

Do You Have a Tea Room Complex?

By GLADYS BRANSON

Every woman has a "tea room complex." Many of them never have an opportunity to satisfy this complex, and many attempt to do so by opening tea rooms. Of this latter half many go on fanciful rocks while a small number achieve moderate or even unusual success.

While many fail those who have succeeded say that those factors and training which make for good homemaking in so far as food planning and serving is concerned also make for success in commercial food work. Many have all the factors but that which prompts them to keep within the average means of the common public. Commercial food work has so many openings; the restaurant, cafeteria, school lunch room, hotel dining rooms and the tea room. There are several social and economic reasons for this.

The first is the general movement toward the city. Never before have so many people rushed to the city to find work or to live because of the modern conveniences. In large cities it is impossible for men who live several miles from work to go home for lunch and if the family wishes to attend a theater in the evening they must dine down town in order to get to the theater. Even the children who must take the street car, subway or go a long distance to school cannot come home for lunch. Scientific investigations in nutrition and general education in Home Economics have proven to us the necessity of warm lunches so that now nearly all schools have a

lunch room.

The second reason that dining out is becoming a necessity is that, due to the small houses and apartments being built because of the high cost of labor and building materials, the kitchenette or small kitchens and dining rooms are not fitted for large quantity cooking. Breakfast and luncheon may be prepared in a kitchenette and served in a breakfast nook but a dinner under such circumstances and surroundings is hardly a dinner. The family takes dinner at the hotel with many other families who are probably their neighbors or friends.

The continued employment of women after marriage is another contributing factor. These women do not have time to order plan and prepare really nutritive, appetizing meals. They find it more worth while to work and get their food where the business of its sellers is to serve meals to the busy public. Most women too have found it more economical while working to dine out than to hire help to prepare the meals.

The fourth reason is that because in this present age rush of affairs, men and women dislike to take the responsibility of keeping up a home. If the woman works she scarcely has time to keep up a house while men find it much more to their comfort to live in an apartment for the winter where the janitor tends the furnace, puts on the storm windows, mends the water pipe and does so many other home duties which took from his leisure time. Twenty years ago father

picked the apples, bought the coal, chopped the wood, brought in the potatoes, put up the screens and mowed the lawn while mother swept and dusted, baked bread, churned and put up the children's school lunches. They seemed contented and happy. Today however we have a different situation. Father calls a dealer to put in coal and to bring the groceries while mother buys the salads at a delicatessen and fresh warm rolls from the baker each day. Men and women still like and appreciate home life but there are so many demands in this age on their time that the more monotonous details are less attractive so they spend the evenings at home and dine away during the day.

To be successful in homemaking a woman must, since food is one of the most vital requirements of the family be able to plan good food of the right kind, serve it nicely and keep within the family budget. Even then without the cheerful homelike atmosphere that the true homemaker adds, the meal would hardly be a success.

These same qualities make a woman in the commercial field successful. With a little special attention to the many unmarried young men and women in the cities who have no homes or no one especially interested in them as well as to the families who eat out, a successful restaurant could be established. More than this, with the proper food to many working people there would be a great economic saving to the nation.

The Designer---Her Place

By HELEN DAHL

One wonders who it is that decides the type of clothes that we wear each season. It is the designer.

As we know, Paris has been accepted as the fashion center of the world in the past. But Fifth Avenue in New York is becoming more popular than previously for American styles.

In some design shops, the owner designs the models. Very seldom do designers do their own sketching. Artists are employed to sketch the models which the designer has created by draping materials on a manikin. Department stores and exclusive shops have designers do all their planning of costumes.

Some designers specialize in certain kinds, such as suits, dresses, shoes, coats, hats and underwear. It seems that the best designers plan a complete costume consisting of coat, dress, shoes, hose, hat, bag, underwear and other accessories. With this method, there is more apt to be uniformity in a costume. Recent Parisian designers declare that even the underwear must have certain lines, materials and shades to be in good taste and in keeping with the fashions. Well chosen and designed underwear gives a better effect and makes a dress fit better.

A designer takes many things into consideration when designing clothes. Color is a large item. After it is the color scheme which actually "makes" the dress.

On the other hand, the lines of the costume may be the most important detail. Then the color takes the background.

Often, when we see dresses designed and pictured, we will say, "Just imagine that on me. I am too short to wear that kind of a dress." Or, one may think she is too tall and slender to wear the very simple lines that are so much in vogue at present. This may be true. The designer pictures her models on ideal figures, leaving it to the individual to be able to select the type that suits her figure best.

No two people have figures and features exactly the same. In fact, there are thousands of women who are wearing the same styles, yet have entirely different figures. We wonder how it can be done. Here, the idea of different adaptations of styles enters our problem.

When thinking of perfect proportion in dress, we ask ourselves, "What is an ideal figure?" It is not measured in inches nor in feet, but is measured in heads. This sounds queer, but after studying the following table one will understand how such a statement can be made.

Measurements:
 Top of head to floor8 heads
 Top of head to chin1 head
 Length of neck 1/2 head
 Top of head to shoulders1 1/2 heads

Underarm to waistline1 head
 Top of head to bust line2 1/2 heads
 Top of head to waistline3 heads
 Top of head to hips4 heads
 Top of head to knees6 heads
 Bottom of knees to floor2 heads
 Bust measurement4 1/2 heads
 Width of hips1 1/2 heads
 Waist to floor5 1/4 heads
 Wrist---1/3 head below hip.

According to this outline of measurements of the ideal figure, a tall person should not be too slender and a short person should not be too stout. This emphasizes both extremes.

The designer must have an active imagination. She must be able to visualize her ideas in reality. Then, too, she must always have new ideas, new ways of arranging and combining colors, lines and materials. So, after all, we can see that not everyone has the ability to be a designer.

As a vocation for girls designing offers many possibilities. The path is long before a place is assured in the world of costume design. There is work in art, in designing and practical experience before a girl has sufficient background to start designing.

A successful designer has untold fame and wealth ahead of her. Designers names stand forth among the foremost

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