

Charm Is Needed In Business Life

It Is A Definite Asset to Any Woman Who Wishes to Be Successful in Her Job

Charm—the sincere, non-gushy, thoughtful variety—is a definite asset to any business woman who wants to be successful in her job, says Mrs. Hortense M. Odiam, president of one of New York's great Fifth Avenue stores.

Starting each day right is most important. This means leaving home with a pleasant-the-show-must-go-on attitude and managing a cheery "good morning" to fellow workers.

Learn to take criticism in the spirit it is given. Don't close your ears to new suggestions.

Manners Matter
Don't lose your temper every time you cannot have your own way. Never, never be rude to anyone. Do try to be interesting and entertaining without appearing conceited.

Manners, after all, are the outward manifestations of charm. Practically everyone is polite to his employer and those over him, but the truly charming person is polite and smilingly cordial to all and sundry.

She Knows Poultry



Gwen H. Mitchell, of Pilot Mound, Man., was a member of the judging team of the Pilot Mound Poultry Club which won the poultry judging contest at the Royal Winter Fair, Toronto, with a score of 1,019 points out of a possible 1,200 points.

"Growing Pains" Warning Signal

All Is Not Well with Your Child If He Complains of Them—May Be Caused by Malnutrition, Bad Posture

There is no reason to believe that growing is painful, and yet the idea that children will suffer growing pains at various times is widespread.

Growing pains in most instances is a term used to cover flashes of pain that occur in children because of the presence of rheumatic conditions. This should not be taken to indicate that every child who suffers these pains is in danger of developing either inflammation of the joints or any serious condition affecting the heart. The pain, like all pains, should be considered a warning of the necessity for an investigation.

Growing pains, according to a British investigator, are usually found in children who are ill, weak, undernourished, unhappy, work too hard, or walk too far to school. The children who have these pains usually suffer frequently from colds and occasionally also have bad posture.

A Stitch In Time

"A stitch in time saves nine," Grandmother said, holding her needle up to catch the thread, peering at me above.

The quaint steel rim of spectacles as bright as seraphim:
"A stitch, you know, my dear, if done in time, will serve as well—or better—than will nine."

"Yes ma'am," I'd say politely. (As all good children should.) (Nor drop the smallest word to hint I had not understood—)

"A stitch in time saves nine," She'd nod, and tie a knot—While I, a wriggling question-mark.

Was wondering: Nine what? —Marion Doyle in the New York Times.

Italy's expenditure for advertising to induce foreigners to visit the country, will be \$5,000,000 in the next year.

"Sportsman Flies High"

by Lawrence Keating

Synopsis:
Detective Dan Colwell of the Gruber-Viel private detective agency is assigned the job of shadowing McDonald whose wife fears gangster enemies are plotting to murder him. McDonald is killed in spite of Colwell's watchfulness. Now, with McDonald dead, the smugling ring which he led has become disorganized. Colwell risks his life to gather evidence by playing one against another.

CHAPTER X
Lefty walked out of the bedroom pulling the door shut, but it swung partly open again. His gun was lowered. "That's all right. You tried to slip it over on me and I showed you I won't stand for it. What I want to know is, who the sag about Mrs. McDonald? You put Helen here up to posin' in Mac's wife when he never had one. An excuse to set one of your gumshoe artists trailin' in Mac."

"Aw, Lefty, you figured you might do somethin' to land the bunch of us in the mud. Yeah—and you damn near did! Helen suggested—" He stopped, flung the girl a look of inquiry whether he had revealed something best kept secret. "I mean she tried to talk you into keepin' cool. But nothing'd do, you had to get all heated up. Hell, that game didn't work out much anyhow. Forget it."

The killer sneered. "Yeah, forget it! I s'pose you come here for the package, eh?"
"You bet I did. And I mean to split in it, you hear? You can't put nothing over on me, Lefty Quillen! Not with two murder raps ready to grab you and me knowing plenty—, but why should I ever spill it?" Otto interrupted himself. "Say, we gotta work together like we always did! Made money, ain't we? But you might trot out that package," he hinted eagerly.

