

***'The Pretty Girl at the Machine':* feminine
appearance and workplace identities in
British Women's Magazines 1919-1939**

Dr Fiona Hackney Associate Professor
Falmouth University

Streamlined bodies & modern workers

Men seeking wives, employers looking for workers, mistresses engaging maids - each and all are favorably impressed by good looks, it is undeniable that the plain girl is handicapped.

Home Chat 22.02.1919: 231

Almost every employer realizes that there's more often than not a fundamental connection between neatness of fingernails and neatness of type margins.

Hazel Rawson Cades in *Modern Woman* 03.1930: 27



Fay's work-a-day dress: economy, tips & etiquette

That Well-Groomed Look!

This week: C—For Creases.



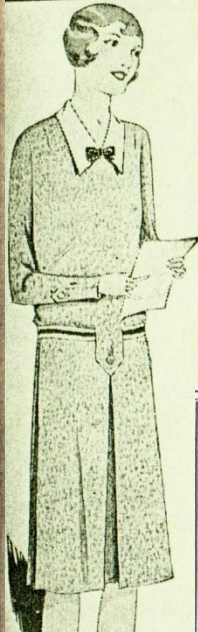
CLOTHES creased by packing or careless folding, if of wool, usually smooth out when hung near the fire for a time or in a hot-air cupboard; but if badly creased while not even being pressed is inadequate, and they should be sent to be cheaply re-pressed. Creased velvet or velveteen must not be ironed, but hung in the steam from a bathful of boiling water or a geyser.

WHEN travelling, you may need to wash out handkerchiefs in an hotel room, but have no opportunity to iron them. An easy remedy is to spread the handkerchief, when wet, smoothly over your mirror, pressing it out quite flat against the glass. If left in this position it will be quite smooth and ironed-looking when dry.

AND MAKE

GIVEN AWAY WITH THIS WEEK'S "MODERN"

A FREE PATTERN OF FAY'S WORK-A-DAY DRESS—



THE perfect little office frock which would look adorable made up in a fine speckled tweed, with crisp white collar finished with a decorative bow. You simply must make it up for the Autumn and Winter days ahead!

THERE also begins in this same bright number a magnificent new serial story by MARGARET CULKIN BANNING, entitled:

"PARTIES."

"PARTIES" is a novel of modern life as lived by "the bright young people."

"MODERN" can be bought where. Price 2d. with p

ETIQUETTE.



IN business life a girl must not expect the little courtesies which she regards as her right out of the office. Most employers are too busy and too preoccupied to retrieve a fallen notebook or open the door for a junior in the office, regardless of her sex.

DO YOU CARRY YOURSELF WELL?

STRANGE to say, while all women long to carry themselves well, very few take the trouble to be graceful. It has come to be an axiomatic fact that the farther from graceful way in which the average woman sits or stands is often the result of an ungainly figure. The question naturally arises: How can one know how to stand gracefully? Our illustrations show the correct way to stand, sit, and to sit at work. If you practise posing in these positions for even one minute, about three times a day, you will soon make them into regular habits. Stand against a door so that your head, shoulders, elbows, palms and heels all touch the door. The erect-shoulders, high-chest and proudly-poised head are infinitely more attractive than a slouching gait. Some women, who hurry themselves will when they walk, quite spoil their carriage when they sit down in the house. They let their shoulders droop, and their heads hang forward in a most unbecom-



ing posture. The business girl must learn to lean over from the hips, and not from the waist-line, when she bends over her work. Notice that the feet are planted on the floor and the feet are back well in the chair, and so has all the support she needs. She sits her chair and so finds it thoroughly comfortable. To sit correctly is just as easy as it is graceful—and yet it is rarely done. The



figure needs just as much care and consideration as the face, and it really adds quite as important an item to the total of beauty. When you are sewing or reading choose a straight-backed chair, so that your shoulders are supported. If you sit like this, your head will naturally be thrown back, and this will make you breathe more deeply—draw a good thing for the figure. Young and attractive though a girl may be when she feels at liberty and curls herself up in an armchair in a slouchy, low-sits, she straightway loses much of the charm for the onlooker.

THE SECRET—

By MARY MARRAS. *Lovely people may write to Mrs. Marras that interest us all will be talked over, get to know something about our fellow-creatures, stamped and addressed envelopes, others not in*

Care of WOMAN'S WEEKLY, Fleetway House, Farringdon Street, London, E.C. 4. MY DEAR FRIENDS—A French wit says, "The great secret of happiness is to sit close with you, and it is well to have oneself a pleasant refuge, but no such refuge is a pleasant refuge, but no such refuge is a pleasant refuge." I think these words are profoundly true. The secret of happiness is to have a pleasant refuge IN ONESELF. If you have that, you can take it away from you. It is YOURSELF you have a companion, you won't want to always on the run to find amusement outside a business hours, says, "The happiness of the heart—these are the wealth of a man's life." If you can think of things that interest you, you have your happiness near hand. The "thoughts of your heart" will give a source of pleasure as wealth often can. People may laugh and jeer at my statements; but it is true, nevertheless. The who expect to amuse themselves making in one's happiness, and have to depend on getting the best of the matter. If you are always DEPENDENT ON OTHERS, and that is a most taxing kind of power, and that is a most taxing kind of power. It will really interest you. It may be a most taxing kind of power. It may be a most taxing kind of power. It may be a most taxing kind of power. It may be a most taxing kind of power.

ANSWERS TO QUESTIONS.

DON'T MARRY IN THESE CIRCUIT STANCES. "PATRICK"—I strongly advise you to be guided by your father. As you are only 21, you could not legally marry without consent. His your father's wish, by the way, you say you have "never made a personal acquaintance with" what you, to marry him, surely you don't consider a marrying, a man whom you only know through exchange letters? This sort of foolishness is a photograph of a photograph. "DIPPER" (London, send).—I don't quite understand your query. Do you mean that your throat is hoarse, or your outer skin is sore? If the former, you should not sing, as singing when one is hoarse is very bad for the voice. You should find out the cause of the hoarseness, and if it is likely to be removable, get treatment. If the skin is sore, you should get it treated for a time, and manage with bandages, or something similar.

WATERCRESS CLEARS THE SKIN. J. P. B. (Whitby).—To improve the complexion, there is nothing better than eating watercress; but be very careful to see it is well washed first in plenty of cold water, as it grows in shallow ponds and ditches, and is very liable to contamination. Young and attractive though a girl may be when she feels at liberty and curls herself up in an armchair in a slouchy, low-sits, she straightway loses much of the charm for the onlooker.

WASHING GRASY HAIR. P.—I wash it with hot water and borax, or rub some cold

WOMAN'S WEEKLY ETIQUETTE.



