For the Mature Figure

By HELEN WILLIAMS.

Illustrated Dressmaking Lesson Furnished With Every Pattern

A lovely day dress that will give you so much wear.

It's fashioned of a novelty wool and silk mixture in brown tones. The bib-like collar that reaches to the waistline is plain toning crepe.

The hips are snugly fitted. The skirt plaits sway so attractively in motion, while the panel front and back lend height to the figure.

Crepe satin or rough crepe silk would be stunning too.

Style No. 3122 is designed for sizes 16, 18 years, 36, 38, 40 and 42 inches bust.

Size 36 requires 3¾ yards of 39-inch material with ½ yard of 35-inch contrasting.

HOW TO ORDER PATTERNS.

Write your name and address plainly, giving number and size of such patterns as you want. Enclose 15c in stamps or coin (coin preferred; wrap it carefully) for each number, and address your order to Wilson Pattern Service, 73 West Adelaide St., Toronto.

German Stores Use Dull Days To Train Staffs

Send Employees "to School" for Study of Products and Prospective Customers

The department stores of Germany are now training their selling forces to be efficient, Claudia Cranston, author of stories of store life, declares following a two months' tour of Germany.

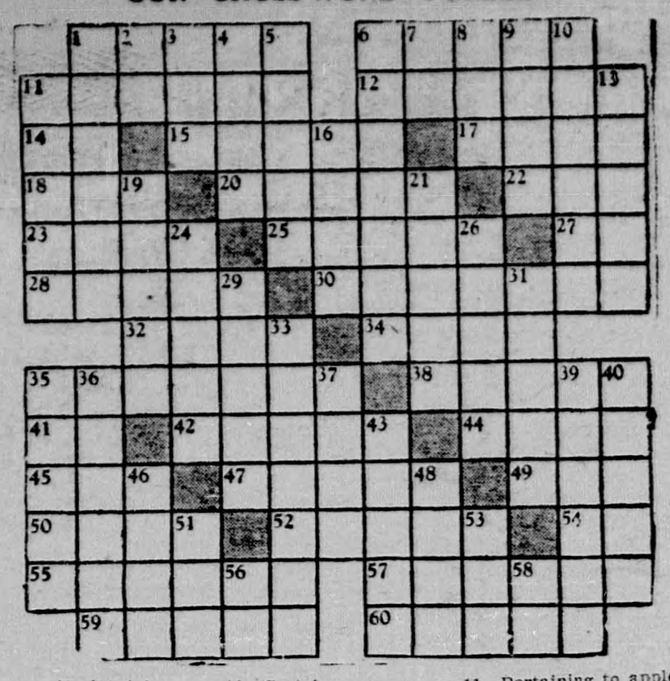
"Depression training," Miss Cranston calls it, explaining that the bigger stores are utilizing the many days in which trade is dull to send their employees "to school." These "schools," however, are in the stores, with trained executives as teachers. The German salesperson, for example, is fully informed on the history of such merchandise as the tourist is most likely to be interested in; then she is kept advised on the daily rate of exchange, the amount of the duty called for on different articles and other points most likely to be brought up by visitors. The more progressive workers, Miss Cranston declared, are also instructed in world economics and politics.

One large department store chain, Miss Cranston reported, was offering twenty-two different courses to its employees. Many of these courses dealt with customer psychology. Employees are trained to catalogue mentally a customer as to her station in life as soon as she enters the store. They will decide whether she is wealthy, moderately well to do, or of a poorer class. They are also trained, Miss Cranston said, to determine the manner in which a customer should be greeted—whether flattery will appeal to her, or whether some other tack might more easily place the customer in a buying frame of mind.

Other things taught in these classes, Miss Cranston said, include observance of the customer's companion, if she has one, and how best to treat him or her; also how to interest children and create an impression on the child so that the store will be favorably remembered. Another course is on "substitution"—the most effective way to interest the customer in other merchandise, provided what she has asked for is not carried by the store or not in stock. Still other courses give instruction on how to turn the "just looking customer" into a purchaser of goods, and how to appeal most favorably to visitors from other foreign countries.

Another interesting trend, Miss Cranston observed, was the number of sons and daughters of wealthy and moderately well-to-do parents who were taking these training courses in preparation for active business careers in retailing.