"He's Gone With It!"
There was a brief silence. "I haven't got it. I don't know who has. Thought Soup pulled a slick one on me and snatched it, but now—" Quillen shrugged and scowled. "Hell, I don't know where it is Otto."

The detective agency head hung on the words, speechless. He made rumbling sounds in his throat. "You lie!" he burst out in new fury. "You're a dirty liar, Quillen—you sold the stuff already! That's what you did, and now you're tryin' to whine off. But you can't get away with it, see? Gimme my share—quick!" he roared, and again whipped up his gun.

They were like wildcats, ready to spring. With a gasp Helen Fane darted between the two guns and struck them up. "Stop it! What's accomplished by killing each other? You—you saps!" the girl flung at them so hard it stung. "Listen, Otto; Lefty tried to give you and me and Mac the run around. He thought we were trying to give him the run around. See?"

"Well, Mac's gone and he was the boss. That package is gone too, and Quillen has no more idea than you have where it is. That's straight. He only wishes he did have! We've lost it, that's all. My guess is that Soup Catterby pulled a fast one, had the stuff taken from the newsstand man in the Lowyers and Doctors Building. Then Quillen kills him. Now the guy that was messenger for Soup is sitting pretty. Trying to find him could be like hunting a needle in a haystack. We're out of luck!"

"But the shipment's still coming. We know the smugling scheme is okay. However—" She paused. "How did that trial package come in, Otto?"
He parted his lips to speak, pressed them together suddenly, and gave a taunting smile. "Never mind. Got in, didn't it? Mac had the license of the truck on him—that I don't know. You got it, offa Mac?"

"Well, listen, I did, but—" "What?" A new outburst came from Gruber which lasted several minutes and necessitated another daring move on the part of the girl led the pair murder each other.

"Keep still!" she cried. "Put your guns up! We've got to get together on this or we're all sunk! Otto, you know how the stuff's coming in; spring it!"

Coming By Truck
He had refused before, but now, eagerly, he growled: "Truck, of course. What did you think? But hell, if we haven't the license numbers—, Them roads are lousy with trucks. And the stuff's in a packin' case, so how we gonna tell which is which if we don't know the right truck? I'm through with you!" he yelled. "Both you bone-heads!"
He slumped disgustedly into a

chair. "But Otto, you've got to agree to come in with us," the girl persisted. "If we fight each other we'll never get anywhere. Mac's gone, but does that mean the whole thing goes up in smoke? A quarter million in snow that we can double, triple our money on? Lefty made a mistake to kill Mac—"

"Mistake!" The big stomached Gruber hurled Quillen a look of unspeakable contempt. "That big baboon maybe queered the whole works!"

"Yeah, I made a mistake. But we ain't lost the numbers for good. I'm willin' to bury the hatchet if you are, Otto." The gleam in Quillen's eyes questioned this statement, as if he made it with certain reservations. Gruber, a shrewd judge of character, may have noted this light. But he concluded to go along with a pretense of trusting his confederates.

"Damn you, Quillen, you let me handle this from now on! If I ever hear you did gyp me on that thirty grand worth..." He sucked breath. "I'll put you under, see?"

He added: "What about those numbers?"

"Lefty and the girl exchanged looks. "Uh, we got to get it out of a fella. Soup and I had to step on it fast after we give Mac the works there on the boulevard. We dropped the paper."

(CONTINUED NEXT ISSUE)

Relationship

There is no rest in the presence of a peacock. But with a dove one is at home.

I have heard the painters say, Brilliant colors, gaudy, gay, Blended . . . make a lovely gray.

Miniature hats are still being shown with high hair-des.

Laura Wheeler Jiffy Knit Adds Distinction To Your Wardrobe



Beginners! A jiffy knit, all plain knitting—no purling—made of two identical pieces (not counting sleeves)! You've a choice of long or short sleeves. Pattern 1558 contains directions for blouse and plain skirt in sizes 16-18 and 38-40; illustrations of blouse and stitches; materials required.