THE NEWCOMER IN AN OFFICE.

WHEN a newcomer appears in an office the other employees should introduce themselves and show her the run of the office. Don't wait until she asks your help; it is much more courteous to give it, straight-away.

Your answers to others have proved a great help to me. I wonder if you could tell me of a cure for spring? Whenever my mistress in the slightest little bit cross I start crying, and I feel so foolish. I should be so pleased if you could help me.—A VERY FRIEND.



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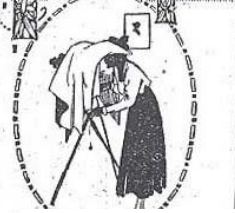
POEMS. The you know of Mr. Henry Newbold's poems are printed in books form. I have tried to get them in several shops, but they have been unable to find them.—MARRAS.

Chats on careers: 1919

WOMAN'S WEEKLY

Chats on Careers IN A TURKISH BATH.

Chats on Careers



THE WOMAN PHOTOGRAPHER

finds her work pleasant. A receptionist should go through the business, for it her part to interview clients, advise them often as to costume, pose, and size and style of photographs. She will show the hesitating client specimen photographs and also show not unfamiliar anything about the business, it can be well seen that she is bound to be at a loss very frequently.

WHEN PHOTOGRAPHING CHILDREN

PA-TIENCE is essential when photographing children. The woman who

Chats on Careers



THE LADY COMMERCIAL

orders. If orders are not forthcoming, she must use tact and discretion, plus persuasive eloquence, to secure them. Some part of this work is very discouraging. Often the commercial must wait for hours while the buyer comes backwards and forwards, engaged all the time as he is upon sundry business.

There is scarcely a day indeed in which the lady commercial upon work of this kind finds she is not forced to cut out some part of her programme. Perhaps she may return later in the week. Or she may collect some of her orders by correspondence.

Her day over, she returns home, writes out her orders upon special order sheets provided by the firm, posts them, writes her notices to her customers, and mends out her programmes for the following days.

HER TRAVEL

A LONDON traveller will probably



For all these different stages the bathier sits or lies in a different position, and the shampooer must know these positions. He is bound to be able to tell her client exactly how to turn and sit, otherwise she will not be able to manage or shampoo her properly.

To finish the ritual of the bath, she must learn how to operate the hot and cold spray shower under which the bathers relax after the shampoo. Next there is the business of rinsing down the bathier, a little matter which requires some skill. It does not do, for instance, to knock your first patient flat under the force of the

There is still more to learn—the business of drying bathing towels and sheets round the bathier when the bath is over.

All these various processes are not difficult to learn. Miss shampooers declare that they find them very easy. Some take longer than others, it is true, but a few weeks are generally about all that is necessary.

A woman should be fairly healthy and strong to undertake the work of a Turkish bath shampooer, but it is a mistaken idea to suppose that excessive strength is required.

WHEN SHE BECOMES A FAVOURITE.

While beginners are being trained they are paid. The actual salaries earned by shampooers are not very large, but they are supplemented by the bathier tips, and the attendant tips, which are divided among the staff. There are also personal tips. Naturally a lady who is pleased with an attendant gives her a special tip—a snail in the usual thing. When a shampooer is clever at her work, ladies vouch for her and frequently refuse to be shampooed by anybody else. Personality, deft touch, and a knack make for success in the shampooer's line just as in every other career.

THE HOURS ARE LONG.

THE hours in a Turkish bath are rather long—about ten to nine at night. To make up for this every shampooer has three evenings off a fortnight, and two afternoons off in a week.

The three most skilled and courteous salesmen and women vary a little according to the establishment.

As to the rest of the attendants, there is no standard and hairdressers who carry out face massages as well. The chiropodist is not very much more in some baths than a woman to undertake foot treatment.

There are also the attending attendants to the cooling-off rooms. They act upon direct orders from the attendant and refreshments to the bathers as they lie upon divans at rest in the treatment rooms. The head one will probably have some young girls to help, and so on.

AGE MATTERS.

As to the ages of the shampooers of the bath, they are not very young, but they are not very old either. The average is probably about 30.

As to the wages, they are not very high, but they are not very low either. The average is probably about 100 a week.

The shampooer is generally promoted to

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FRACKS FOR COTTON FABRICS



No. 26113
The dainty frock above is of silk and rayon. It has a high collar and long sleeves. The skirt is full and the hem is finished with a row of buttons.



No. 26115
This elegant dress is of silk and rayon. It has a high collar and long sleeves. The skirt is full and the hem is finished with a row of buttons.



No. 26117
This elegant dress is of silk and rayon. It has a high collar and long sleeves. The skirt is full and the hem is finished with a row of buttons.

Chats on Careers THE MAKING OF A MANNEQUIN.



THE FIRST INTERVIEW

SOME girls become mannequins right away. They apply for a job, and an interview they must show off their dress. A conventional wardrobe, in any of a few mannequin size, is bound to appear as such an ordeal, and if the girl fails, after one or two trials, that she is not successful, she had better give up the idea.

Other girls graduate from the show-rooms. They may have entered the firm as apprentices, and, perhaps, as time elapses, their grace and confidence in displaying dresses to good advantage are rewarded upon. As a busy season their services are requisitioned and so they enter the ranks of the mannequins.

Then having secured her job, the mannequin must have time to dress her hair, to keep her hands beautifully manicured, and her complexion clear. Otherwise the drift is bad.

HER SALARY.

HER salary is from about £3 a week to £10 a week. A show-room girl who enters the dress parade occasionally, generally gets a guinea above her salary for the parade.

It is becoming the custom now, following the new war fashions, to send mannequins to smart events where wealthy people congregate. For instance, at some of the big domestic entertainings, or at some of the big dancing frocks; and they will probably be in it as often this year.

This work is harder than just parading in a show, for there is a difference between wearing a dress for some hours and wearing it for five or ten minutes in a room where there are no draughts and the lights are beautifully shaded.

The mannequin's equipment, or costume, is always paid upon such occasions, and for this work she often gets a higher salary or special remuneration.

It must be admitted that mannequins are not so beautiful in figure as they appear to be. Frankly, they are often very thin, long lines and thinness generally being inseparable. It doesn't do for a mannequin to get over plump.

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Every Week: A Selection From a Popular Song Hit—Inside.

WOMAN'S WEEKLY

1 1/2 D

Don't Miss Our
"Chats on Careers"
Every Tuesday



This remarkable series has been specially written for the girl who has had no special training.

A MAN IS RESPONSIBLE!

A MAN is responsible for this week's article in this helpful series. When asked what he thought was a good career for girls in the present day, he promptly replied— Well, you must turn to page 335 to see what he suggested. There is a chat about a different career every Tuesday. Don't miss them if YOU are looking out for a new position. : : : : :

Next Week: THE WOMAN FLORIST.

business & bachelor girls: single women, work & marriage 1920s

WHAT ABOUT SWEEPSTAKES?
Some Interesting Opinions Inside.