OUR CROSS-WORD PUZZLE



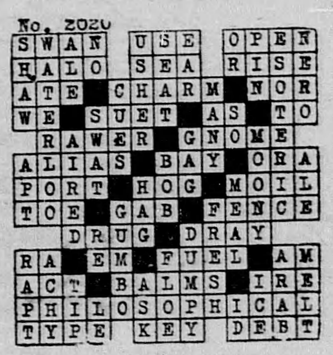
Horizontal

1—To enter
6—Color
11—Essence
12—Joined
14—Article
15—To slide
17—Colloquial: to anger
18—Brim
20—Outcome
22—Point
23—Egyptian goddess
25—Wild
27—On account of
28—Imposture
30—To charm
32—To grow weary
34—Nobleman
35—Master of diction
38—Spanish title
41—Greek letter
42—Bristles
44—Certain
45—To figure wrongly
47—To molt
49—To sink
50—Barren
52—Shrub
54—Symbol of tamarium
55—To quote
57—Has com up from
59—Strained
60—Clans

Vertical

1—To oust
2—Conjunction
3—Curve
4—Covering
5—To stunt
6—Gowned
7—Pronoun
8—To prevent
9—To issue
10—Gusto
11—Pertaining to apples
13—Storehouse
16—Begged
19—Devoutness
21—Ankle bone
24—Soars
26—Enjoys
29—Tests
31—Group
33—Votary of art
35—Stain
36—Tower
37—Oriental weight
39—Speaks
40—Daughter of Lear
43—Icelandic collections
46—Mature
48—Withered
51—Low haunt
53—To tear
56—Like
58—Thoroughfare (abbr.)

ANSWER TO LAST WEEK'S PUZZLE



He—"Yes, since the Parks lost their money I have stopped calling there."

She—"That's very kind of you. It ought to cheer them up a lot."

The bus had moved off during a heavy rainstorm when a man with a cage containing two canaries was observed running. The conductor stopped the bus, and as he assisted the perspiring passenger on board, he was heard to say, "You nearly missed the Ark that time, Noah!"

Operation Hinted as Solution of "Typhoid Carrier" Problem

Washington. — Many "typhoid carriers" cease to be a menace to the public after an operation for removal of the gall bladder, says a report of Drs. H. F. Senftned and F. E. Coughlin to the American Public Health Association.

The "carriers" are infected with the disease in a latent form, but can transmit it to others readily and therefore are a menace to public health. Removal of the gall bladder apparently cured 68 per cent. of the "carriers" who survived the operation. Of sixty carriers who underwent such an operation 14.7 per cent. died.

+ Do You Know? +

That these two fluffy bits of things are the offspring of one of the fiercest of North American birds, the Great Horned Owl? Throughout the north the Great Horned Owl lives in heavily forested and unsettled areas and is one of the greatest enemies of grouse and other game birds. If food supplies are reduced it moves southward and is noted for its destructive raids on poultry.—Canadian National Railways

Owl Laffs

1933 holds for us many unseen things. Just what the year delivers to us will depend to a great extent upon what we put into our efforts. Business is slowly and steadily improving. Let's all look up, lift up and have faith and confidence. 1933 is bound to be a good year for all of us if we only devote ourselves to right living, clear thinking, hard work and thrift.

Customer—"I hear my son William has owed you for a suit for three years."

Tailor—"Yes, sir; have you called to settle the account?"

Customer—"No, I'd like a suit mself on the same terms."

Of course women have greater endurance. Who ever saw a man who could stand at a telephone and talk for an hour?

The photographer was taking a picture of a father and his college-boy son during the Christmas holidays. The photographer suggested that the boy stand with his hand on is father's shoulder The father suggested: "More appropriate if he stood with his hand in my pocket."

Orator—"The man who gives in when he is wrong is a wise man, but the man who gives in when he is right——"

Weak Voice in Audience — "Married!"

Club Wag—"I know how to settle this unemployment problem. If we put all the men of the world on one island and al the women onanother, we'd have everybody busy in no time."

Listener—"Well, what would they be doing?"

Club Wag—"Why, boat-building."

Nothing can be thinner than some excuses. But nothing can look thinner than some of the things in silk hosiery. "I've tried to see you time and time again" may mean not at all. The chap who tries to interest you in a get rich scheme never carries any samples around. One thing is denied the radio speaker. He can't hear the applause—if any. Every now and then a fountain pen lives up to its name by scattering ink all over your shirt front. Some people are kept so busy acquiring knowledge that they never have time to use any of it.

