

BLONDE AND BOB HAired GIRLS USELESS.

Insurance Co. Employment Agent Says Yellow Tops Lack Brains

IDEAL WOMAN FOR BUSINESS BANS POWDER

Taking Off Corsets O. K., but to Get Job She Must Be Long Tressed Brunette.

HARTFORD, Conn., July 8.—Extremes of blonde and girls with bobbed hair have no place in American business life, F. K. Daniels, employment agent of the Aetna Life Insurance Company, employs 3,000 women throughout the country, told the United Press today.

The company recently issued a mandate that no more artificial blondes or bobbed heads should be employed and that employees already in either category would have to get back to normal as rapidly as possible.

"Artificial blonde hair is a sign of light-headedness," Daniels declared. "Blonde is a mark of a lack of intelligence. If any more bobbed-haired girls or blondes get into our offices they will have to crawl through the keyhole."

"There are some in this office now, but we are going to get rid of all of them as soon as possible. Of course, we can't make any set rule, but we have advised these girls to drop all artificiality at once."

The Swedish blonde is very pretty, even if she bobs her tresses. She is diligent, faithful and studious. It is the brunettes who use peroxide who get me.

"Business researches have proved that 90 per cent of blondes are useless. All women who bob their hair are useless. Some say they have cut their hair to avoid the heat, but I can tell you there is a better place waiting for them."

"The ideal of a business woman is one who has had two or three years' college work, does not powder her nose, does not watch the clock, does not rouge her cheeks and does not smoke cigarettes. 'I can tolerate the woman who lays aside her corset. That is comfort. But it is carrying comfort too far to bare oneself in bobbed hair. Movies are responsible for girls doing this."

"I don't wish to neglect the impression that women should give their dress. I believe business girls should be attractively garbed in pure business style the same as business men."

"When you're dishing out my employees, for God's sake give me long-haired brunettes."

TEACHERS SHOW INDIGNATION

DES MOINES, Iowa, July 8.—Indignant teachers of physical culture and recreational supervisors attending the N. E. A. convention here rallied to the defense of bobbed hair and short skirts.

Replying to the assertion of F. K. Daniels, president Aetna Insurance Company, that "all women who bob their hair are useless and have no place in American business life," Miss Sarah Given, director of physical education at Drake University, said:

"Bobbed hair is sensible and sanitary. Think how easy it is to wash it! It is infinitely better for the scalp, too, than to wear a huge wad of hair piled in one place. And think of the time saved. Think of the hours and hours that some business women waste in doing up their hair."

The college girl of today, with her devotion to fastidious neatness and near-to-nature waists, will be a shocked matron of tomorrow, when her college educated daughter dons masculine attire and does a foursome on the links before morning tea.

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"A few years ago a woman would not have had a healthy leg to show beneath a short skirt," Gruenberg declared. "Women today are walkers and are not runners."

Tells "Anxious Bride" How to Have a Rosy Complexion

DEAR MISS WILDER, I am 26 years old and have been married a year. I seem to be losing the natural color I used to have, and my skin looks coarser and feels dry and lifeless. Although my husband has never mentioned it, I know that he has noticed the change and my heart turns cold to think that I may lose his love if I let my good looks vanish. Please tell me, dear Miss Wilder, if there is anything I can do, and relieve the awful anxiety I am suffering from.

ANXIOUS BRIDE.

"Do not be alarmed, my dear. A girl of your age need not fear losing her looks or her husband either, if she uses a little care and common sense in regard to both. The important thing is to give your complexion regular treatment with a real beautifier, because your face needs protection from weather, exposure and dust. The best thing I have found is Derwillo, a simple toilet preparation which you should be able to get at toilet counters of any drug or department store. It is a real tonic for the skin, and it gives a lovely cherry-blossom softness and delicacy which becomes permanent after continued use of Derwillo."

"The best method of application is as follows—get 10 cents worth of ordinary oatmeal at any grocery store, and a bottle of Derwillo at any department or drug store. Prepare the oatmeal as directed in every package of Derwillo. Before applying Derwillo cleanse the skin thoroughly with a good cleansing cream. (Laska cleansing cream I have found to be the best). The oatmeal will not irritate you. It makes the skin appear transparent, smooth, and velvety. I especially recommend this method for dark, sallow skin, shiny nose, freckles, tan, sun spots, coarse pores, rough skin, ruddiness, wrinkles, and in fact, every blemish the face, hands, and arms are heir to. If your neck or chest is discolored from exposure, apply this combination there and the objectionable defect will disappear as if by magic. It is absolutely harmless and will not produce or stimulate a growth of hair. Since short sleeves are in vogue it is very important to have beautiful hands and arms and no matter how rough and unattractive the hands and arms or what abuses they have and through hard work and exposure to sun and wind, this combination will work a wonderful transformation. Thousands who are using it report the same results I have had."

NOTE—To get the best effect be sure to follow the complete directions contained in every package of Derwillo. You have only to get Derwillo and oatmeal. You need nothing else, and it is so simple that any one can use it, and so inexpensive that any girl or woman can afford it. The manufacturers and druggists guarantee that there will be a noticeable improvement after the first application or they will refund the money. It is sold in this city under a money refund guarantee by department stores and all drug stores, including the Hook and the Haag drug companies.—Advertisement.

MONON ROUTE

CHICAGO, INDIANAPOLIS & LOUISVILLE RY.

Excursion to Michigan City

The Coney Island of the West

\$3.25 Round Trip (Includes War Tax)

Sunday, July 10

RETURN SAME DAY

Leaves Indianapolis 7:45 a. m.
Arrives Michigan City 12:30 noon
Return Train leaves Michigan City 5:20 p. m.

Enjoy the Cool Breezes of Lake Michigan

Take a Ride on Big Lake Steamer—Round Trip, 35c

For further information consult Ticket Agent

Consolidated Ticket Office Union Station

Phones MA in 2927; Auto, 31-384. J. W. ARMSTRONG

Phones MA in 4567; Auto, 24-316. F. B. HUMSTON

Passenger Traffic Agent Division Freight and Passenger Agent

Telephone WEBSTER 1923.

THE CROWN LAUNDRY

Don't worry yourself with the family washing problem in the summer.

Crown Wet Wash will relieve you of all the trouble, worry and heat.

It is very economical—and it is as efficient as we know how to make it.

NO TAGS—NO MARKS.

WET WASH

(Minimum Bundle \$1.00)

Don't Hide Them With a Veil; Remove Them With Othine—Double Strength

This preparation for the removal of freckles is usually so successful in removing freckles and giving a clear, beautiful complexion that it is sold under guarantee to refund the money if it fails. Don't hide your freckles under a veil; get an ounce of Othine and remove them. Even the first few applications should show a wonderful improvement, some of the lighter freckles vanishing entirely.

Be sure to ask the druggist for the double strength Othine; it is this that is sold on the money-back guarantee.—Advertisement.

PER POUND

FRECKLES

GIRLS! LEMONS

BLEACH FRECKLES AND WHITEN SKIN

Squeeze the juice of two lemons into a bottle containing three ounces of Orchard White, which any drug store will supply for a few cents, shake well, and you have a quarter pint of the best freckle and tan bleach, and complexion whitener.

Massage this sweetly fragrant lemon lotion into the face, neck, arms and hands each day and see how freckles and blemishes bleach out and how clear, soft and rosy-white the skin becomes.—Advertisement.

MAE EDNA WILDER.

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