HOME CHAT

AND MOTHER & HOME

2d
EVERY MONDAY

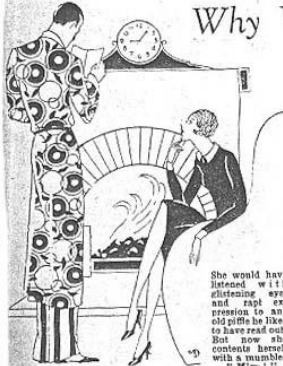
Special
Business
Girls' No

Vol. XXVIII, No. 1811
MAY 21st, 1924.



October 26th, 1923.

BACHELOR GIRL SPEAKS HER MIND TO HUSBAND AND WIVES!



Why We Don't Want To Marry!

Looking around at your married friends you might think that marriage carried with it the glorious privilege of being abominably rude to each other!

Never! Not on your life!

Why, there was often a pretty little struggle as to who should have the privilege of carrying the heavily unwanted coat or book—the man, of course, being an easy winner.

Just you ask John these days to carry the coat that's grown too hot and heavy. You'll learn in a few bright, terse sentences that you're positively the world's worst everything. That anybody, anybody but you, would have known you wouldn't need the heavy coat, and now you wouldn't need the something, something walk is going to be spoiled, and it's a pity you ever set out on it; it's the sort of thing you always do, and oh, a whole lot more! And the walk is spoiled, anyhow, and you do think it's a pity you ever set out on it, and you vow most passionately you'll never, never do it again.

And would you, friend John, before marriage mysteriously conferred upon you the privilege of being detestably rude and hurtful, have ridiculed and laughed at Eve's efforts at golf or Bridge, or anything else she was heroically trying her inept hand at in an effort to keep pace with you?

You know you wouldn't!

The Sentries of Life!

AND you, Eve, would you in the old days have taken all John's little attentions for granted, without so much as a "thank you," as you do now? You know you wouldn't!

That sort of thing's bringing life down to a pretty cheap level. And that's the sort of thing that puts the on-looker off marriage.

Little everyday courtesies are a protection. They are the sentries that guard the beautiful things of life. None of us is big enough, great enough, strong enough, to be able to do without them and keep—love!



Before you married, would you have laughed at any intended Eve's efforts at Bridge?

The World's Worst Everything!

AND did you ever hear of the man who grumbled and groused when his fiancée suggested he should carry her coat, book, or anything else she'd had enough of yanking around!

The Robin

I SAW a robin hopping on the grass, to-day!
His beady eyes looked up at me,
In such a way

That I forgot the winds of March,
And winter weather!
The robin and the spring and I
Blended together!

The robin and the spring and I,
All fit into humming,
It was as if, throughout the world,
New faith were coming!

New faith and April—ah, they wait
Each year to greet us.
To tell us that no winter world
Can quite defeat us!

MARGARET SANGSTER.



The Jazz Pochette

MATERIAL REQUIRED.
1 yard muslin, 12 inches wide.
1 yard silk for lining.
1 wool needle.
1 satin each of 3 different purples, black, white, dark grey wools (12, each).
2 skeins light grey wool.
2 patent fasteners.

CUT off the selvages of the canvas and turn it down about four threads all round. Work the border in satin stitch with black and white wools, working the same stitch over four threads of the canvas all along to make a stripe of satin stitches. This stripe consists of about 15 white satin stitches, 15 black, 15 white, and so on, giving the appearance of short bars.

Fill in the pochette in the same way, but instead of regular bars of black and white, work bars of varying length in the other colours, using more of the light grey wool than the bright purples.

When the canvas is filled in, line with silk, press thoroughly, fold into pochette shape, join the sides and sew on two fasteners. Your bag is finished!

THAT JOB YOU DON'T LIKE

Stick It Without Grumbling—You'll Reap Your Reward When The Better One Comes Along!

DORIS is a shorthand-typist at a shipping office—and she simply loathes her job!



If she acts at the office like she does at home, no wonder they are uncivil.

But I happen to know that she gets a very good salary. So good, indeed, that she will be a long time finding another job where she will get as much, unless she adds to her qualifications—which she doesn't want to do.

No, she won't take the trouble to work a little harder, and take evening lessons for a time, so that she can move without losing money. And neither will she lose the money.

But what she will do is to make everybody miserable with her continual complaints. She grumbles and grouses over her rotten job from morning till night, and really, if she acts at the office like she does at home, I don't wonder that they are uncivil to her!

Of course you will say that if her job is so unbearable, surely it is worth while, losing a little of the money to get a job, where she would be happier?

WHICH MEANS MOST, MONEY OR HAPPINESS?

Doris has decided that money matters more than anything else, and now she cries because she can't have her cake and eat it, too.

Well, who can? Perhaps she must have the money, you say. Perhaps so, but if she looks matters in the face and realizes that she can't do without it, why, then she must accept other drawbacks.

Other girls get comfortable jobs, at good salaries, you say.

Don't you believe it! Nobody finds that working for a living is a sunshiny and joyous process, but it can be tackled bravely, and the compensations can be counted.

The girls who have the wonderful jobs that you sigh after might not have anything better than you—but they are probably making a better job of it.

Every job can teach you something. Whether it is the loathsome invoice at Blank's or the troublesome books at Smith's, you're steadily learning, and being fitted for something better.

But if you are going to whine about it you won't learn. You will only be a nuisance with a slack mind and an undisciplined brain.

STICK IT—WITHOUT GRUMBLING! It will make a wonderful difference to your mental muscles if you tackle that job you don't like, and hang on to it until you are master. The next job will be easier, and your mind will be more elastic.

All through life you are going to meet jobs that you don't like. Even when you are married, and safely through the magic gateway, you will find those tiresome job cropping up.

When it rains, and the clothes simply won't dry. When Jack comes home early with a bad cold. When you have a wretched headache, and the sweep is due at ten o'clock, and the "char" doesn't turn up.

Well, what about it? You can't run away from the disagreeable jobs all your life, you know. What about sticking that one you've got?

Believe me, you'll reap your reward when the better one comes along.

GREEDY!

YOUNG Jimmie Doodle's very bad!
His hands he always sucks,
And in the park he eats the bread
We've brought to feed the ducks!

THREE HUATES



feed your nerves: neurasthenia & the perils of modern life

November 23rd, 1929.

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THE BUSINESS GIRL SHOULD ASK HERSELF THIS QUESTION VERY SERIOUSLY—

"Have You a Safety Valve?"

Nothing is truer than the familiar proverb, "All work and no play—but the wise person will happily combine both.