Farewell 1932

The old year, waning, near its close,
Prompts us a greeting to compose.
And ere it pass, we hasten to send
Expression of esteem, Good Friend.
If type were large enough, or high,
We'd spread our greeting 'cross the sky.

The present year, while not our best,
Has shown that you have stood the test.
If you have had good health and peace,
Give thanks for joys that never cease.
Next year we hope that you will see
Unlimited prosperity.

Our little Willie says he would rather have a cow than a saxophone, because, although they both make the same noise, a cow gives milk.

An editor was dining out. "Would you like some more pudding?" his hostess asked.

"No, thank you," replied the editor, absent-mindedly. "Owing to tremendous pressure on space I am reluctantly compelled to decline."

She—'Henry, dear, we have been going together now for more than ten years. Don't you think we ought to get married?"

He—"Yes, you're right—but who'll have us?"

The little city girl stood and watched the farmer milk the only cow he had. The next morning the farmer was much excited, as the cow had been stolen during the night.

Farmer.—"Drat the thief that stole that cow. He's miles away from here by now."

Little Girl—"I wouldn't worry 'bout it, mister, they can't get so far away with it, 'cause you drained her crankcase last night."

His Boss—'Dodson, I found this long blonde hair on the back of my limousine. My wife's hair is black."

Chauffeur—"I'll give you an explanation, sir."

Boss—"Explanation nothing! What I want is an introduction."

PICK OF THE BUNCH

A number of young "bloods" were loudly discussing, in the bar of their club, which was the finest golf course in Britain. The claims of several links were urged, and finally the opinion of an elderly and distinguished amateur was sought.

"Addington is the finest course in Britain," he said.

"Why?" asked several of the young men at once.

"Because," said the other, blandly," the blackberries there are so nice.

"I know a girl who thinks her husband is simply wonderful," remarked the man. 'Ah," murmured his companion, "so you've just come from ..."

Talk is cheap—that's why barbers give it away with a haircut.

THRIFTY MEN SMOKE
PLUG TOBACCO

DIXIE
IS 20c A BIG PLUG

News Flashes From Canton

New Tax Collection Introducted—Militia System Reducing Banditry

Canton.—The military Governor of Kwangtung, Gen. Chen Chi-tong, announces a tax reform which has aroused more enthusiasm than any other in recent years, writes the correspondent of The Christian Science Monitor. Kwangtung has clung to the old custom of "farming" taxes. The right to collect various types of taxes is sold to the highest bidder, who pays the Government a lump sum for the privilege, and takes as a personal profit whatever additional amount he can extract from the people. This system opens the way for serious abuses. General Chen and his associates have decided that as soon as monopolies expire, the Government will no longer sell tax rights, but will collect directly from the people. It is curious that Kwangtung, which takes pride in its progressiveness, should be one of the last provinces in China to reform this practice.

Banditry Lessened

The example of Kwangtung's neighboring province, Kwangsi, has induced the local Government to reorganize the local militia. Three years ago, Kwangsi suffered from widespread banditry. Two progressive generals, Pai Chung-hsi and Li Tsung-jen, then took over the province and instituted an elaborate militia system. Provincial armies were reduced to a minimum and the protection of local districts was left to the militia. The system has been a success, and banditry has been largely eliminated. General Chen and his associates have been so much impressed that they have begun to organize a similar militia system in Kwangtung. Gen. Chaing Kai-shek is using the same system in reorganizing districts recovered from Communists in his campaign in Hupeh and Honan provinces.

Slavery Stopped

The Kwangtung Government has followed the lead of Nanking in forbidding the traffic in slave girls. For centuries the "mu tsai" system has had a strong hold on this province. Poor families sold their daughters as domestic slaves to more well-to-do families, and such transactions were approved by law. The girls were bound to serve their masters until they became of age. Magistrates of local districts have been instructed to make complete lists of slave girls in their areas, and report them to the provincial government. Future sales are strictly forbidden, and those already in bondage will be freed as rapidly as means is found for their support.

City Plans For Canton

The canton municipal government has approved the plans of the City planning Commission for the building of highway and drainage systems. The plan provides for construction of tramway lines, airdromes, railway stations and parks. Canton is divided into commercial, residential, agricultural and amusement areas, and owners of vacant lots have been notified that they must erect buildings of the approved type in each area within a year, after which a special tax amounting to 10 per cent. of the land's market value will be imposed. This ruling is expected to relieve the housing congestion. Canton, one of the largest cities in China, has no tramway. Construction of an extensive system was started ten years ago, but was stopped after a dispute between the company and the municipal government over the franchise. The company has now been revived, and a satisfactory arrangement made with the municipality for its completion.