Send 20 cents in coins (stamps cannot be accepted) for this pattern to Wilson Needlecraft Dept., 73 Adelaide St. W., Toronto. Write plainly pattern number, your name and address.

Western Co-Eds High In Health

Average Freshette Taller and Delaware Township Hog Pro-United States

LONDON, Ont.— She is five feet five in her stocking feet and tips the scale at 121 pounds. Her posture is definitely good. She may suffer from colds but not from any other weakness and the doctor raves about her health as A, and her hemoglobin count as 85. Her waist measures 23 inches and her hips are 35 inches.

She is the average, or typical

Canadian Girls Better Looking

Canadian Newspaper Editor Looks 'Em Over In United States And At Home

A few days ago we stood on the streets of a New York state town slightly larger than Midland and watched the boys and girls going to high school. Quite naturally we did pay a little more attention to the girls, says the Midland Free Press.

We were very much disappointed. We did not see more than one young lady in the whole two or three hundred that might be reasonably styled good looking, let alone beautiful. There was scarcely one of them but had nondescript features. Flat, pasty-colored faces, large mouths, pug noses, thick lips, fat chins, eyes set in at all sorts of angles, and hair most of them. They were as much alike in their lack of distinctive features as if they had been Chinese. There was not a face to remember in the entire lot. And their figures were very much the same. We need not go into details. They just slouched along the street. Very few walked smartly erect.

Have Light of Intelligence
Quite recently as we walked to work we scanned the faces of our home town girls who were climbing the hill to the high school. They were good to look at. We had always known that before but we discovered it anew as we remembered what we had seen in the American town. Making all allowances for national prejudices we are still of the opinion that our Canadian girls will hold their own anywhere. There are a surprising number of them who have really lovely faces, and most of those who make no claim to being beauties have a regularity of features, a wealth of natural colour, and symmetry of form which is a delight to the eye. Add to this the fact that intelligence shines in their bright and merry eyes, that they carry themselves erect with the snap and vigour that goes with the healthy young bodies, and one realizes why there are no girls anywhere just like our own.

One at a time, girls. One at a time. Please.

Ten Rules For Stocking Care

If Followed, They Will Save You Money, Keep Looking Smart

Read through these ten rules for stockings. You win top mark if you keep them as you deserve a warning if you don't.

1. Always buy at least two pairs in the same shade.
2. Do not fasten your suspenders to the unprotected silk of your stockings.
3. Always wear rubber gloves when washing your stockings—otherwise you deserve the runs and ladders that you get.
4. Never put stockings in hot water. The water, which should be frothy with good quality soda, and, if you like, a dash of ammonia, must be only lukewarm.
5. Never wear a new pair of stockings before washing.
6. Do not pull your stockings on. Always roll them carefully.
7. Never iron stockings.
8. Always mend ladders with a fine crochet hook, bringing the dropped stitch up through the run of the ladder until you reach the top.
9. Either carry a patent ladder stopper, or piece of soap, so that you can dab on to each end of a new ladder to stop it spreading.
10. Wash your stockings after each wearing. Dry them in a warm room, away from direct heat.

Of Interest to Women Readers

CANADIAN FISH SOUFFLE PUFFS UP WITH PRIDE
And So Does the Clever Hostess Who Serves It

Many women are afraid to make a soufflé because they have "heard" it is difficult. When you come right down to it there's nothing mysterious or difficult about it, but because it seems difficult to so many women, the woman who tries it and finds how easy it is soon achieves a reputation, and her friends' opinion of her goes up several notches.

