



FALLING IN LOVE WITH BUSINESS

(Continued from page 5)

achieved in the business world to an earnest effort on my part to render faithful, conscientious service at all times, and my endeavour to concentrate my mind on all matters pertaining to the business in hand.

"I do not hold with the opinion which one hears frequently expressed, that men endeavour to retard the progress of women in the business world. My experience has been of a very different order, and I believe that men are quite willing to hand over responsibility, and to give credit where they believe it to be due, irrespective of sex. At the present time the business world presents most alluring opportunities to intelligent girls of good education, who, if they are willing to go through the necessary training, and will give the best that is in them to their work, may rise to positions of great responsibility and trust. There is no reason why many of the executive positions at present held by men should not be equally as well filled by women.

"It is often difficult to secure competent girls for business offices, and this I attribute to the fact that many girls do not appreciate the importance and the seriousness of the work which they undertake. They are, in many cases, not willing to sacrifice their personal pleasures, for their advancement in their work. They do not concentrate on their work sufficiently, and if woman is to occupy the important position in business life, which it is rapidly becoming her duty to assume, she must be willing to sacrifice, to a certain extent at least, her social life. It has been said, and truly, that this is an age of specialists, therefore I should advise all young women who enter this field of activity to seek to become specialists in their own particular line. Make up your mind to do your work just a little better than any one else could do it, and your services will become indispensable—your success will be assured.

"It is most important that woman should realize the great responsibility which rests upon her—the responsibility of filling the positions now left vacant by men who are leaving for active service at the front. We are brought every day nearer to the conditions that are prevailing in England, where women are engaged in all kinds of work, formerly performed only by men."

Practical Opinions

BELIEVING that readers of EVERYWOMAN'S WORLD would be interested in some of the initial phases of the business problems as it affected girls starting out on their career, I approached Miss Mary A. MacMahon, superintendent of employment for the Underwood Typewriter Company, concerning her viewpoint.

"Tell EVERYWOMAN'S WORLD that I find the vast majority of young girls do not take a sufficient interest, once they have secured a position, in making that position the largest possible success. One of the main reasons for this is that their training at school is generally insufficient. Particularly is this noticeable in shorthand; they learn the theory well enough in most cases, but their speed and accuracy is woefully weak.

"Speaking from experience, I find that girls are too anxious to leave school and begin earning money, forgetting the fact that shorthand can only be learned well at school and that business college courses are very seldom continued once one reaches office employment. I am warmly in sympathy with vocational training, believing that it would go to the root of the employment problem and determine a girl's final fitness for business."

Women, Creatures of Conditions

MRS. E. G. COWDRY, Assistant Superintendent of Staff, and the "Other Mother" of the girls at the Dominion Bank's Head Office, holds some very strong opinions as regards a young girl's place in the business world.

"I believe," she said, "that every woman's ultimate place should be in the home, with children and a loving husband, but

inasmuch as life has not yet reached that perfect plan she must often find something else to do, particularly with conditions as they are to-day. Women are particularly adaptable for office work, and when once they take a genuine interest and work wholeheartedly, they are on the highroad to success and happiness of mind. A fair education, plus a practical objective, is the first thing a woman must have on entering business. Speaking as a mother, I intend that my daughter shall have such a training, one which will emphasize the values of life and enable her to play her part capably, whether at home, in business or professional circles. However, under war conditions, it is fast being demonstrated—to the surprise of the men—how efficiently women can fill men's places in banks. Of course, thus far, this is within certain limits, but from recent observation I know of no reason why women should be thought unfitted for executive posts of importance in banking institutions—and who can say how far they may not advance?"

Canadian Women Must Help

THE story of a woman's triumph over difficulties in the business world was never told in a more complete manner than it is lived and reflected in Mrs. Josephine Witt, manufacturer of artificial flowers at No. 16 Sheppard Street,

Toronto, and an employer of both women and men.