They rush and hurry and let their work absorb them until sooner or later the inevitable happens.

no time to give to their home. Then they wake up to the fact they are the most unhappy of mortals.

Some women, when they realise the prison they have made for themselves, try to escape by running away from their duties. One wife I know left her husband who adored her. Writing to him, she said: "I cannot face the hundred-and-one tasks a woman has to do in the home."

We women are such extremists. We are either house-bound or we neglect our homes. When we marry we are so enthusiastic about our home—it's so fresh, dainty, and new—there are so many little pleasant tasks to attend to that we can't tear ourselves away from them.

We see a neighbour passing by our window, smartly dressed, full of the joy of life—and we think: "Well, Mrs. Brown can't be looking after her home properly or she'd have no time to be gabbling about as she does."

After the First Thrill.

LATER on, when the house begins to lose its freshness, we have become so used to staying in that we feel we cannot get out; we have made prisoners of ourselves! We see Mrs. Brown bright and cheerful, and we think with bitterness: "Ah, yes! Mrs. Brown must have more money than we have or she couldn't dress so well and go out as often as she does."

The real fact is that Mrs. Brown hasn't allowed herself to forget that keeping a house doesn't mean losing all sense of proportion. The wise and happy ones of life are those who arrange their time so that play as well as work has its place. If we only remember that, our jobs will not suffer, but rather improve, and, what's more—we'll gain health as well as keep youth.

For just as the business girl must look to her appearance and preserve her freshness if she would make a success of her job, so should the housewife keep her life balanced by help of a safety valve, if she would keep that first-year thrill of her home, her husband happy, and herself contented.

Tied to their Houses.

MOST of us know housewives who have tied themselves to their houses to the exclusion of everything else. They become neurotic. Husbands and children seem to be growing away from them, because they have

Feed your Nerves & Forget them

WHEN your nerves are worn and ragged the cause is simply nerve starvation. The nervous energy you have expended has not been made good by sufficient restorative material.

That material can only be obtained from food. The ordinary daily dietary does not contain sufficient of the nourishment which rebuilds worn nerves and restores lost energies.

From no other source can such a wealth of restorative nourishment be obtained as from delicious "Ovaltine." It is the only food beverage prepared from malt, milk and eggs—Nature's supreme restorative foods.

The egg constituent of "Ovaltine" is specially valuable because it provides lecithin (organic phosphorus)—an essential requirement for building up brain and nerves.

"Ovaltine" is not a mere mixture of different ingredients, but an original product manufactured by unique and highly scientific processes which cannot be imitated. The essential food elements are correctly proportioned in "Ovaltine," and are presented in the form of a delicious, easily digested, and most economical beverage.

Feed your nerves with the nutrition they need and you will no longer be a prey to them.



Delicious
'OVALTINE'
Restores—Strengthens—Rebuilds.

Prices in Great Britain and Northern Ireland, 1/3, 2/- and 3/9 per tin.

Sept 31

MODERN WOMAN
I'm on MY OWN

PAUL GRINISING gives advice and adds a solemn warning to bachelor women

especially if you have to get out early in the morning. Living alone does not endow you with a subnormal need for sleep.

Awful Loneliness
Living alone, you are dependent on friends and outdoor activities. Good friendship is the most enduring bastion against loneliness.

If you move to a new district, make efforts to get into touch with congenial people. Join a social or sports club, a "happy class," a dramatic or choral society.

Entertain Your Friends
A real joy of having your own home is the freedom to entertain friends.

Keep a Sense of Proportion
One real danger of living alone is that you may become so busy and busy-pressed that your home ceases to be restful and attractive.

★ Beware the jealous, possessive type of woman friend.

MARRIAGE is no longer the only alternative to the parental roof. Until after the War, women who lived alone, from choice, were regarded as definitely eccentric or of doubtful morals.

Don't Starve Yourself of Sleep
Women living alone often become potterers. They are sleep-starved because at the normal time for going to bed, they develop an irresistible desire to do all sorts of menial tidying jobs that could well wait for another time.

★ A woman "on her own" has more personal freedom than the most happily married woman.

★ Living alone does not endow you with a subnormal need for sleep!

★ Good friendship is the most enduring bastion against loneliness.

business & bachelor girls: new looks for new consumers: 1930s' advertising

THIS IS JOAN



She works in an office—puts in a pretty stiff day as a rule—doesn't scamp her work—but often scamps her lunch. Mother guesses as much but says nothing. She just makes sure that the evening meal is thoroughly appetising and nourishing. And famished Joan sighs contentedly after the first course—always one of Maggi's Soups.

Joan likes Julienne best—or Oxtail, she's not quite sure which. But whatever she says, her soup plate is empty every evening in the fortnight, which rather shows that she is keen on the whole 14 Varieties.

MAGGI'S SOUPS

IN 14 VARIETIES, EQUALLY DELICIOUS

Each tablet yields a pint or three large plateful. Maggi's Soups must be cooked with water only because they already contain the necessary stock and salt.

Price 2d. per Tablet.

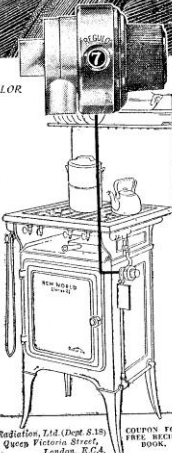
MARBER & CO., 17 & 18 Great Pulteney Street, London, W.1.

MARCH 14, 1936

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THE BACHELOR GIRL



COOK THE 'REGULO' WAY!

"I hadn't time to cook—with all the hundred and one jobs to do between coming home and dashing off again somewhere—until I found the solution of my problem: the New World Gas Cooker! Everything just cooks itself! I simply set the Regulo, put a whole meal in the oven—all at one time—and go away until it's all cooked! This gives me all the time necessary to wash stockings, press frocks, and tidy up generally... then a perfectly-cooked meal is ready, just when I am!"

—and people **you** know use the **REGULO!**

NEW WORLD
REGULO-CONTROLLED PORCELAIN ENAMELLED
GAS COOKERS
SEE THEM AT YOUR GAS SHOWROOMS

To Radiation, Ltd. (Dept. 8.19)
164, Queen Victoria Street,
London, E.C.4.

COUPON FOR
FREE RECIPE
BOOK.

Name: _____
Address: _____
Post under id. stamp.

Radiation

1930s' HOME CHAT

The Business Girl...



Only hygiene which affords the fullest protection and comfort, yet which can be disposed of in a moment without trace, can put a woman perfectly at ease at all times, and in all places. That is why particular women show such a marked preference for the ideal soluble hygiene—

PRICES

1/-

1/2, 1/6 and 2/-
in cartons of twelve.

