Woman's Realm -:- Social and Personal -:- Fashions -:- Literature

Etiquette

By Roberta Lee

Q. If there are several men members of the family, other than the husband, may a formal invitation to an evening affair be addressed to include all of them?

A. No. All male members of the family, other than the husband, should receive a separate invitation.

Q. When a woman is traveling alone and registering at a hotel, should she use the prefix Mrs. or Miss?

A. Yes, always.

Q. What does "lyonnaise" mean?

A. "Served with bits of onions."

Milady Beautiful

By Lois Leeds

BEAUTY QUESTIONS ANSWERED

Reducing the Waistline

Dear Miss Leeds—I am 19 years old and 5 feet tall. How can I reduce a waist that measures thirty-two inches? I weigh 110 pounds. What styles should I wear to make me look taller, and what colors? I am a blonde with fair skin and brown eyes. My eyes are in good condition but I have dark wrinkles under them. What is the cause.

MARIE B.

Answer—Your weight is correct for age and height. Here are two exercises for reducing the waistline, which seems large in proportion to your height. First, stand erect with feed well apart and arms at sides, trunk inclined a little backward Raise the right elbow outward, letting the hand slid up the side of the body until it rests curled up in the armpit, and bending the trunk over to the left side. As the right hand is moving upward the left hand slides down to the left knee. Now reverse the movement so that the left hand slides down that side of the body to the knee. Do not let the body bend forward but keep shoulders well back. Repeat twenty times. Second exercise: Stand erect with arms raised straight above head and hands clasped, feet apart. Bend body to the left, swinging clasped hands down to touch the left foot. Raise the body quickly, flinging the arms upward and outward, inhaling. Hold a moment, then bend to the right. Repeat ten times to each side. The downward movements are slow, the upward ones are fast.

One-piece frocks in solid colors or vertical stripes will make you look taller. For fullness, use kick peats rather than flares. Strive for straight lines and have your stockings the same tone as your dress, if not the same color. Wear beige hose with a tan or beige costume; gunmetal ones with a black or dark-colored dress. When the stockings are much lighter in tone than the dress the figure seems shorter. Browns, bronze and tans are becoming to your type, also dark and medium blues and greens, amber, mais, orange-yellow, peach, dull rose, orchid, bright red, rust, henna and black.

One is not always conscious of eye strain. Unless you have been to the oculist within the last twelve months, I advise you to have an examination now. Eye wrinkles are sometimes due to loss of sleep or nervous habits of squinting.

LOIS LEEDS

Hair Questions

Dear Miss Leeds—(1) My hair is chestnut brown but I want it to be deep black. How can I do this without having it dyed? (2) I have very fine hair. Will it take a good permanent waves? I am 17 years old, 5 feet 5 inches tall. What should I weigh?

S. M. A. L.

Answer—(1) You cannot change brown hair to black unless you dye it. (2) If your hair is healthy and elastic and if you go to a skillful operator for the wave, you should be able to get good results. Of course, fairly coarse hair usually takes a wave better than extremely fine hair does. If you go to a conscientious hair-dresser she will tell you whether your hair will take a wave or not. The average weight for your age and height is 124 pounds.

LOIS LEEDS.

Bow Legs

Eddie—Braces would not be effective at your age, since your bones have hardened, but you can develop the muscles so that the legs will look straight. Here is a good exercise for the purpose. Stand tall with heels about an inch apart and toes pointing outward. Do not move the feet but tense the muscles of the whole leg and draw the knees as close together as you can. Rest and repeat twenty times and also at odd times when you have the opportunity.

LOIS LEEDS.

Tomorrow—Foot Troubles

An Italian has invented a parachute having a row of pockets around its edge to catch the air and aid in opening it, also easing the descent of its user.

Dorothy Dix

Urges Need for Financial Independence — To the Girl Just Leaving School

"I Implore You Girls Who Have Just Finished School Not to Consider Your Education Completed Until You Have Mastered Some Gainful Occupation by Which You Can Support Yourselves"

Where do you go from here, girls? You have just graduated in all the ologies and isms and a peachy white frock, and now you are standing rather bewildered and dazed, not knowing what to do next. If you were boys you would be thinking seriously about your reers, and your parents would be trying to help you t into the trade or profession you meant to follow a life work, but fathers and mothers don't bother uch about shaping a girl's future course. They trust at to luck.

urse, if money is scarce in the family she may have sports car and the shortest length in skirts? Of hing except dates and clothes and the newest make othering her pretty little bobbed head about anye happily ever afterward. So what's the use of ind young man will marry the girl and that she will

Everybody takes it for granted than a nice, rich, to work in a store or office while she is waiting for the Fairy Prince to come along and rescue her om drudgery, but both she and her parents are looking for him to arrive any minute, so it doesn't seem worth while for her to prepare herself seriously for a job that is purely temporary and that she is likely to throw up any day.