Here's a recipe you will find practically foolproof and easy to make, and oh! how delicious it is to eat! Besides, from a budget point of view, a soufflé is a grand addition to any menu, because it is inexpensive to make, and may be served as a one-dish meal, or the main dish for supper or luncheon. Begin with a clear soup, or serve canned oyster soup or fish chowder in small portions. This is to guarantee that everyone is sitting ready and waiting when your soufflé comes out of the oven. Serve it while it's hot, in the first flush of its puffy goodness, and you'll get lots of requests "to make it again," which is certainly music to any homemaker's ears.

CANADIAN FISH SOUFFLE
3 tablespoons butter
1½ cups cooked or canned fish (sardine, salmon, cod, halibut)
Salt and pepper
4 tablespoons flour
1 cup milk
3 eggs
½ teaspoon dry mustard

Melt butter, add flour, mix well, cook a few minutes, stirring constantly. Add hot milk, a little at a time, season and stir until thick. Cool. Add beaten egg yolks and fish. (You may now set it aside until 30 minutes before serving time.) Fold in the beaten egg white and pour in a greased casserole. Cook 30 to 40 minutes in a moderate oven (350 degrees F.). While not necessary, setting the baking dish in a pan of water makes the soufflé even more delicate, but allow a little more time. Grated cheese may be sprinkled over the top, if desired.

Garnish with parsley, serve with string beans or peas, and parsley potatoes, and follow with a fruit gelatine dessert.

Beauty for YOU

The Secrets of Good Looks by Barbara Lynn.

BANISH THOSE WRINKLES!

Wrinkles are easy to acquire, but overcoming them is not nearly so simple, as many of us know to our dismay! Prevention is infinitely a lot better than cure, and early attention to the face and neck will be an insurance against wrinkles later on.

Wrinkles are more often to be found on dry skins than on oily skins, and therefore the first requisite is to lubricate the skin, and the underlying tissues, using a cream with a rich base.

This cream must be applied to the surface of the skin with light friction, using the fingers only. The massage is important; keep the tips of the fingers flat on the skin, and using both hands, smooth the skin in the direction opposite to which the wrinkles go. You must NOT stretch the skin.

Here are hints for specific wrinkles: on forehead, start in the middle and work out towards the temples. For the eyes, commence the movement at the side nearest the nose, and work your fingers outwards and right around the top of your eyes. Don't just massage to the outer edge of the eyes, and stop there, for that is where lines are so apt to appear.

You can obtain any of the following helpful leaflets by sending a 3c stamp for each one required: Face Care; Eye Beauty; Superfluous Hair; Reducing in Spots; Your Hair; Bust Development; How to Slim; Hand Beauty; Underweight.

Your personal beauty problems will also be answered confidentially.

Please write to: Barbara Lynn, Room 421, 73 West Adelaide St., Toronto, Ontario.

College Girls Too Pampered

Visitors to Canada From Australia Express Their Opinions on Campus Life Here

Most puzzling feature of campus life in Western Canada is the pedestal on which Canadian university men seem to have placed their coeds, think H. R. W. Robson, and F. F. Thonemann, Australian debating team now making a tour of Canadian Universities.

"In Australia we just drag them around," they grinned. To send a corsage to a girl before a dance was unheard of and to make a date for anything but a formal function just wasn't done.

Jittersburgs in Antipodes
There are lots of Jittersburgs floating around the University of Melbourne, where Thonemann is studying law.

"Why, we introduced the Big Apple to Melbourne in our University review last spring," eh said. Latest fad among the students was playing marbles. "They were all at it all around the campus when we sailed."

KOMOL
In the great struggle for life, everything depends on the use you appear to be discouraged KOMOL, with its 13 natural shades, gives a back to his lost youth. Sold at all drug stores and beauty parlors.

HAIR OIL
1110 Stanley Montreal, P.Q.

Ah—it is a grand idea sweetening my morning cereal with BEE HIVE.
TRY IT TOMORROW

Mounties Will Guard Royalty

Royal Canadian Mounted Police, who will guard the King and Queen on their visit here in May, are making preparations now for the royal visit.

The mounties are preparing lists of mentally unbalanced people not confined to institutions, as experience of British police showed frequent attempts to harm royalty have been made by those of unsound mind nursing fancied grievances.

