Employees Who Can Think Along Commercial Lines.

BY EDNA EGAN.

**M**ERE man condescends to give some of his conclusions about the "opposite sex." It is sometimes worth a woman's while, in such a case, to listen and ponder, since a mere man often gets a point of view the "opposite sex" misses. This particular mere man is the successful advertising representative of a well known magazine, and has something to say about women in business. For a long time, he relates, he tried to find a satisfactory secretary. He couldn't make out why so many were unsatisfactory till after considerable observation and experience.

First, he says, by way of appealing to women for his criticism, he told in terms of highest praise of the secretary he finally found—a glorious exception to the rule he laid down for women in business. He raises this girl's salary yearly and he will keep her as long as he can.

"She gives to work all her thinking energy in office hours and, I should judge from the results of her work, half her thinking energy out of hours. There is the secret of her being satisfactory. She manages to keep well so that she can put her thought on the service she is paid for."

"As a result of centering her mind on the business she has developed the ability to dive down into her brain and bring up an idea every now and then that goes to make a success of her work and mine, and so of the department in general. Immediately after she came to me she entered a course in advertising on her own initiative to make herself better able to cope with the needs of an advertising department. She reads the magazine every month, not merely the stories, but all the ads. When her intuition tells her I am ready for a suggestion, she is ready to give it, without any ostentatiousness or any of the sweetly feminine tricks of managing me."

"Not long ago the magazine put stress on fire insurance and fire protection advertising. The last minute I was puzzling to fill a page. My secretary asked if I had solicited a certain manufacturer of metal doors. I got the ad man of that firm on the wire to open negotiations. In a flash my secretary was out of the room and back again, thrusting before my eyes the design of that month's cover that I hadn't seen nor known about. It was a corker for a fire advertising issue and gave me the inspiration for an additional talking point that clinched that contract. That's merely one instance to show she's alive and thinking."

Then this mere man ushers in his complaints, his arraignment of women in business—at least of some of them. "A lot of my helpers have been the sort that sit around the office in spare time and embroider," said he. "No girl whose hands and mind are occupied with stitch, stitch, stitch can think deeply at the same time. The embroidering and novel reading sort usually wait to be told and then literally and mechanically, without any imagination, performed the task set for them. They belonged to the class that fills into a rut and never sits down and thinks that thinking, thinking, thinking is what gets them into something bigger and better."

"Outside office hours women's minds are all fussed up with things no sane man, no matter how small his job, would think of adding with. They wash, iron, sew, knit and cook at home. They split up their energies to the detriment of themselves professionally."

"Business girls can get a valuable lesson from men who give themselves wholly to professional duties. If work isn't first in the mind no one can succeed at it. This means thinking of it eight hours a day to the exclusion of all else and then thinking of it half the rest of the time. By no means should a girl rest in business to the exclusion of recreation, but she should be so interested that she can't help finding part of her pleasure in it. Thus her efforts become creative and she grows with her position and makes it grow."

"Women earners, like society butterflies, can skim over the surface of their brains and never penetrate the thinking parts of them," concludes this cynical mere man. "Women in business can stagnate and go to seed just as they can in matrimony."

### HEADACHE CURE

**W**HEN a severe headache is the result of heat, a cloth dipped frequently in cold water and placed at the base of the brain will give relief. Ice water should be used for this purpose, the compress being often changed. Several drinks that will be palatable and refreshing at such times are sassafras tea and cream of tartar water, the latter being especially cooling. It is made by dissolving a small teaspoonful of the powder in a glassful of cold water. The drink must be sipped slowly. Sassafras tea is made by steeping two heaping teaspoonfuls of the dried root for half an hour in three pints of boiling water, then letting it steam until cold. It is strained and sweetened if desired. The latter may be drunk freely.

### ADVICE FOR YOUR GIRLS Instruct Them Carefully While They Are Young.

BY MRS. McCUNE.

**I**F there be any one whose power is in beauty, in purity, in goodness, it is a woman."

It is every woman's desire to be loved and even in her most indiscreet moments, could you get to the heart of the matter, you would discover that she is only seeking admiration and affection. This is more transparent with the growing girl, because she has not yet learned to hide her feelings, and in consequence does many rash things.

This is the reason why she flirts, exchanges pictures and jewelry, and allows familiarities with boys of whom she knows very little.

The parent is either too weak-minded or ignorant to influence her daughter in the right direction, or she goes to the other extreme and forbids all intercourse with boys.