Unfortunately, th optimistic forecast of a girl's life is not always justified by the subsequ t events. Sometimes the girl marries and lives happily ever afterward. Sometimes she doesn't marry at all, or if she does marry she gets a div ce. Sometimes marriage solves all of her material difficulties. Very ofte it is just the beginning of them. Sometimes the Fairy Prince scorches y in his Rolls Royce and bears her off to a palace. Frequently she mista s a rotter for him and he drags her down to the gutter, and she has to o to work and support him and half a dozen children.

Heaven alone know how the deluded notion ever obtained that marriage ended all of a woman troubles and that once she was in the holy estate she was safe from the slings and arrows of outrageous fortune. Nothing could be farther from the truth, yet in spite of its fallacy the idea still prevails that it is not necessary to fit girls for life as it is boys, because girls will marry.

Yet the most casual observation gives the lie to this theory and shows the cruel wrong it works. For not only do many women never marry at all, but many of those that do marry come to grief. Husbands sicken and die. Husbands are unfaithful. Husbands desert their wives and children. Husbands lose their money. Husbands sometimes have no moneymaking ability whatever. Every day we see the tragic spectacle of women who have been trained to no trade or profession struggling desperately to support themselves and perhaps an invalid husband and little children. Every day we see women enduring the insults and abuse of brutal husbands because they have not been taught any way to make a dollar and they must stick to their meal tickets or starve.

So I implore you girls who have just finished school not to consider that your education is completed until you have mastered some gainful occupation by which you can support yourselves. Don't think that because your father is rich it is necessary for you to have a profession. Money has wings, any many a millionaire leaves his children paupers, but if you have the kind of skill of hand and brains for which the world is willing to pay, you have something that cannot be taken from you.

Don't think that because you are pretty and a riot with the boys you can marry your living instead of earning it. Perhaps Mr. Midas will pop the question to you. Just as likely Mr. Poor Man will. Besides, face the fact that you are living in a new era in which economic conditions often prevent a young couple from getting married unless the wife is also a wage-earner. The parasitic wife, who is nothing but a parlor ornament, is a luxury that few men can afford in these days of the high cost of living and so the modern girl can safely well count on having not only to bake the bread but make the dough as well when she gets married.

Curiously enough being able to make your own living is not a bar to romance but an aid to it. For it will enable you to marry your man, should you fall in love with a poor one, while you are still young and your heart thrills with passion, instead of dragging out the weary years of a long engagement, waiting for him to make enough to support two, while the glamour and illusion of love's young dream pales and your romance wears to tatters and the very fire of love burns down to ashes in your hearts.

Nor is this all. The woman who is self-supporting is always a free woman. She can never be made into the slave wife if she happens to marry a tyrant, as the dependent woman is, because if her husband does not treat her properly she can always give notice and quit. Nor is there any other such good preparation for marriage as for a woman to have earned her own living.

It has taught her efficiency and promptness and self-control. It has taught her the value of money and through what agony it is earned . It has taught her sympathy with men and an understanding of the trials and anxieties that they undergo and makes her a more companionate and thrifty wife. For the qualities in a woman that enable her to hold down a good job will enable her to keep her husband.

The curse of women is that, as a sex, they have no plan of life. They have no settled purpose. As the old song puts it, "they are on their way, but they don't know where they are going." They expect to marry, but they doo't prepare themselves to be wives and mothers. They think vaguely that they would like to follow careers, but they don't settle down to any one. They would like to earn good salaries, but they won't take the trouble to learn how to do anything well enough to become experts.

Be not one of these foolish virgins. Decide on some definite thing that you want to do in life and fit yourself to do that well. Learn some way of supporting yourself. Learn how to do the kind of work that has a market value. Learn to be independent and stand on your own feet. It is the best insurance that you can take out against the accidents of life.

DOROTHY DIX

Motoring With Mary

By MARY JANE MOORE

Every revolution of the engine grinds out wisdom for the woman who drives a car, one of them has discovered.