Also in 6d. pkts. in
1ld., 1/-, 1/2, 1/6 sizes.

SU-CAN

FREE SAMPLE COUPON

To Miss Haynes, 168 Old Street, London, E.C.1
Please send me samples of SU-CAN Soluble Towels.

NAME _____
IN BLOCK CAPITALS

ADDRESS _____

(F.S.) _____

1d. stamp sufficient if envelope unsealed



Sweet & twenty
"BACHELOR GIRL... Her frocks
her hair... her eyes proclaim a charming
serenity... her cigarette
a worldly wisdom.



PLAYER'S BACHELOR CIGARETTES
10-57
20-77
50-26
CORK-TIPPED

beauty on the job: feminising the workplace: self-presentation

August 25th, 1934. 375

Chic Comes to the Country

A new career for a woman who knows a thing or two about dress!

"We love pretty clothes as much, and we can recognise things that are really up to date as well as city women can," a woman said to me the other day. "But," she added wistfully, "we have to go to Town to see them!"

Yet several enterprising saleswomen, who have realized that there is scope in country districts for the sale of good models, are gathering about them quite a large clientele. One small village by itself, of course, cannot provide such women with a livelihood, but by spending a day or two in each place they can cover a large area.

How It's Done.

"It is usual for two or three women to make a work-sharing, profit-sharing concern of it," one of these travelling saleswomen told me, when we were discussing how one would start such an enterprise. "For a woman who has been a buyer for a big firm (as many of us have been) it is easy to choose the clothes—frocks, coats, hats, or whatever is to be the special 'line'—that will appeal to her customers, and to buy so that she makes a fair profit."

"One of the 'company' to take the road, in addition to the Head of the concern, is a girl who can act as a mannequin for the village audience just as readily as she can act as a saleswoman. If there is a third member of the company, she is generally a young girl who is learning to be a saleswoman, and who will launch out for herself when she has gained experience."

ONE of the girls can act as a mannequin for the village audience.

conspirators, they clambered up the companionway to the stais, and stood leaning against the rail, watching the moonlight trail golden skirts across the darkly moving waters.

Suddenly David turned and gripped her hands in his.

"We're almost home, Susan, and I'm an awful dud at expressing myself. But I want you to know how much you have meant to me on this trip. I came on board tired of everything—tired of life, I think. And I'm going back to the old job feeling like a two-year-old."

"You don't know how wonderful it has been to meet a girl like you. I—I'd forgotten there were Susans in the world. I've been rather a fool shutting out women the way I have, but three years ago I had a beastly jolt. A girl let me down pretty badly. We—we were going to be married, and someone else came along. More money—more of a woman's man than I am, I suppose. It got me down horribly at the time."

Susan's fingers closed round his.

"I know, David, how you must have suffered. I've been feeling rather desperate myself for the last six months. If I hadn't come right away on this holiday, I—I think I should have died. Now, I can't think why I went on minding so badly. He was so unworthy. When I met you

NEW WAYS to BEAUTY



On The JOB

HAZEL RAWSON CADES

GIVES THE BUSINESS WOMAN THREE RULES FOR SUCCESS—LOOK WELL, BE WELL, FEEL WELL.



THE most important factors in getting and keeping jobs are physical well-being, emotional control and sartorial smartness. In other words you must look well, feel well and be well.

The outstanding business woman to-day is constantly held up as a model of good grooming and chic dressing. She spends, according to the busy sales, more time keeping herself fit and more money on her appearance than the non-business woman of equal economic status. She is successful, not only because her excellences are evident and her wit is ample, but also because she is clever enough to look on top of the world. Lacking this cleverness, her liabilities have a far more difficult time of it, and in times of stress the employer's mental aptness are full of her usual aptness are full of her usual aptness.

This writer admits the job situation was acute, one of the well-known beauty salons offered its services part time as a free clinic for refreshingly. There came to it a young woman who wanted to learn the good-looking technique and older women

she found the need of adapting what she knew to altered conditions of age and finance. With a little coaching in technique and the same confidence and that more optimistic attitude which helps to get jobs and keep them.

The belief of those who think at all about this problem is that good looks are just and a help in emergencies but also a prevention of future disaster. The business woman is being made to measure up to a completely ascending scale of good looks. Her public always with her—a critical and exacting overseer. She may look all right to her mother and manage to dazzle her fiancé a dinner time without much effort but when she goes every morning at nine o'clock with a flawless collar and nice finger nails is a job of another nature.

It is not a situation which is becoming any easier with the entry of more women into

(Please turn to page 66)

41

The most important factors in getting and keeping jobs are physical well-being, emotional control and sartorial smartness. In other words you must look well, feel well and be well. Hazel Rawson Cades, *Modern Woman*, 04.1932: 41

beauty on the job: feminising the workplace: cleanliness & subversion

ch 914, 1929.

"But YOU always look fresh"

A TOUCH of POND'S Vanishing Cream at intervals during the day will not only give the skin a pearly finish, and relieve you of all anxiety about your powder, but will also protect the skin from dust and the weather.

In addition to this, the skin needs an occasional cleansing with POND'S Cold Cream during the day, and always last thing before retiring. The Cold

February 9th, 1929.

299

344

Busy all day long —

yet her skin is as fresh as that of a society debutante

Her Secret can be revealed in one word — POND'S

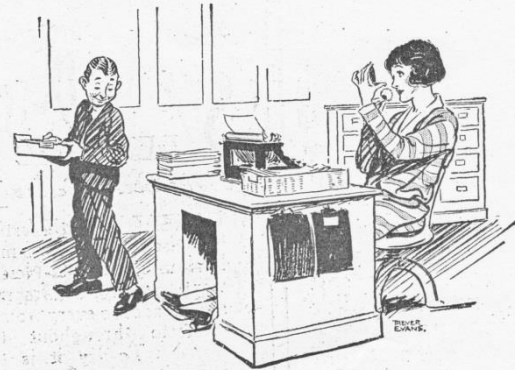
FROM ALL CHEMISTS & STORES
 POND'S Vanishing Cream, Opal Jars, 2/6 and 1/3, Tubes - 1/- and 6d.
 POND'S Cold Cream, Opal Jars, 5/-, 2/6 and 1/3, Tubes - 2/6, 1/- and 6d.
 POND'S Cleansing Tissues, per Box, 2/6 and 1/6
 POND'S Skin Freshener, per Bot., 5/6, 3/- and 1/-



EVERY night, just before she goes to bed, and now and again during the day, she cleanses the skin of her hands and face with POND'S Cold Cream. After removing the surplus cream — and the impurities which it has brought to the surface from deep down in the pores where soap and water cannot reach — by gently wiping with a POND'S Cleansing Tissue, she braces the skin and closes the pores with POND'S Skin Freshener. Every daytime cleansing she finishes off with POND'S Vanishing Cream, which she also uses before going out-of-doors and whenever she wants to look her best. She finds this cream protects her skin from dust and weather, gives it a beautiful pearly lustre, and makes a reliable base for her powder.