Border patrols also will be strengthened but no effort to restrict visitors from the United States will be made.

A National Theatre Urged For Canada

A proposal is being advanced for the establishment of a Canadian national theatre in Ottawa.

A meeting was held at Montreal last week to discuss the matter and organize a committee to interview Prime Minister Mackenzie King.

Joseph Thibault of Ottawa, identified with theatrical work in Canada and the United States for many years, is sponsoring the plan, which would include construction of a national theatre building in Ottawa.

Do This If You're NERVOUS

Don't take chances on harmful opiates and products which you know nothing about. Use common sense. Get more from life, more sleep and take a reliable, time-proven medicine like famous Lydia E. Pinkham's Vegetable Compound—made especially for women from wholesome herbs and roots—let it help Nature tone up your system and thus calm your nerves, loosen distress from female functional disorders and make life worth living.

For over 60 years one woman has told another how to go "smoothing them" with Pinkham's Compound—let it help YOU.

MUSCULAR RHEUMATIC PAINS—ACHES

It takes more than "just a salve" to bring relief. It takes a "counter-irritant" like good old Musterole—soothing, warming, penetrating and helpful in quickly overcoming the local congestion and pain when rubbed on the aching spots.

Muscular lumbago, soreness and stiffness generally yield promptly. Better than the old-fashioned mustard plaster, Musterole has been used by millions for 30 years. Recommended by many doctors and nurses. Made in Canada, in three strengths: Regular, Children's (mild), and Extra Strong. All druggists, 40¢ each.



RAW THROAT

If Your Sore, Scratchy Throat Comes from a Cold—You Can Usually Get Fast Relief by this Simple Method



1. To ease pain and 2. If throat is raw from cold, crush and dissolve 2 "Aspirin" Tablets—drinking in ½ glass of water. Repeat in 2 hours.

Often Eases Pain and Discomfort in a Few Minutes When "Aspirin" is Used

The simple way pictured above often brings amazingly fast relief from discomfort and sore throat accompanying colds.

Try it. Then—see your doctor. He probably will tell you to continue with "Aspirin" because it acts so fast to relieve discomfort of a cold. And to reduce fever.

This simple way, backed by scientific authority, has largely supplanted the use of strong medicines in easing cold symptoms. Perhaps the easiest, most effective way yet discovered.

Demand and Get "ASPIRIN"

Real Tom Died Late

At Age of 82—Thor and Inven Have Inspired

Thomas Sawyer by the inspiration of tale of boy's life on River banks, they were 82 years old.

Spivey, noted as an author of the modern in hospital after a year's illness.

War days in Twin planted boat and young youngsters about tales of river life.

"Tom" concluded his best friend's cocktail and sent him in the end of a doir in New York Spivey's writing Who's Who in fiction, political ion.

By-Election

Karl Homuth and for the Conservative overcame C. F. opponents in election for the Waterloo south.



History of St. We Have Been Them In Work

Horse Has Aid to N

Two thousand bred still known in existence as a man's welfare.

French breeds gain in development.

Perhaps a major success of William's priority of the age with him. From the breeding problem of as horses were of a heavier, stronger needed to bear the weighty armor.

Place In Age As armor counting in weight, imported fish horses were in Join, of Maria Cary VIII compelled mers to keep more weight for breeding stallions.

Again the picture the advent of gun Oliver Cromwell's success in war ferent types of by breeders. In the horse began to in agriculture and 18th century drove the plow to its foot

Comics For Fascist C

Popeye the Sailor Mouse Must Not Young Ita

Popeye the Sailor Mouse are unusual children's minds, selected through the juvenile papers to spirit of the Fascist the National Conference Literature decided last week. Plans been made for a transformation of pers and magazines received orders to their publications as goes counter to the formation of an consciousness.

Children's papers circulation of about 1.5 weekly. Hitherto Mickey Mouse—the the name of Topolin popular features.