CRUISING SPEED

There is not much doubt that I have driven our car at every mile marker on the speedometer. Likewise, there is not much doubt that I have not been very observant in doing so, for it was not until recently that I made the important discovery that there is a speed at which the car does everything better than at any other speed. Of course, I have known about certain producing vibrations but this had nothing to do with that knowledge.

Junior and myself were out for a ride along a nice shady country road that was as smooth and inviting as the weather was hot and univiting.

We were spinning along between 40 and 45 miles an hour when it dawned upon me that the car seemer to be performing absolutely without effort. There was not a sign of any noise from the engine and the effect was the same as coasting with the motor cut off but without losing speed. I stepped on the accelerator harder and the speedometer shot up to 53. The pleasant, effortless functioning of the car seemed to stop. The engine started roaring and it was easy to tell that it was working again, after seeming to have enjoyed itself at the lower speed. I dropped back to 45 again, and everything became serene and silent.

I could not figure it out, but it was all explained to me a few nights later by an aeronautical engineer client who came out to dinner with Bob.

"You were simply driving at the car's cruising speed," he began. "Every automotive vehicle—motor car, airplane, power boat—has one. It is simply the point in speed where all moving parts work together with the greatest smoothness.

"That is one thing about motor vehicle operation that everyone is going to learn when be becomes more acquainted with aviation. You see, in aviation 'cruising speed' is one of the important specification of the airplane. Unusually, it is to be found somewhere in the vicinity of a gasoline throttle that is three-fourths open with the engine making, roughly, three-fourths of the revolutions of which it is capable.

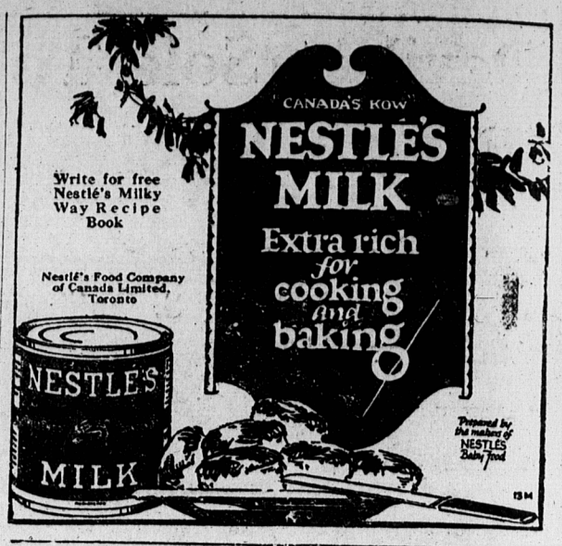
"They do not specify 'cruising speed' in connection with automobiles because so much driving, to be legal, must be done below this rate of travel.

"However, if the motorist could travel at the car's cruising speed, he could save himself considerable on the maintenance of his car. The ultimate in smoothness is achieved at this point and it is smooth operation that keeps wear at a minimum. In airplane operation, maintenance costs are amazingly reduced when the pilot keeps the plane near its cruising speed. They go up violently if the plane is operated at its peak speed for any time."

"Do all automobiles have the same cruising speed?" I cut in.

"No," he replied. "For various cars it may come anywhere between 34 and 50 miles an hour but that 15-miles variation should cover the majority of them.

"The real opportunity for using the automobile's cruising speed occurs right at this season when so much of motor car use is out on the open highway. The car owner should find just where the car performs with the greatest smoothness. It is easy to do, just by using one's ears. When he has found it, he should make it a point to drive at that speed when conditions permit. However, like yourself until the other day, he may not know anything about this important car speed."



Another lot of "the challenger"

Pure Silk Stocking $1

This is the "record breaker" the one that has never been equalled yet. It keeps us busy bringing them as fast as you take them away More new ones, Clearskin, Tanskin, Fairskin, Beachskin, Newtone, Sonata, Platinum, Chaire. $1.00

Moore & McLeod Ltd

What the Fashionable Are Wearing

Illustrated Dressmaking Lesson Furnished With Every Pattern

By Annebelle Worthington

Style No. 2862 is a sophisticated frock with circular flare for the sophisticated little miss of 6, 8, 10 and 12 years, who follows very closely the latest mode of Paris.