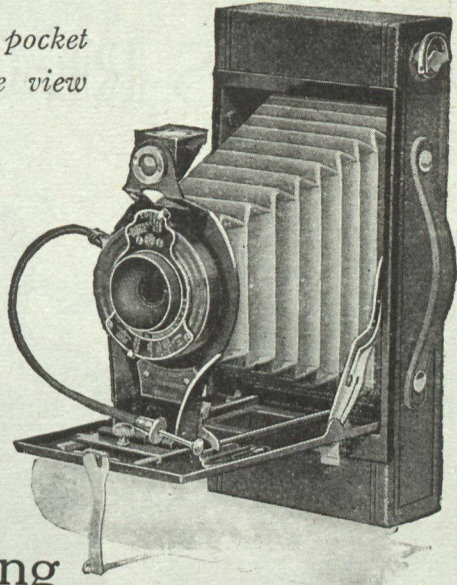
"For the next twenty-five years the women of Canada will have to make up their minds to step out and take their place in the fields of commerce. This adjustment will take place not only in this country, but in many countries, wherever trade and commerce must be carried on to satisfy the necessities of civilization; and it is only practical patriotism that Canadian women should fit themselves to do work capably, whenever the opportunity presents itself.

"When I started in business six years ago I had nothing but two children and a few debts, but I found that the work I had formerly learned stood me in good stead.

"You may not know that I left school when eleven years old and was one of the child labor products of New York City,

(Concluded on next page)

A camera that fits the pocket
A picture that fits the view



No. 2c Folding Autographic Brownie

The thin, narrow camera slips readily into the pocket; the somewhat elongated picture, 2 7/8 x 4 7/8 inches is right for landscapes when used horizontally, and for home portraits when used vertically. The pictures are, in fact, the same shape as those made by the most popular of all cameras, the 3A Kodak—but are a trifle smaller.

A BIT OF DETAIL

The 2c Folding Autographic Brownie loads with Autographic cartridges for ten, six or two exposures, with which you can write on the film, instantly, at the time the date and title or other memorandum regarding the picture. The camera has the Kodak Ball Bearing shutter with snapshot speeds of 1/25, 1/50 and 1/100 of a second as well as the usual time action. Has reversible finder, two tripod sockets, automatic focusing lock, is made of metal, has black leather bellows and is covered with a fine imitation leather, with black enamel and nickel fittings. Well made in every detail.

THE PRICE

Price with meniscus achromatic lens, 4 3/4 inch focus, - - \$ 9.00
Do., with Rapid Rectilinear lens, - - - - - 11.00

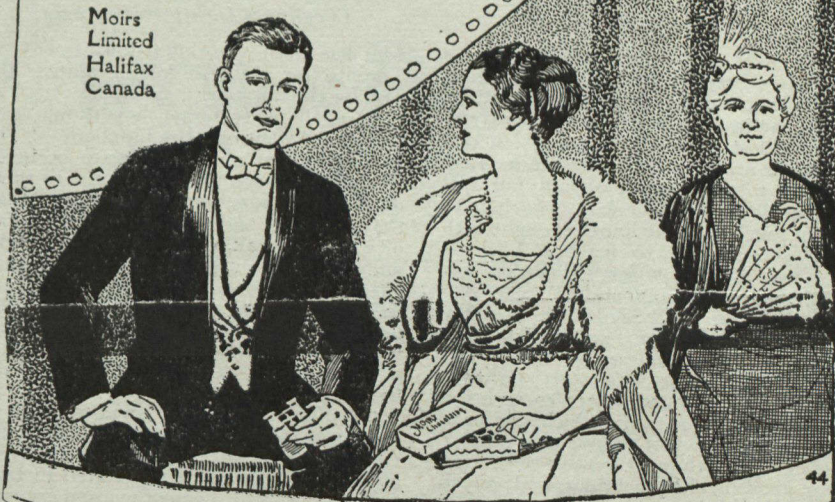
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