COLD CREAM. CLEANSING TISSUES. **POND'S** SKIN FRESHENER, VANISHING CREAM

HOME CHAT



"I see you also use Cherry Blossom Boot Polish."

Cherry Blossom Boot Polish

BRILLIANT · PRESERVATIVE · WATERPROOF



IN THE WELL-EQUIPPED OFFICE

a place is always found for a tablet of

WRIGHT'S COAL TAR SOAP

6 per Tablet BATH 1 1/2 10 per Tablet



A MODE IN A MOMENT because it is so easy to make up, because it drapes gracefully, is soft and clinging and is made in beautiful colour effects.

LISTER'S STOCKINETTE
 THE MODE OF THE MOMENT
 Botany Wool 5 1/2 in. tubular.
 Melange or Mixture Shades 5 1/2 in. tub.
 Art Silk & Wool Mixture Shades 5 1/2 in. tub.

If you cannot obtain these at your Druggers, write direct to the manufacturer: LISTER & CO., LTD., Manufacturing Mills, Bradford, and they will have Shade Cards sent to you from the nearest distributors.

CUT OUT in FABRIC

A FASCINATING "JERKIN" FROCK FOR HOUSE OR OFFICE IN NEW PLAIN AND ANGORA WOOLLENS

A TEA-HOUR WINTER FROCK IN SILKY, TWO-COLOUR, CHECKED VELVETEN OF LOVELY TEXTURE

HOW TO ORDER.

Please fill in the Order Form on page 407 with the name of the chemist or druggist to whom you wish to order and send to: Messrs. W. & A. GOSWAMI, 103 St. John Street, E.C.1, London, W.C.2.

Please fill in the Order Form on page 407 with the name of the chemist or druggist to whom you wish to order and send to: Messrs. W. & A. GOSWAMI, 103 St. John Street, E.C.1, London, W.C.2.

The diagrams to the left and right show the whole pieces of the Garment and the separate pieces of the Garment.

DRESSMAKING LEAFLETS ARE SENT WITH EACH ORDER.

modern professionals: suits and permanent dress models

NAMES that are NEWS



MRS. S. ERNEST SAMUEL, member of the Hackney Borough Council, appeals to women who have leisure and want to employ it profitably—says there is urgent need for voluntary workers in Child Welfare organizations, clubs, and settlements, and, for the politically-minded, in canvassing, electrifying and public speaking. (Please to left.)



E BUSY WOMAN'S plan an outfit which is dainty, yet quick and easy to change into after a day's work, is answered, he right, by a London dress designer. An evening suit in a novelty weath. Has a tight fit, a silk up to the knees in the morning coat, especially in the "tail" of the skirt, with big pleats in the skirt. White garters on the ankles. In a small hat this suit could be perfect for any but the most formal dinner party.

Photo: Regal Portraits

JUDY MANNING, 25, has been public speaker on behalf of Labour Party since she was 18. Recently spoke in Hyde Park on conditions of employment among women office workers. Says and in all her work, she has found that the sanitary surroundings working with Association of Women Clubs and Secretaries to get a Bill to cover these ill through Parliament.

Photo: Regal Portraits



look out for these LMS and PLAYS

"SHEER RELEASE"—"EVERY TAKE A ROW"—Shirley Temple's latest picture, at her best. Cast later than them.
"BURDER ON THE RUNAWAY TRAIN"—Some thrill and many laughs. Charles Rogers is at work again.
"WILD DUTCH"—Excellent British film after entertainment and a good "come back."
"BETTY BOOP"—
"EVENSING"—British film based on the life of Mrs. Edwin Lane in her last screen part. Highly recommended to music lovers.
"SHEER RELEASE"—
"YES MAMMY" (London Hippodrome)—
"THE SHINING HOUR" (His Master's Voice)—
"Lucky Break"—
"Streamline"—
The most fashionable success of the season.

Photo: Regal Portraits

MODERN WOMAN



MARGERY LAWRENCE, the well-known author, tells you why many

Professional Women Are FRUMPS

I KNOW that the mere title of this article will arouse an outcry from the few scattered professional women who are not frumps, but exceptions merely prove the rule, and I repeat that to the whole women who write or paint, or pursue, indeed, any serious work seriously, as one of the smartest and most successful of either financial necessity or lack of taste—but for the plain and simple reason that professional women cannot spare the time to be well dressed.

Dressing well is a serious job. It is impossible for the mere male to grasp how women of the smart world—well-known socialists—can possibly spend so much time, as they admittedly do, in choosing, ordering and fitting their many lovely gowns. But women know that to be smartly gowned one must have time in which to choose, to order, to fit, and that it is quite impossible for a woman who wishes to be well-turned out, to go, as a man conveniently does, straight into an outfitter's, order everything he wants at one fell swoop and walk out.

Dressing for women is a far more complicated job. One may order a charming gown, and then have to hunt through half-a-dozen hat shops to find the exactly correct hat to go with it; then have another long hunt for suitable shoes, for a handbag, a coat, for it by no means follows that a coat, for instance, triumphantly successful with a gown, can also produce a coat of similar perfection.

The apparent simplicity of dress these days makes it a trap; unless every detail is perfect the ensemble fails. It is the time and trouble that this attention

"I am convinced that a great fortune awaits the dazed designer who will produce a dress model suitable for professional women—the first and foremost, an undatable and always-right as a man's dress suit."

I have often talked this point over with professional friends of mine, and all admit that it is the appalling sex necessary for dressing well that alarms them, meaning as it must the loss of many precious hours that could be otherwise spent in their work. I myself could, I write, give fully two hours a day more to knowing that I do not put my vanity force me into spending the two hours in the study of how best to adorn what the Apollo, mightily terms my "vile body," to clothing it smartly, keeping its skin, and, and so on, general and so on, and I definitely regret the loss of those two hours. It means just so much less cash to me.

MODERN WOMAN



Margery Lawrence manages to hold the balance between her love of good looks and her busy life.

Photo: Regal Portraits

It is a very great dilemma, this choice between one's work and one's looks—for that is really what it is a matter of. There are many professional women who have chosen their own way out of the way, by frankly choosing to wear either practically masculine dress, or else a modified version of it, and stick to that year in and year out. There is a good deal to be said for this style. For women who do not want to drastic a style, rather "arty" but undoubtedly delicate type of dress favoured by Miss Edith Sitwell and others. But for women who dislike either of these ideas I frankly see nothing between frank frumpiness or sacrificing a certain amount of precious time upon the altar of Chic.

