

LOYALTY TO A FIRM IS A BUSINESS PROPOSITION

Working Girls Who Fly From One Type of War Work to Another With No Other Guiding Star Than a Dollar or Two More in the Pay Envelope

Other day I heard a story that was particularly applicable to me. It was about a little girl who had grown up to find herself in charge of one hundred men in the business office of a nationally known corporation.

When I was getting twenty-five dollars a month in the firm his works with me. Then I remember when he wrote me a proud little note saying "I am getting a raise of one dollar a month. The next I heard it was one hundred, then one hundred and fifty."

WARTIME and the climactic conditions of the labor market drive the point of this story home. There is a constant, what is technically called "turnover of labor," particularly with girls. They work for one firm, then they are laid off and are being paid across the street and across the street they go.

NEW no firm raises a conscientious objection, when its employees are non-combatant work for the war effort. But it's the fitting award from one type of essential war work to another that seems disloyal and unbecomingly to the same office.

And yet it is a great shame to see so much for the head of the firm as for the girl herself that the guiding star of so many young women is simply a dollar or two more in the pay envelope.

For loyalty, you see, is a beautiful trait, but it is also a very good business proposition, as was illustrated on the story of the East Side boy. I believe every statistician in the country is almost sure to have a personal responsibility of the big corporation would not entreat to this young man. For ten years they have watched him stick to his post with a fidelity that has been able to weather any amount of fancy salary temptations.

GIANTIC organizations given over to Government work for the duration of the war have lost thousands of their girl employees to what is called "mushroom" war jobs. It would have been just as patriotic for a girl to stick to her post, to have seen her company through its own press of heavy war work, and to have been patriotic and a very good business proposition, as will be seen after the war.

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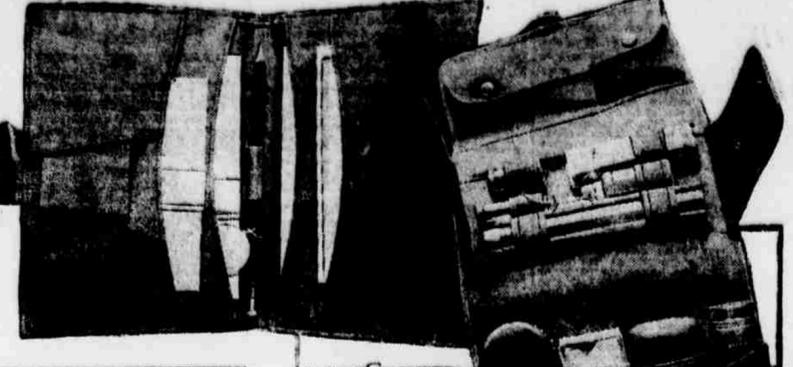
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FOR THE SOLDIER'S CHRISTMAS BOX



The Woman's Exchange

TODAY'S INQUIRIES
1. What organization has opened schools to train women for an unusual type of work?

YESTERDAY'S ANSWERS
1. Madame Julia Rees-King, the staid and dignified, has the results of her having placed with other orchestras in the city.

Wants to Help Government
Dear Madam—Will you kindly try to help me out? I am a high school girl, sixteen years old and anxious to work for the Government.

Who Will Give Watch Dog Away?
Dear Madam—If any of your readers would like to put in communication with name, please write to me.

Black Lace for the Dressy Hat
A Daily Fashion Talk by Florence Rose
The upper hat has pointed sections of velours; the top is filled in with small ostrich feathers.

How I Made Jim Like Spinach
That's something I thought I could not do. I am simply used to not eating spinach. But one day when I was at my wit's end because I had served nearly every other vegetable and I couldn't think of anything else to eat.

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A Maid and Two Men

The Story of the Girl Who Was Left Behind By HAZEL DEYO BATCHELOR

RUTH was passionately resentful of this thing that had come to Helen. It hurt more than anything else the faith that she had gradually built up for herself, the self-control that she had forced herself to evince.

Helen was not in bed, but she was curled up in a big chair by the window. The room looked warm and cozy, and excepting for the fact that Helen looked very white there seemed to be no tragedy lurking about anywhere.

After a few minutes, during which neither girl spoke, Helen said softly, "I didn't see you yesterday because I was remembering suddenly; it makes me feel so ashamed when you have been so wonderful."

Helen's lip trembled suddenly like a child's. Oh, but Ruth, I'm not brave, really I'm not. I don't know how I'm going to do without Jimmy, it's just agony. I'm not ashamed of not being brave, Ruth, only I don't want to be bitter, and I've been fighting it ever since I had that letter from Washington."

"I wonder why it happens to some and not to others," Ruth said after a time. She had reached forward and held Helen's hand tightly in her own.

"I think of the foolish way I acted about Mrs. C. going across the street and remembering suddenly; it makes me feel so ashamed when you have been so wonderful."

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A RED CROSS SWAP PARTY TO MAKE MONEY

Differs From Rummage Sale Because All Articles Are New. Unused Xmas Gifts

Nice things for sale! new things for sale! A sleeper-one or a garbage pail. A long-handled brush or a wringer mop. A Kerosene stove with enamelled top. Photograph records, a pair of shoes. Come buy yourself something new, please do!

This was the invitation that was sent out to each member of a certain club in a Red Cross swap party described in the Woman's Home Companion.

It all began by Mrs. C.'s buying a floor mop, whereupon her next-door neighbor exclaimed, "Why, you might have had mine if I had known you wanted one. I never liked it and it has been hanging in my attic a year."

This statement set Mrs. C. to wondering, now many other unused articles there might be in the homes of all her other neighbors.

The word went round that every member should go over her possessions for things that, though no longer useful to herself, might be practical for some other housekeeper. This was no rummage affair in the usual sense, for all the articles were in perfect condition; some, brand-new presents; others, services bought impulsively that were later found to be of more trouble than worth to a small family; and many things rejected solely because their owners had individual prejudices against them.

All these articles were collected, displayed in one of the homes, and auctioned off by a witty hostess.

Cuticura is Good for Hair and Scalp Troubles

Shampoo With Cuticura Soap. (TO BE CONTINUED)

The DIET During and After

INFLUENZA

Horlick's Malted Milk

Very Nutritious, Digestible. The REAL Food-Drink. Instantly prepared. Made by the ORIGINAL Horlick process and from carefully selected materials.

Used successfully over 1/4 century. Endorsed by physicians everywhere.

Specify Horlick's The Original Others Are Imitations



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This Large Portrait of GENERAL PERSHING on heavy plate paper, suitable for framing, as shown above, will be issued with the Philadelphia PUBLIC LEDGER TOMORROW. Similar Portraits to follow: HAIG Nov. 10, DIAZ Nov. 17. Reserve Your Copy in Advance.