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... OF ...
Interest to Women

**SOCIALS LEAVE BUSY MOTHER
NO TIME FOR FAMILY**

**Strenuous Women Devitalizes Husband And
Weakens Children**

(By Edith Johnson)

How can a husband or children turn for sympathetic understanding to a wife and mother who pursues personal interests so strenuously that whatever her boys and girls say to her goes in one ear and out the other? And if she were to pause long enough to listen, how much real help would they get from her?

Neither a man nor his children, in fact, want to appeal to a woman whose mind is preoccupied with a thousand things outside of her own home, and who rushes hither and thither vainly trying to accomplish ten times what she should.

Pouring out torrents of energy, at last she becomes exhausted, forced to seek repose for a few hours or days. Now she is too worn, too irritable and too distracted to be helpful to anyone. Let her husband work out his own problems, she says to herself. And her children will be better for having to decide things for themselves.

Yes, she knows she is over-working this too strenuous woman admits to her family. In self-defense she says she did not realize how much this new club or committee would demand of her. What she has started, she must finish. But one thing leads to another, and she never finishes.

It matters little whether the too-strenuous woman plays politics or clubs or loses her head over a new

fad or hobby or goes in heavily for civic or national affairs, the result is the same—she stays in. And be sure, however, she complains of being overburdened, she is enjoying it all tremendously.

When the husband of a too-strenuous woman goes home, it is to a new field of battle, not to a haven of rest. With the house filled with the sound of furious telephoning with people coming and going, there is little chance for recreation or repose. Husband and wife find few quiet hours to talk over mutual interests and responsibilities and the wife has no time for those flattering little attentions to her husband which are meat and drink to every man. Nor does it occur to her that if she should continue to fail him, he may seek feminine response elsewhere.

Having a multiplicity of interests, she may fail to preserve her charm, the charm that quietness and repose confer. Unless her activities are chiefly social she may neglect her clothes, her face, figure, hands, hair and nails.

The too-strenuous woman saps the nervous force of her entire household including husband, children and servants, and even occasional guests are relieved on departing. She wonders why her husband is devitalized and her children neurotic. Ego-centric as she is, it does not occur to her to look for the cause in herself.

MARRIAGE UP TO THE DAUGHTER

**Time Was When Parents Had To Get the Girl
Wed; It's Different Now She's Wage Earner**

(By Beatrice Fairfax)

Do the business girl's parents really want her to marry?

Are they deeply concerned about her future as a woman, and earnestly bent on helping her to meet the man who will prove to be the right husband for her? Or mindful perhaps of their daughter's weekly pay envelope, do they sit back and allow the girl's life to shape itself?

An acute newspaper contributor believes the latter supposition is true.

This observer admits that it's a blow to any parental heart when Peggy flashes her engagement ring, and leaves the home nest for good and all.

But formerly it meant a definite relief for Daddy's pocketbook. Girls are expensive and always have been; so it was perhaps a consolation when the burden of Peggy's support was shifted to the shoulders of a young man.

With a family of several daughters, not one of them earning a penny, and if Daddy was just a plain everyday man, with a modest salary, marrying off the daughters was an economic necessity.

But when these girls got jobs for

themselves things changed for everybody. The girls paid their board at home and their weekly pay envelopes meant something to their parents.

Under such circumstances parents may have become rather languid about getting sons-in-law. Losing a daughter from this point of view, is not a matter of hurt feelings and an empty place at table but may mean a smaller budget out of which to pay the butcher and grocer.

Even though I may seem to be preaching selfishness, I want to remind young business girls that they must look ahead and plan their own futures for there's nobody else to do it for them.

So, having felt the necessary tug of the heart in the direction of Mr. John Jones, and having established that he's a marriageable person, do not let him off too long. You may want to play the flirtation game a little longer, or you may think the family needs you. In either case, you are mistaken.

A girl does well to seize the best chance of leading a real life, at the same time taking care not to let marriage separate her from her family in any real sense.

**QUALITIES MOST
IMPORTANT IN
CHARACTER**

(By Ruth Cameron)

What are the qualities you think most important in a character?

A letter friend asked me to discuss that question.

Honesty and courage have had their tribute.

Today I pay a tribute to serenity. I love the word, I love the quality.

"Serenity I fold my hands and wait," is a beautiful line. Just saying it quiets a restless, impatient spirit.

But serenity is not only concerned with waiting. It is also concerned with doing, with calm competent action. The person with a serene habit of mind does not let himself get flustered or hurried or fretted over things. He or she just goes ahead and does the thing that has to be done, as calmly and competently as possible.

"Mistress of herself though China fall," was said of such a one after a tea table accident.

Nor does he or she let the contagion of another's irritation get him.

