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Interest to Women**A COLLEGE EDUCATION
OR STYLISH CLOTHES?**Mother Wants to Know Which Investment to
Make For Her Daughter—Dr. Dean Discusses
Their Comparative Values

(By Arthur Dean, Sc. D.)

"Dear Arthur Dean—
"Here's a question my daughter and I are putting up to you: Shall I give her a college education or buy her the equivalent in a car and a lot of stylish clothes? At present she's sitting around the house prinking for the boys."
MOTHER.

Let's be frank. If she were my daughter and didn't know the answer I should assume that she lacked the intelligence required to get into college—much less stay there.

After having settled the college end of the question, I should bluntly tell her either to get to work and earn her own car, and most of her stylish dresses or else get married as early as possible.

If the girl is what she appears to be there's no use wasting \$3,000 on her college education. Better spend \$300 on dresses and make her look like a million and she may win a man.

What nettles me is the way the question is put. There is no comparison or no relationship between a car and a college education. A person might just as well ask me whether I'd choose good health or a diamond shirt stud.

However, there is a point in this mother's question. Let's word her question a bit differently. Imagine that she is saying, "I have a daughter who is not interested at all in education and it seems to me the best thing to do is to get her married. Therefore, I am buying her a car that she may go around to parties, bridge clubs, to play golf, etc., and clothes, which will help on sex appeal. Meanwhile praying night and day that some one will take her off our hands. It will cost \$5,000 to give her an education; the car and clothes will cost only \$1,500 in the same length of time. Therefore, we will save \$3,500. Besides clothes and car will get her married, while a college education will train her to teach and to be an old maid? Don't you agree?"

To which conclusion I heartily agree, except that mother and I differ on the \$1,500 item and the old maid reference. I'd save that \$1,500 and make it an even \$5,000 which would go into my savings account.

Come to think it over, however, I guess I am wrong. It would be better to spend \$1,500 to get her married and off my hands than to have her sitting around the house indefinitely.

Department Store Work
"What do you think of department store work?—A Plugger."

Answer.—I am strongly in favor of it, but I believe many of my readers are not. Already letters have come in criticizing my recommendation.

Fortunately for me, some commented favorably on what I said. But in both instances the writers know what they are talking about because they have tried store work.

Of course I was thinking of well organized stores where the executive realizes that it costs many dollars every time a person is fired, and it costs nearly as many dollars every time a dissatisfied customer walks out, and that it costs a small fortune every time 100 people are sold something they do not want.

We are beginning to learn that retail selling is not merely pulling something down from shelves, opening it up, naming the price, holding out your hand for the money, wrapping and tying up, and grunting "Thank you." There is involved, or should be, salesmanship, which subtly converts an interested passer-by into a purchaser, and so completing the transaction that the customer becomes a permanent one and a friend of the firm instead of a "casual shopper."

The field of salesmanship in department stores is becoming so tempting that college-trained girls are apprenticing themselves to the business. These girls are selected with great care by the stores; each is carefully instructed while in training, and as they make good they are given positions of great responsibility and an equivalent in remuneration.

I think enough of department store work to have placed a young man in it in whom I have a tremendous interest. He has the best chance in the world to succeed if he catches the spirit of this store—one of the largest in the world.

**DRESS FOR COMFORT,
SAYS MEDICAL DIRECTOR**Dr. Fraser Advises Preparation For Hot Weather
and Summer Accidents

"The clothes that women can purchase today for hot weather wear are both cool to look at and actually cool to wear," Dr. Robert A. Fraser, Chief Medical Director of the New York Life Insurance Company declared in pointing out the importance of suitable clothing for maintaining hot weather comfort and health.

"The light pastel shades that one sees so much in the summer time," Dr. Fraser continued, "not only look cooler but are cooler. Light colors and white reflect light and absorb less heat, as well as appearing cool to the eye."

If you are going on a vacation or staying at home through the hot

months, Dr. Fraser advises everyone, men and women, boys and girls to wear clothes that do not fit too snugly around the waist or neck, especially when exercising. Loose fitting clothing, that permits complete freedom of circulation, is by far the best, as well as being much more comfortable.