The first course permits the girl to take any liberties with her home and its hospitalities, and having no respect for her mother's judgment and possessing none herself, she welcomes anybody she happens to meet.

The second course is even more blamable. A normal girl seeks intercourse with boys, and will get it whether her parents approve or not. She will meet them at other girls' houses, or even worse, on the streets, and, having no power of discrimination, results are often disastrous.

It is the mother's duty to see that her daughter meets the right man. Even if this aide of her nature develops early, due, perhaps, to environment or companionship, she would do better to allow the boys than to refuse her daughter their companionship. She can and should discriminate, however, and so exercise a stronger influence than otherwise on the girl's life.

There comes a time when the principle of life should be explained by the mother to her daughter. She herself knows best when this time arrives, and never should she shrink what is perhaps her highest duty. Many who call themselves "mother" shrink from this, saving their consciences with the thought that it is unwomanly to speak of such a subject, thereby forcing the child to learn from outside sources.

The mother is the girl's nearest and dearest friend, and she alone can present this knowledge in a delicate way, far better than can a doubtful book, or a girl friend. If there were less reticence about such matters between mothers and daughters, there would be less freedom between boys and girls, and more properly placed modesty.

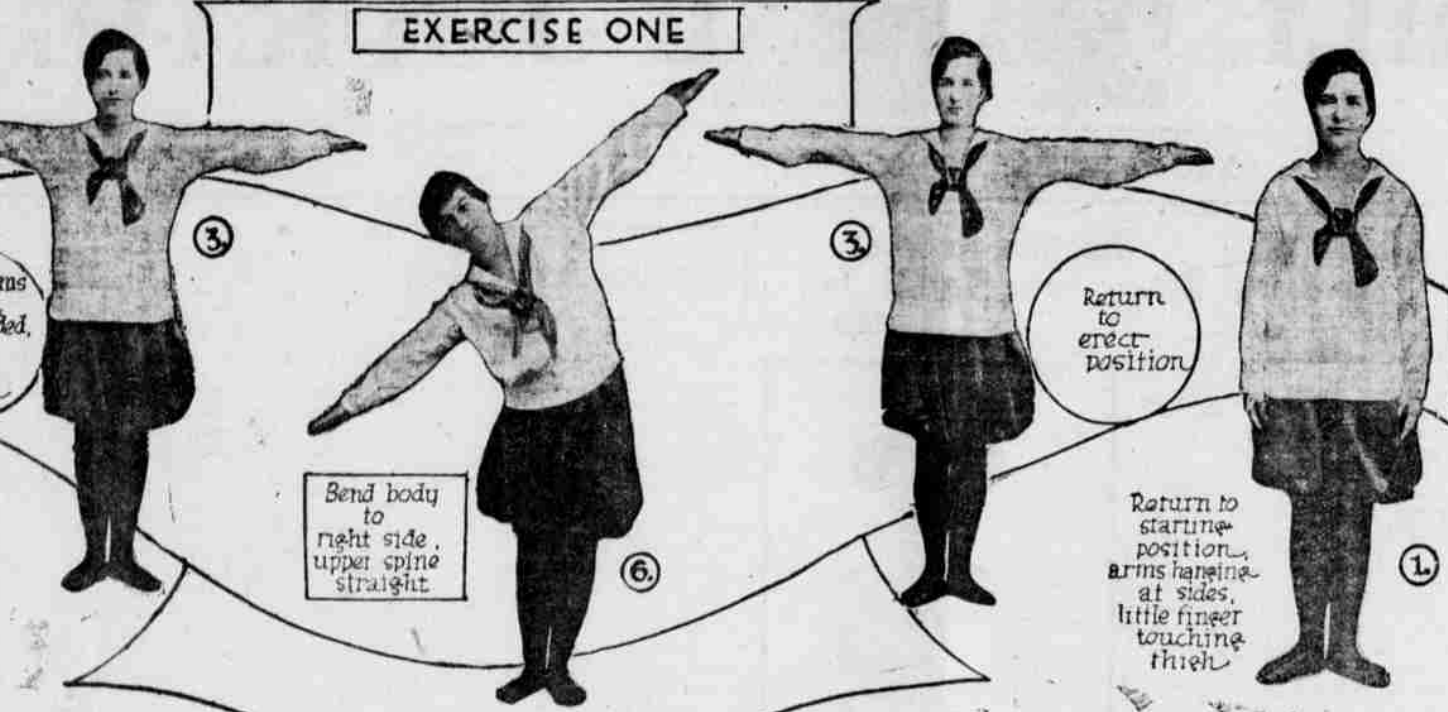
It is the mother who can best explain to her daughter why kissing is itself perfectly proper, is better refused to a man until the ideal is found, and an engagement exists. If the mother be an up-to-date woman in other respects, her daughter will respect her opinion in this matter, also.