His edges may be ruffled, but inside is a core of serenity into which he can retire to recover his poise.

Serene people are poised and balanced because that serenity keeps them from being thrown off balance by the many big and little irritations and annoyances of life.

They are never fretful or whiny. They don't get excited when crises occur, don't knock over things and talk in shrill voices. They may move swiftly when occasion calls for it, but they do not get into tangles of hurry and impatience.

"I know what's the trouble," Theodore Cuyler once said about a reform which he could not push fast enough to suit him. God's not in a hurry and I am."

I have said the serene person is balanced. Perhaps I should put it otherwise and say that serenity is balanced, or balance is serenity.

There is something godlike about the quality of serenity which is why human beings do not have it in full perfection. I have described the perfectly serene person; he is an ideal. We poor humans only approximate that—and admire it.

STRETCHING WILL GIVE YOU GRACE

**Poor Silhouette Ruins Effect Of Good Clothes —
Here's The Solution**

(By Antoinette)

We scarcely need to emphasize that it is the silhouette, more than the dress, that dictates your rating among the well dressed. For more reasons than just reducing, we advise exercise. There must be a flowing grace of movement along with the frock or the cause is lost. With body heaviness, there generally is a solidify of movement that ill becomes the clothes. And stiffness! Or a gross flabbiness which is even more detrimental to clothes.

For the overweight woman we suggest stretching as ideal. We recommend beginning your morning, even before you are out of bed, with stretching movements, stretching legs long. Stretch from the waist to toe tips, from waist to shoulders, from the top

of the head to the toes. Stretch arms wide. Stretch the body, from fingertips stretched high over head, to toes. We recommend you get down on the floor and stretch, stretch, stretch every which way. Then, when you're on your feet, stretch again, rising on tiptoes and stretching head up to reach the stars, as it were.

Stop in the course of the day frequently and pull yourself up tall, tall, and taller. Walk around the room, stretching and stretching. It's amazing what this will do for you, really! You can take inches off hips, thighs, waistline. At the same time you get a new feeling of well being with your new resilience as a result of the muscle stretching practice. Your posture will be improved immeasurably.

WAIST CAN BE TRIMMED QUICKLY

**Diet and Exercise Will Make You Fit That Frock
For the Big Date**

(By Antoinette)

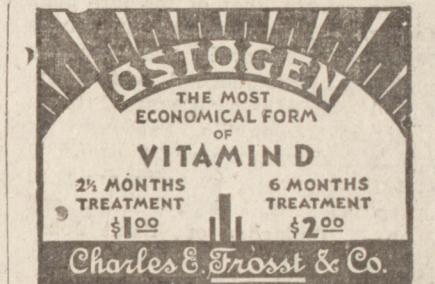
Let's assume you have just received an invitation for a social affair a week or ten days hence. You're wondering if you're going to be able to get into that narrow waisted frock you bought a month or six weeks ago when you were on the diet and rejoicing in a two-inch waist loss.

But now your waist is thicker and you want to know what to do to get in shape for that date.

You can go a heap of waist shrinking in ten days if you have the courage to forego the full breakfast, lunch and dinner pail. You can shave your breakfast down to black coffee, thin toast sparingly buttered, and your fruit juice. Your luncheon may be soup (not cream) or a big bowl of green salad, tea with lemon, and your dinner can be shaved to lean meat, vegetables and fruit dessert.