Soldiers Who Serve

"An educated military" is the slogan of the Kwangtung Education Bureau in its campaign to institute military training in all middle schools and universities. "Some military force is necessary under present conditions," the bureau argues, "but there is a vast difference between good and bad soldiers. If educated men join armies in larger numbers, we can make the militry servants, not masters, of the people."

Widower (introducing middle-aged and wealthy fiancee): "Come here, children, and give this lady a kiss. This is the new mother I promised you." Tommy: "But, daddy, she isn't new."

ISSUE No. 53—'32

Classified Advertising

AN OFFER TO EVERY INVENTOR. List of wanted inventions and full information sent free. The Ramsay Company, World Patent Attorneys 278 Bank Street, Ottawa, Canada.

SHAW SCHOOLS

Of Toronto meet your immediate needs with plans for individual instruction in training for business positions. Day, Night and Home Study Courses. You are invited to write for curriculum. Address W. H. Shaw, President, Bay-Charles Sts., Dept. A.

Iron Ore Beds To Be Developed In Gt. Britain

Large Plant to be Erected, Reviving Manufacture of Basic Bessemer Steel

London.—A new phase in British steel history has been opened by a scheme to develop the great ore beds of Northamptonshire. Plans have been completed by Stewarts & Lloyds to start at once on the erection of a large-scale plant in the Village of Corby for the production of basic Bessemer steel.

It will mean the restarting in England of the manufacture of this type of steel, for which there has been no domestic source of supply. Requirements now are being met by imports of foreign materials, chiefly from Belgium.

In the Northamptonshire field, which ranks as one of the great ore beds of the world, the company controls reserves to the extent of some 500,000,000 tons. Full-scale experiments and exhaustive trials have determined that the composition of the ore is particularly suited for the production of steel of basic Bessemer quality.

The scheme entails the expenditure of £3,300,000, or about $10,500,000 at current exchange, a sum which will be provided by a financial group under arrangements made by the Bankers' Industrial Development Company. This organization was formed some time ago by the Bank of England to help finance sound economic developments in the basic industries of the country. The ore scheme marks the first working of this machinery.

It is expected that two years will be required to complete the works, which will include not only an iron and steel plant but a plant for tube manufacture. The designed output is 300,000 tons of steel a year.

Stewarts & Lloyds controls twenty-two iron and steel and tube manufacturing works in England and Scotland, and produces 80 per cent. of the steel tubes made in this country.

For Corby, a village of 12,000, the waving of this industrial wand will mean a complete transformation. Now a place where many houses still have thatched roofs and oil lighting, it is looking forward to an influx of labor, to a building boom, and to a change to an industrial community.

Immediate effect upon unemployment in the near-by area is seen in the need for 2,000 men to begin work. Road extensions are planned and building arrangements include plans for houses, shops, and motion-picture theatres.

Reduce Fat Safely

Here is the fat reducing news for which you have waited. Chew one piece of LACEY'S MEDICATED REDUCING GUM after each meal and lose pound after pound of unsightly fat. The safest, most convenient method you have ever heard of. Imported from England. Succeeds where all other methods have failed. Thousands have benefitted. Mrs. G. of Toronto writes:

" *shall continue to take Lacey's regularly . . it has rid me of 15 lbs. excess fat in three weeks and improved my health.*"

LACEY'S does not contain Thyroid or other harmful drugs and is not habit-forming. It is a combination of recognized anti-fat ingredients in a pleasant chewing gum form—APPROVED BY BRITISH DOCTORS. Aids digestion and improves health. Sold and recommended by all drug and department stores—only 75c for a week's supply. To reduce SAFELY—ask your dealer for LACEY'S REDUCING GUM. If you do not live near a druggist please remit to LACEY'S, P.O. Box 286, Vancouver, B.C. (Mailed postpaid.)

CORRECTION

In a previous insertion of this advertisement, a typographical error made the weight reduction in the testimonial read 151 lbs. instead of 15 and as the result of a type face breaking on the press, the cost of a week's supply appeared to be 5c instead of 75c.