Every girl has an ideal woman. She may be the heroine of a book, a creature of her mind, or a real woman; no matter, she must be beautiful. But does she analyze her further, demanding for her beauty of speed and action, graciousness of manner, straightness of mind and desire?

It is a good plan to spend a short time each day in thought. Every girl of growing age indulges in "dreams," so she can spare a little time to picture the attributes of her ideal woman. She should make it a plan to model herself daily upon her ideal, and she will find herself improving, but even then she will have work to do, for her ideal has not been standing still, but advancing as she progresses.

Girls, can you imagine your ideal flitting on street corners, exchanging pictures or rings with men whom she has met perhaps once, kissing boys who place no value on what should be a precious privilege? Can you imagine her losing her womanly dignity to "chase after" a boy who is already tired of her foolishness?

Or do you picture her attracting through sheer force of character as well as personality? Don't you want her to refuse overtures of affection from Tom, Dick and Harry, and keep her heart in reserve for the one man who is worthy of both her respect and love? I am sure that you do. And as surely as you want your ideal to behave in this manner, so you will act yourself.



EXERCISE ONE

Raise arms to sides, fully extended, palms facing upward.

Stand erect, heels together, spine straight, arms hanging at sides, little fingers touching thigh.

Bend body to right side, upper spine straight.

Return to erect position.

Return to starting position, arms hanging at sides, little finger touching thigh.

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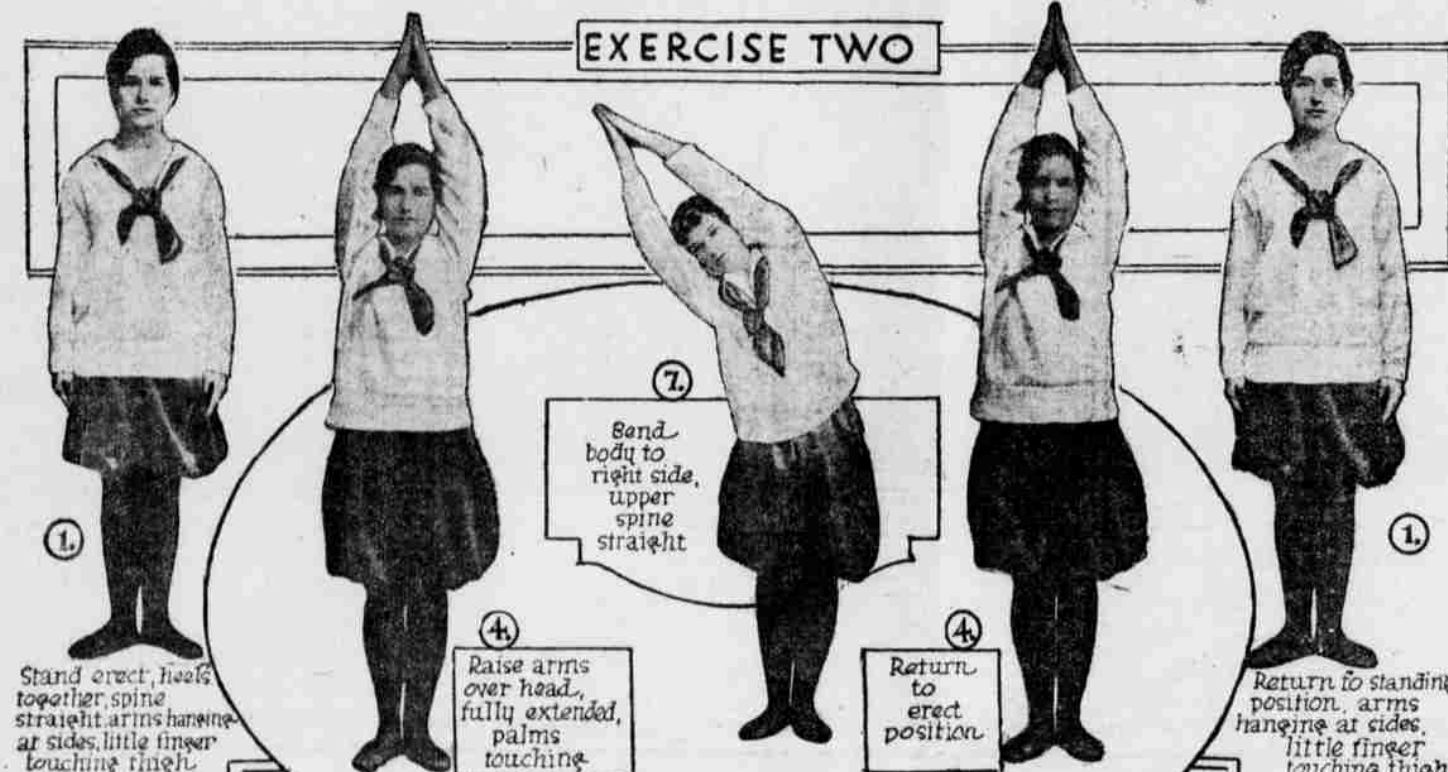
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EXERCISE TWO