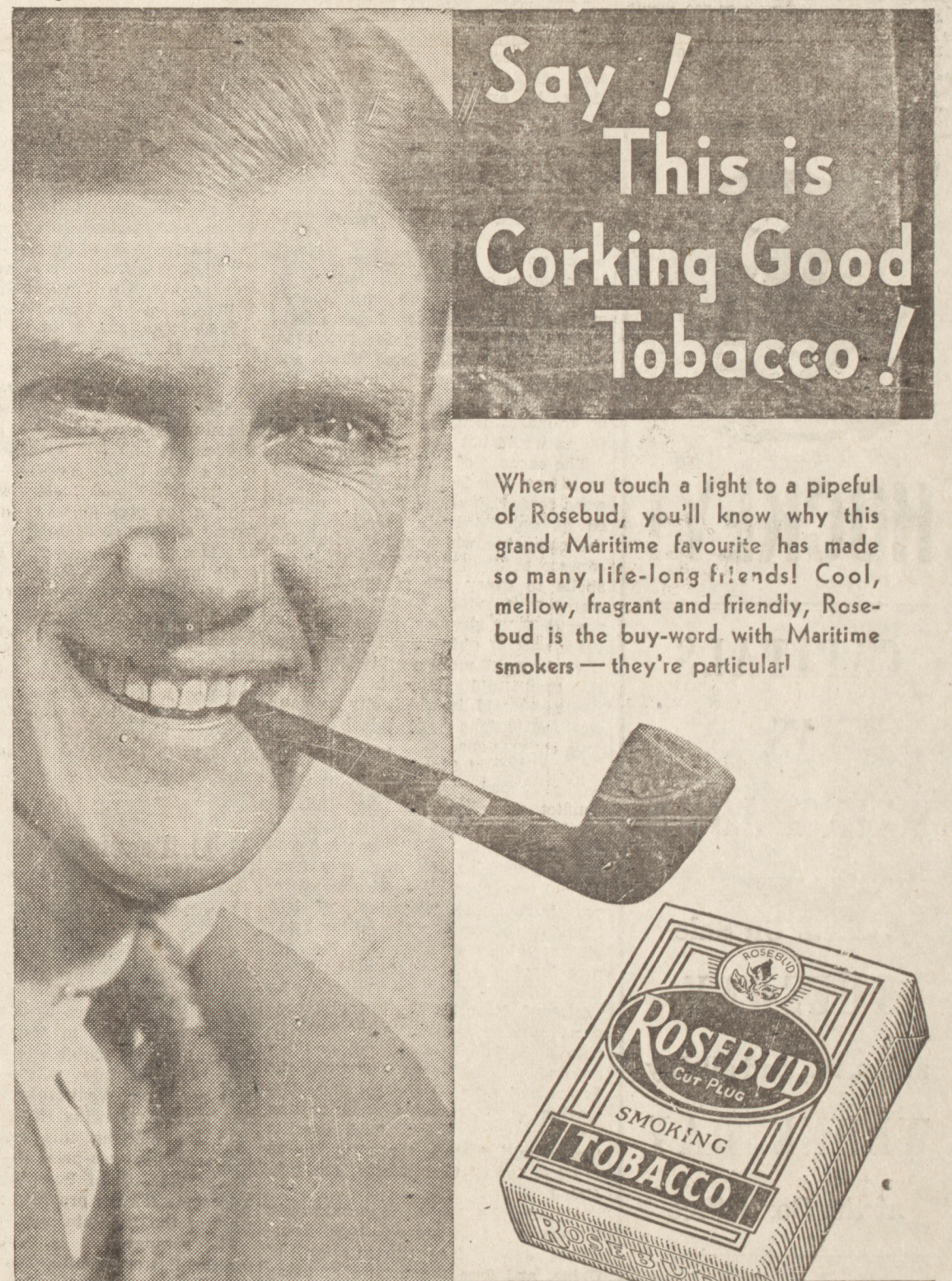
Always, in reducing, you show your best gain the first week, which may bring you back down into the need-

ed form. Then, we'd suggest that you take one or two, at the most, good waist reducing exercises and go to them with a will to smooth out the waistline contour. Do them anywhere from 30 to 50 times morning and night. In ten days or two weeks' time, we'll guarantee you a girl who will glorify that new frock as it was in the beginning, on the day of its purchase. Then, keep up the exercise after the date for the next one in line.

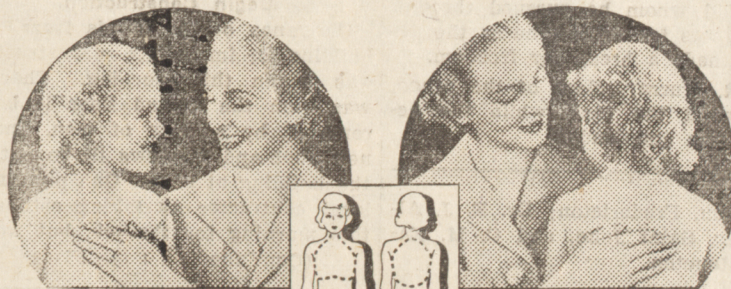


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Almost before you finish rubbing, VapoRub starts to bring relief two ways at once—two direct ways:

1. Through the Skin. VapoRub acts direct through the skin like a poultice or plaster.

2. Medicated Vapors. At the same time, its medicated vapors, released by body heat, are breathed in for hours—about 18 times a minute—direct to the irritated air-passages. This combined poultice-and-vapor action loosens phlegm—relieves irritation—helps break congestion.

During the night, VapoRub keeps right on working. Often, by morning the worst of the cold is over.

Avoids Risk of Stomach Upsets

This safe, external treatment cannot possibly upset the stomach, as constant internal "dosing" is so apt to do. It can be used freely, as often as needed, even on the youngest child.

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Mothers! Look in your VapoRub package for full details of Vicks Plan—a practical home guide to greater freedom from colds. In clinic tests among 17,353 people, this Plan cut sickness from colds more than half! Follow Vicks Plan for Better Control of Colds

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Cut smoking tobacco
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