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I have often heard—and strongly resented—the old morning comment, "Oh, she paints or writes or something, so of course, she looks like nothing on earth!" As one blithely clever woman said to me in half-joking despair: "How can I be bothered with the endless details that must be studied to make a well-dressed woman of me? My personal endeavour to solve this acute

UMBLA BLOOM Has a Straightforward Talk with a Girl Who is Contemplating One of Them—



Fifty-Fifty Marriages.



I HAVE before me a letter from a reader asking my advice. Her fiancé, to whom she has been engaged four years, is earning two pounds ten shillings a week. She is earning three pounds. A rise for him is unlikely for some long time—possibly years. It is a case of going on with this tediously dragging engagement, of which she admits they are both sick, or of both working. The fiancé has ideas that a woman should not work after marriage, and her people do not hold with it. What are they to do?

I am answering the letter here in print, because it is a problem that besets so many of you. I say with all my heart: don't pay any attention to stupid prejudices. Don't cling to silly out-of-date notions; don't waste the best years of your youth apart; marry—and good luck to you!

WHY allow an over-long engagement to keep you from marriage? You have the chance, you have the courage. Both of you can work, and it is ridiculous to feel that it would be wrong. It is no longer *duo die* for a woman to do her share. This girl's people are old-fashioned, and her fiancé is only clinging down the last remnant of that old-fogy notion of "a man's pride." It is far, far better to join forces under these circumstances than to drift apart, because that is what will happen as things are.

Yes, I know you are terribly in love, but love cannot go on being just oil and oil, with no goal in view. Love is a spontaneous and happy emotion, it will not continue to postpone its joy like that. Love after marriage is very different from love in the engaged state. If you

There is nothing to be ashamed of in being a divorcee. It is a fact, and it is what people say.

marry, you will keep that love; if you stay engaged, you will lose it. Take the opportunity now, you won't regret it. But if you are staying on the fifty-fifty basis, do not try to honeymoon on the husband and one system. The husband cannot come home as the weary breadwinner, and flop into the best easy chair while the wife fusses with the housework, and cooks him a good meal. If both are bread-winners and share the duties of earning, then both must be home-makers and share the duties of domesticity. Divide the work fairly. I myself have made the mistake of trying to ease for my fiancé and allow to do odd jobs unskilled in the kitchen, and I learnt a pretty sharp lesson there. It can't be done.

Sharing Work and Play. If you will go on trying to do it, love suffers, tempers become ruffled, you get irritated with each other; your nervous system jars. There is nothing to be ashamed of in a man sharing domestic duties, any more than there is in a woman sharing the bread-winning ones. The successful fifty-fifty marriage is the one that is shared all round, and please don't forget that in sharing all round, you get the evening meal. If your relations say: "Oh, fancy, poor Billy hurt about it. Relations have such a charming habit of finding weak points and getting a good thrust in on them. Retaliate with." I'm doing as much work as Billy, so it is a case of Fancy poor Billy having to cook, also!"

Life is changing very rapidly, and we must change with it. We must alter our ideas. Both must work and both must play. Don't be misled by what people say; it is your life, not theirs. Your husband will see the sense of this, he will understand. Work after marriage is possible; it makes for independence, it makes for happiness—if you set about it properly.



Fantasies of transformation: fiction and working girl heroines

MODERN WOMAN

Aug 31, 12

THE BUSINESS BARONESS

A THREE-PART LOVE STORY—1934 STYLE




MARTINA BAINE'S secretary tripped on her shoelaces and an-
nounced:
"Mr. Greene to see you, Miss Baine—Mr. Gregory Green."
Martina looked up a trifle crossly from the pull in front of her, upon which were crowded a mass of figures, she had been bargaining with the printers for more than half an hour over prices, and had distinctly told Daphne Don not to disturb her while it were anything urgent. Though she had won the battle, as she always did in the end, the fight hadn't been easy, and she was anxious to get the price for that hundred thousand folders confirmed in writing before tackling a fresh job.

"Mr. Greene, Miss Bean?"
She puckered her broad white forehead, reaching aside a strand of hair which fell in deliberately wavy waves and curled low against her neck.
"Has he an appointment?"
"He's the gentleman Mr. Logan asked you to see, Miss Baine. He wants a job and we made his appointment yesterday." Daphne Bean reminded her.
"Oh, yes—I remember." Martina's frown deepened.
"Ask him to wait a minute, Miss Bean. I must telephone these figures through to Mr. Logan and get him to send across the confirmation immediately he has a O.K. of them. I'll ring when I'm ready."
Before her secretary had left the room, Martina had read the hour's telephone to Mr. Logan.
"Well, Charlie, they've agreed to our price for the folders," she told her managing hand-made a clever bargain, her voice, low-pitched with a strangely fascinating harsh, metallic note, betrayed no triumph. It was a queer, compelling voice, that of Martina Baine, production manager, at the age of twenty-seven, to one of London's leading advertising agencies. It never gave away however much she might be crossed inwardly.
"She passed over her chief's." Well done, Martina.
"Now we can put the job properly in hand," and complained, changing the

subject now that she had done with it, with characteristic abruptness.
"There's another of your protégés who suddenly decide they need a job in order to put their bookies' accounts."
"I know, my dear." Charles Logan, of enough to be Martina's father, gave it point to her. "But I simply haven't it heart to turn them down flat; and you must admit that most of the men I see you are really most deserving cases."
"Oh, they're deserving all right." The grin faded from Martina's lips leaving her drawn in a hurt, resentful line. "By phare with the next batch on in tomorrow, And, Charles, send across at once to the printers, won't you?"
Martina replaced the instrument, but she did not at once ring for her secretary's show in Gregory Green.
Instead, she leaned back with vague weariness in her large swivel chair, her pale face whiter than usual, a strained lo-

Woman • The National Home Weekly • March 4, 1934



MISS PELL RAISED HER EYES TO MR. EVEN WITH AN EXPRESSION THAT SHOWED MISS BATTERSBY CONSIDERABLY.

Miss Battersby's Day

by DOROTHY WHIPPLE

ILLUSTRATED BY YATES WILSON

It's the ground-floor department of Messrs. Cole & Bentley's scene was set for the day. The small, sleek-haired boys in button-downs were in attendance at the door; the lights were on inside the plate-glass counters. Necklaces were strung in gleaming rows; gloves were displayed on outspread hands pointing upward, silk stockings on gilded legs pointing downward. When the doors opened loudly, lace blouses rustled, and the startled customers to wrap huddles in lifted themselves lightly and squeak upon their stands.