Stand erect, heels together, spine straight, arms hanging at sides, little finger touching thigh.

Bend body to right side, upper spine straight.

Raise arms over head, fully extended, palms touching.

Return to erect position.

Return to standing position, arms hanging at sides, little finger touching thigh.



EXERCISE THREE

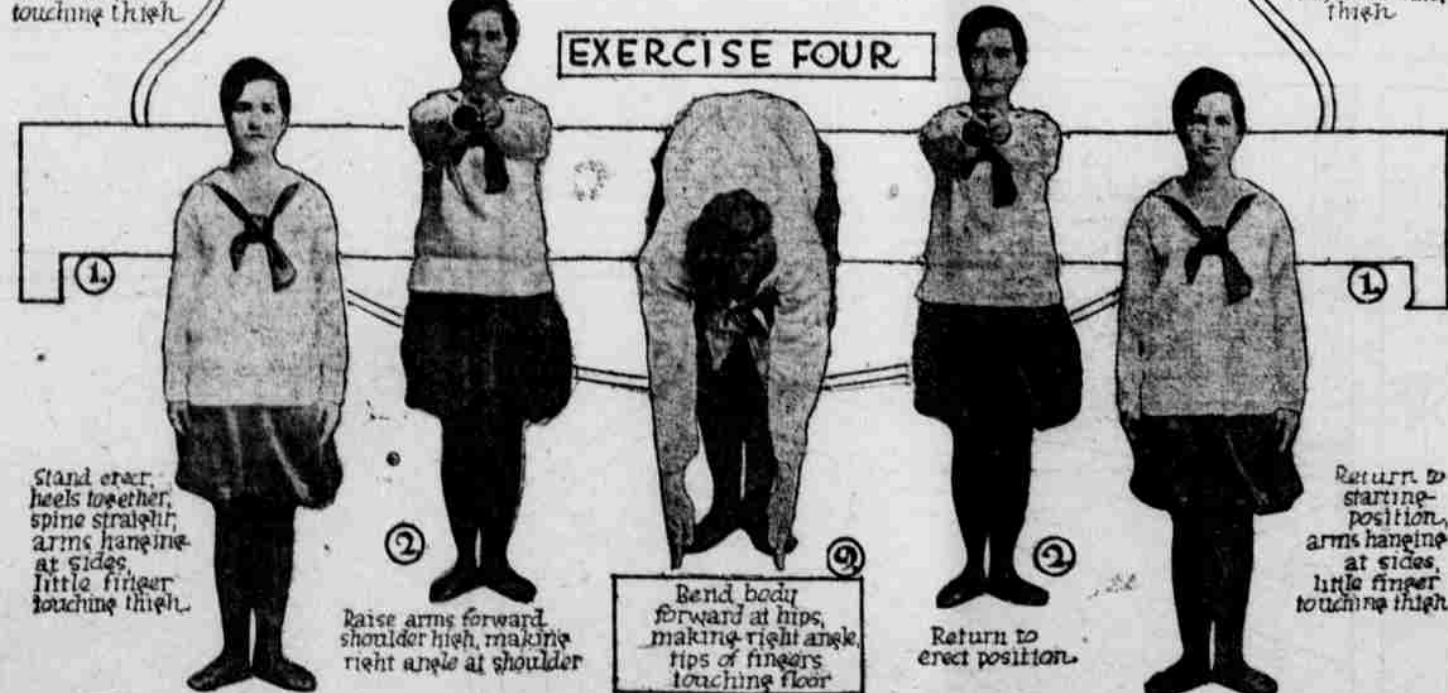
Stand erect, heels together, spine straight, arms hanging at sides, little finger touching thigh.