It is very simple with long-waisted bodice with kimona sleeves trimmed with turn-back cuffs. The neckline is comfortable and smart rolled into revers. The two-piece circular skirt is attached to long-waisted bodice in scalloped outline. The tie slipped through bound openings at front of bodice is a cute idea. The monogram motif adds sportive-air, especially as sketched in white cotton pique with tie and monogram motif in sailor blue.

It is very pretty made of checked gingham in sky-blue and white with white pique collar and cuffs which can also be used for tie.

Shantung in peach shade, pink linen, yellow chambray, and green and white polka-dotted cotton broadcloth are chic.

Pattern price 15 cents. Emb. Trans. No. 706 (blue or yellow) cost 15 cents extra. Be sure to fill in size of pattern. Address Pattern Department. The New Summer Fashion Magazine is 15 cents, but only 10 cents when ordered with a pattern.

No. 2862. Size .....

Trans. No. 706.

Name .....

Street Address .....

City ..... State .....

Household Hints

By Roberta Lee

The Hands

The hands should be washed in warm, not hot, water and then thoroughly dried before laying aside the towel. Neglect in drying the hands thoroughly will soon cause them to become rough and red.

Fresh Berries

To keep berries longer and fresher take them from the box and dump into a dish or plate, where the air can circulate through them.

Shelves

A small shelf is very convenient over the kitchen range for holding salt, pepper and spices.

"FEEL WELL AND STRONG"

MRS. J. MALIN
R.R. No. 5, Barton St. East, Hamilton, Ont.

"I have to work in the store and do my own housework too and I got nervous and run-down and was in bed nearly all summer. The least noise would make me nervous. I was told to take Lydia E. Pinkham's Vegetable Compound and I have taken seven bottles. It has made me stronger and put more color into my face. I get along nicely now with my work and with my four children. I would like to answer letters."—*Mrs. J. Malin.*

MRS. FRANK LUKES
R. No. 1, Box 58, Lankin, N. Dakota

"I had two babies which I lost at seven months. Before my third baby was born my husband advised me to take your medicine and he bought me three bottles of it. When I had taken the first one I began to feel better so I kept on during the whole period. We have a healthy baby boy and we are so proud of him and praise Lydia E. Pinkham's Vegetable Compound for the help it gave me. I feel well and strong."—*Mrs. Frank Lukes.*

Lydia E. Pinkham's Vegetable Compound

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

For The Cook

ASPARAGUS TIMBALE

Make a white sauce of 3 tablespoons butter, 3 tablespoons flour, 2 cups milk, salt and pepper. Add ¼ cup grated cheese. When cheese is melted add 2 beaten eggs and stir well. Place in a baking dish together with 1½ dozen cooked asparagus tips. Cover with grated cheese, and bake in a moderately hot oven until nicely bowned. Serve at once.

A Morning Smile

After the servce Tommy lingered on to see the missionary who had been preaching that morning in the church.

"Ah!" said the missionary, as Tommy approached him, "do you wish to become a missionary like me?"

"No," was the reply. "I was wanting to know if you had any foreign stamps!"

Minard's Liniment for Chapped Hands

Lina Cavalieri

Celebrated Parisian Beauty Expert

advises twice-a-day use of Palmolive Soap

Former celebrated opera star, now famous beauty expert, explains why washing the face correctly is a most important beauty treatment.

Lina Cavalieri has stepped off the operatic stage to share her beauty knowledge with the world's smartest women.

Ensconced in her sumptuous salon, on the Avenue Victor Emmanuel III, Lina Cavalieri tells her patrons of a simple home beauty treatment. "I find," she says, "that a soap blended of palm and olive oils, by cleansing the pores thoroughly, leaves the skin in a smooth, healthy condition."

"In addition to my own beauty aids, I always recommend the soap blended of palm and olive oils. By cleansing the pores thoroughly it leaves the skin in a smooth healthy condition."

Lina Cavalieri

61, Avenue Victor Emmanuel III, Paris

185 Retail Price 10c

"I AM visited by some of the most famous beauties of two continents," says Madame Cavalieri. "In addition to my own beauty products, I always recommend them to use Palmolive Soap."

When dirt, dust, oil, powder and rouge get into the pores they are choked up. To these poisonous secretions Cavalieri attributes blackheads, pimples, enlarged pores, blemishes.

Make a bland lather of Palmolive Soap and warm water. For two minutes, massage this well into the skin. Then rinse, gradually cooling the water to icy temperature. For dry skin, a touch of cold cream. Oily skin is refreshed by an astringent lotion and day cream before make-up is applied.

PALMOLIVE SOAP