"The Toilet Requisites" was a store spring sympathy, with Miss Pell in place against a background of pink powder puffs, great boxes of pink cream ribbon and sprays of artificial diamond blossom. She looked as if she used every cosmetic on the counter and was the strongest recommendation for all of them; a girl of cream and gold, with a mouth as red as lipstick could make it, and eyelashes, long by nature, enhanced by art to make her blue eyes like blue stars. Her black satin dress fitted her young body as closely as was possible without to show off her lovely legs by walking to the cash desk.

"It's just like a musical comedy," thought Miss Battersby grimly, as she had thought over and over again since old Mr. Cole retired and put in the new manager.
"Mr. Watson was a drastic young man; he had made such a clean sweep in Cole & Bentley's that nothing of the old shop now remained. The exterior was no longer decent black stone; it was now white plaster, set with so many windows that it looked, to Miss Battersby, like a new-banged factory. The interior had all been taken out—"guttered, completely gutted," said Miss Battersby in moments of vehemence at home to Clay—and replaced in such a way that Miss Battersby, who had been at Cole & Bentley's for twenty-four years, did not know where she was in it.
"Everything, yes, everything, was changed. Old Mr. Cole had been a father to his girls, who were hardly

things, swimming alongside Watson and her fellow-manager, Miss Elton, suggesting here, and there, appearing and disappearing and only gradually becoming a that they were taking no notice her, that they were simply putting with her because of Mr. C. suspicion that she was to be kept in the line long. Miss Battersby self-confidence ebbed; it was in on her that she was old-fashioned behind the scenes. If Cole & Bentley were sure like a musical comedy, herself had the part of the too heavy female blundering about as the young beauties. And she she would not have even that much longer. Mr. Watson would rid of her; he would get some like Miss Elton.
Miss Elton was walking at the door now. Miss Battersby to admit, looking at her, that she up-to-date enough. She was a slender; Miss Battersby was and high-boned. Miss Elton's hair was done in a little b low on her neck; Miss Battersby hair was strong and grey, and been worn in a large fall front on top of her head ever since she was up thirty years ago; it would not get on any other way. Miss Elton was high-heeled court shoes. Miss Battersby wore flat shoes and straps. She had been on her

MODERN WOMAN

THE EDITOR REGRETS

By LEONORA EYLES
Author of "Margaret Potters," "Captivity," etc., etc.



A light-hearted love story in which two rejections made one acceptance

A different Mary approached them—
—Crack golden, lyric thought




A.B.C. to Business Success

WOULD you like to learn more about how to be successful in business? Then study this screen alphabet can help you.

Now that spring has come it is time to take a look at your work. Are you just muddling along? Have you made it your own particular job? Are you a little disappointed because you have not yet been made the director, assistant secretary, or the head of your department? Then study this alphabet to success. It may help you.

- A stands for Ambition.** Make it the first step in your career. Relying on your own luck alone will get you farther than working as someone's henchman.
- B stands for Brains.** Relying on your own luck alone will get you farther than working as someone's henchman.
- C stands for Courage.** Be true to the man you follow. Remember that the man who does not stand in the front of his work.
- D stands for Diplomacy.** Learn the truth early.
- E stands for Education.** Learn the truth early.
- F stands for Frictionless.** The more friction the more obstacles to your success.
- G stands for Goodwill.** Do not quarrel with your superiors. Try to reach a compromise to yourself as soon as possible.
- H stands for Honesty.** Do not cheat. Your superiors will find out. Honesty leads to bigger things.
- I stands for Initiative.** Try to do things that will set you apart from the rest.
- J stands for Judgment.** Do not be misled by your own feelings.
- K stands for Knowledge.** There is no substitute for knowledge to make one's career successful.
- L stands for Luck.** Luck may help you in your career, but it is not to be depended on.
- M stands for Method.** Do not depend on your own luck.

Women must work

What must she do to have their good points noted as well as their faults? **A** stands for opportunity. Don't miss your opportunities when they come. The easiest way to recognize them is to study for them. **I** stands for Initiative. You would come to realize your own merits, don't wait for them to be recognized by others. **C** stands for Courage. Don't quarrel with your superiors. Try to reach a compromise to yourself as soon as possible.

CAREER INTO MARRIAGE

Would it be surprising to you if I told you that a career girl is a girl who is not married? You are right. The statement was made by a rather famous woman when she was asked if she would marry or open a business. **N**o, she said.

In those days it wasn't "down" for a girl to take a job. It was a position to be proud of. Certainly, girls did train for doctors and teachers and, in a few degrees, for engineers and accountants. But the career girls of the 1920's were different. They were not so much interested in the statement as in the fact that a girl could do it. They were not so much interested in the statement as in the fact that a girl could do it. They were not so much interested in the statement as in the fact that a girl could do it.

WOMEN must WORK

by ELLEN WILKINSON, M.P.

Come, now, the world's most conservative about women that anything else. Revolution and civil war may change every law about the most sacred rights of property. When the world's most conservative about women that anything else. Revolution and civil war may change every law about the most sacred rights of property. When the world's most conservative about women that anything else. Revolution and civil war may change every law about the most sacred rights of property.

What, if it comes to something, is beauty more valuable than brains? **E**conomic, it is beautiful and new for a woman. It is a great asset for a woman. It is a great asset for a woman. It is a great asset for a woman. It is a great asset for a woman.

Most marriages are worth saving. **A** woman who is not married is a woman who is not married. A woman who is not married is a woman who is not married. A woman who is not married is a woman who is not married.

Did you MACLEAN your teeth to-day?

Dear Sir,

In reply to your query I am pleased to inform you that I did! . . . OF COURSE I DID!

MACLEANS PEROXIDE TOOTH PASTE

Obtainable everywhere 6", 10" and 1/6

ROSEMARY HOWAN DESK DOLDRUMS

What's the secret? It's the secret of the desk dolderms. It's the secret of the desk dolderms. It's the secret of the desk dolderms. It's the secret of the desk dolderms.

A woman in a long dress and hat, walking and looking back over her shoulder towards the camera.

FACTS about women workers

SEE HOW THEY GROW!

1901 Employed	4,763,000
1911	5,424,000
1921	5,701,000
1931 (est. census)	6,245,000

MANAGERIAL 1,520,000
 WOMEN (on their own) 351,000
 Clerical, Commercial, Professional 1,491,000
 1,581,000
 Out-Door Occupations 44,000
 Other Manual Workers 3,454,000

SEE HOW THEY GROW! 10/5 2/3

What Shredded Wheat will give you day by day

Will for Work!

Keep up to the mark on SHREDDED WHEAT

Losing HER JOB DID NORA A GOOD TURN

Losing her job did Nora a good turn. **L**osing her job did Nora a good turn. **L**osing her job did Nora a good turn.

Knives

What Shredded Wheat will give you day by day.

Will for Work!

10/5 2/3

11