Bend body forward at hips, making right angle, upper spine straight.

Raise arms shoulder high, bend elbows, fingers touching shoulders.

Return to erect position.

Return to starting position, arms hanging at sides, little finger touching thigh.



EXERCISE FOUR

Stand erect, heels together, spine straight, arms hanging at sides, little finger touching thigh.

Raise arms forward, shoulder high, making right angle at shoulder.

Bend body forward at hips, making right angle, tips of fingers touching floor.

Return to erect position.

Return to starting position, arms hanging at sides, little finger touching thigh.

**U**GLY nails can be improved by being washed in warm soap and water and are still moist. A soft towel is the best thing to use for the purpose, or an ivory or bone implement, such as is sold in manicure sets.

**O**N retiring at night the hair should be carefully brushed and the scalp massaged. Then, instead of braiding your hair, let it fall over the pillow, so that it will get as much air as possible. Air is most important for the nutrition of the hair, and the custom of spreading the hair out at night is one that has long been practiced by the Japanese belles.

**W**OMEN who live alone are apt for convenience sake to indulge somewhat freely in a liquid diet. It is so much easier to prepare and clean up after milk and egg, or a cup of hot chocolate or coffee, than it is with more substantial foods. If one must go on a liquid diet from health reasons there may be some excuse, but to adopt it for anything short of necessity is to put a premium on bad teeth. Both in adults and children the teeth need work, and if they do not get it, loosen long before their time.

**O**NE of the most convenient articles to use in a sick room is a sand bag. It is made from clean, fine sand, thoroughly dried on the stove. Put it into a flannel bag about eight inches square, but don't fill it full, as it makes it too heavy. Sew up the opening carefully and cover the bag with cotton or linen to prevent the sand from leaking. You can quickly heat it in the oven or even



**I**N serving a number of persons at tea or reception, silver and dishes often need to be washed. The hostess should see to it that there is a big supply of dish towels, otherwise she will be mortified by damp spoons and plates.

**C**lean a soiled white felt hat brush a paste made of powdered magnesia and water well into the felt, then let the hat dry thoroughly when the magnesia should be brushed out. Generally the hat will then look like new, but in some cases it is necessary to repeat the whole process. Take care that you use a quite clean brush—a nail brush will do.

**F**aded colors may often be restored by the use of alum water. A faded blouse, for instance, should be shaken free of dust, then washed well with castile soap, rinsed thoroughly in clear water and then in alum water. The alum will generally brighten the colors and in any case it will help to color.

**G**IRLS suffer the most from the lack of exercise. Indeed, it is the exception when girls above 10 or 11 get any regular outdoor exercise. To this cause much of woman's ill health can be traced. Most girls' lungs are underdeveloped, which opens the door to a host of diseases, nervous even more than pulmonary. Professor Tyler gives some interesting facts as to the effect of gymnastics on girls' lung capacities. He compares statistics of lung development of Nebraska girls and of girls from a New York city school, where gymnastics were required daily. At the beginning of their school work the western girls' lungs were one-fifth larger than those of the city girls. By the time both were 11 years old the city girl had caught up with the country girl, and at 12 or 13 she had one-third more lung capacity. Quite a remarkable showing! The value of increased lung power to the whole body is impossible to over-estimate.

**T**HIS method of waving the hair is successful if it is not too oily. An hour or so before retiring, wet the hair with hot water. Then, while the hair is wet, comb it straight back from the face and bind a piece of tape or ribbon around an inch above the line where the hair starts growing. With your comb, pull the hair out from under the tape, to form a little pompadour. Then bind another piece of tape around the head, two inches back from the first one. Pull the hair into a second pompadour between this and the first tape. Do this a third time. Then you will have three puffs of hair, and three bands of tape about the head. Let the hair dry this way, even fanning it dry, as you must not go to bed with the head wet and sleep with the tape still bound around the head and the hair still puffed between the bands. In the morning, the hair should be quite firmly waved around the head, and should form a soft and pretty effect when done up in any fashion at all. How long the wave lasts depends on how easily your hair curls, and how dry the air is. But it is harmless, and not hard to do, and the effect is prettier than the stiff wave, or a wave formed by curling irons or artificial heat.

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