To the men, Dr. Fraser points out that, in general, suspenders are preferable to a belt, since the weight of clothing is best carried by the shoulders.

Women would do well to dispense with foundation garments of heavy materials, especially the type of garment that is excessively boned.

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unless a physician advises to the contrary. Lightweight, two-way stretch materials permit much greater freedom and are not so apt to impede circulation while exercising.

If you are going away on a vacation, Dr. Fraser suggests that a sweater be included for use after vigorous exercise and as a safeguard against the sudden chill of evening air common in many places.

Comfortable shoes and hose are extremely important, Dr. Fraser reminds vacationists. "If you would escape being one of those unhappy individuals one sees nursing a blistered foot. Sneakers, while usually required for tennis, should not be worn continuously, particularly by adults. The arches get little support and the whole foot has a tendency to spread.

"If you swim several times a day, having two bathing suits will eliminate that cold, clammy, uncomfortable feeling that everyone experiences when they put on a damp suit, and, with a dry suit ready, the possibility of catching cold or becoming chilled is eliminated."

Dr. Fraser recommends a first aid kit as a good investment to take on a vacation. This may be purchased complete, or made at home, using a white enameled tin box with a tight fitting cover and equipping it with:

- 2 triangular bandages
- 2 roller bandages
- 1/2 oz. fresh tincture of iodine (rubber stopper in bottle)
- 1 small roll absorbent cotton
- 1 oz. aromatic spirits of ammonia (rubber stopper in bottle)
- A few safety pins
- Small scissors
- First Aid Text Book.

Paste a list of contents on the inside of the lid of the box and be sure that the kit is always fully stocked.

Consult Your Physician

Inoculation against typhoid fever and diphtheria and vaccination against smallpox are advisable for members of the family, particularly if an extended tour or a visit to foreign countries is planned, and Dr. Fraser advises consulting your physician about them. It is best to do this well in advance of the date your

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NAIL TIPS

vacation begins, so that there will be ample time for whatever treatments are decided upon.

A knowledge of First Aid may well prove helpful to a vacationist. Dr. Fraser says. Numerous text books on the subject are available in public libraries and book stores.

Everyone, however, should know and remember the four cardinal First Aid rules, in order to be prepared for emergencies.

They are: first, send for a doctor; second, keep calm; third, keep the crowd away from the patient; and fourth, keep the patient quiet.

The presence of mind to follow these rules, Dr. Fraser points out, is frequently all that is necessary when an accident occurs.

Ancient Chinese fashions for long, talon-like finger nails, are positively out for American women this season. Particularly with blood-red polish are clawlike nails, ungainly and repulsive. Fascinating as they may seem in the bottle, colored nail polishes can ruin a perfect ensemble quicker than the wrong shade of rouge or lipstick. Discrimination is the better part of vanity, so do use caution in selecting colored polish with vivid brilliant hues, gowns, hats or accessories. With pastels, choose a soft misty shade of rose, a warm, not violent shade. To go with your rainbow-hued costumes a natural or colorless polish is much smarter than trying to match one of the many colors. With dark colors, black, brown, dark grey or navy, you can let your imagination run riot with the nail polish if you choose, only be sure your accessories and facial make-up don't clash with the polish.

Jewel PersonalityJEWEL PERSONALITY
Personality of jewels, real or synthetic, is something to be reckoned with. They can enhance or detract from your personal charm and should be chosen or worn to suit your moods, skin, hair, and eye coloring as well as bone structure. For the well-built miss with a luscious, bronzy tan, soft green jade rings, bracelets or ear studs set in red gold help bring out the skin highlights. If you haven't tanned this season and your skin is even now dazlingly white and smooth, for you silver and clear stones, diamonds, rubies or emeralds. Opaque stones with gold settings are a decided asset to the glowing out-of-door type, silver or platinum and many-faceted "sparklers" are best for the cool, frosty complexioned indoor lady.

Willis, who with Roy Cahoon, of the CBC engineering department, is making the voyage into the Arctic to investigate broadcasting possibilities from far-northern points reported during his conversation with Ottawa that the expedition thus far was successful and that all were well aboard ship.

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