

# Women and the Home

Radio is the slender wire that brings the world and its affairs into the tiny kitchens and living rooms which hitherto had isolated so many housekeepers in the performance of their duties  
—Margaret Bondfield

## INTERVIEW

### OUR MAUD

**H**ER name is Maud. She is small and slight, with black crinkly hair, large dark eyes and a creamy skin.

She is remarkable for two things. She is two-and-twenty—and she is the sole proprietress and working brain of a flourishing business.

It began five years ago. Maud had been out of College a year. A year spent in an orchard at Hawke's Bay, where she revelled in the open-air life and sunny warmth of that lovely district.

Then an apparently irrelevant thing happened. Many miles back in Maud's home town, an elderly couple closed up their little dairy shop one night—and retired to the back parlour for an important discussion. The result of that conference started a chain of events that was to lift Maud from her sunny orchard to the intricacies of business life.

#### A Present for Maud

The elderly couple decided to retire from business, and the little dairy shop was put up for sale. Maud's father bought the business and presented it to his daughter.

So this girl of eighteen, shy, retiring, was suddenly thrust into the limelight of a busy world. The elderly couple stayed on for a week to show Maud the run of the ropes. She was too shy then to attend to the adult customers, so they gave her the children. She loved the children—and they loved her. They are still her "best friends." All day they come in with their pennies, and Maud knows unerringly their favourite tin—with an extra sweet or two thrown in for measure.

Maud's little shop is gleaming and spotless. There is an up-to-date refrigerator and shelves of jams, preserves, cheeses, cakes, sweets, and cordials; a cheery spot where the residents of the district wander in—and stay for a friendly exchange of gossip.

#### Gossip and Goods

Maud knows every one by name—and their daily orders off by rote. She thinks of them in terms of—two Viennas—a pound of butter—a pint of milk—or what have you? Their needs supplied, Maud greets them as individuals—and they respond with a similar cordiality. They are her "family"—whose requirements are her special care. Over the small white counter confidences are given and exchanged, and Maud's dark curly head is filled with all sorts of gossip and family secrets—if she chose to remember them—but she never does.

She is much too busy. From early morning till eight at night, Maud runs

on her willing round. Always looking ahead. Goods to be checked and ordered, unpacked and set out.

#### "It Worked Out"

"It must have been a bit of a puzzle when you first took over, Maud. How did you know what to order and how much?"

"It never seemed to trouble me," she replied. "I think I must have been born practical. I just ordered the things I liked best myself—and it worked out all right."

To-day Maud's little dairy shop is flourishing, carefully nursed along and nurtured by its young owner's zeal and hard work. She gets little time to play. Her evenings are free—after eight o'clock—but she does not begrudge this sacrifice of her leisure time. She is doing a good job—and doing it well.

#### Her Two Passions

Dark-haired Maud, I discovered, has two passions in life. One is a long-cherished ambition to become a nurse—the other is a love of horses. Maud, in addition to possessing a little car of her own, also owns a racehorse. Its welfare is her chief concern in life—outside her business. Often she is up at five and out to the training stables to see him exercise, and when he races Maud not only chooses and engages the jockey, but makes all other arrangements as well. Her horse was a long time entering the winning list, but Maud never lost faith, and on that red letter day when he flashed first by the post, Maud was not even surprised—she knew he would do it.

#### Romance in Groceries

Maud darts into the store-room and returns with cigarettes for a customer. Behind the counter a delivery man is wheeling in a case of tinned fruit.

It takes a very special vision to read romance into an assortment of dairy products and groceries—but Maud is blessed with it. To her a cheese is not just a hunk of compressed milk, but a creamy slab of gold that brings with it a breath of grazing fields. To Maud the amber honey in its stereotyped jars is the essence of nectar and sunlight—the chocolates in their individual wrappings—the great flagons of milk—the daintily assorted biscuits—all carry some subtle magic of their own. To Maud they are not just edible goods—but things of meaning and symbolism—just as her customers are not merely collective buyers, but a little "family" who need her thought and care.

## LIVING IN FLATS

### A Note on Modern Interiors

(Written for "The Listener" by "K")

**W**E live to-day in a considerably smaller living space; often in only one room where once we spread ourselves out in six. The flat is the logical result of our lack of space, and contemporary furnishing is another result of the same lack. Because we once had room, we cluttered ourselves up with all manner of whatnots. Also, life was quieter, more leisurely, and so we patterned and decorated our sur-

## The Female of The Species

Women have travelled a long way since the year 1700. At that time an Act of Parliament was passed forbidding the use of cosmetics. Any woman, of whatever age, who, by the use of perfume, cosmetics, paint, false teeth, wigs, iron corsets padded busts or hips, or high-heeled shoes, should inveigle a male subject of His Majesty into marriage, would be guilty of having broken the law prohibiting the practice of witchcraft and other arts of black magic. Any such marriage would be considered null and void.

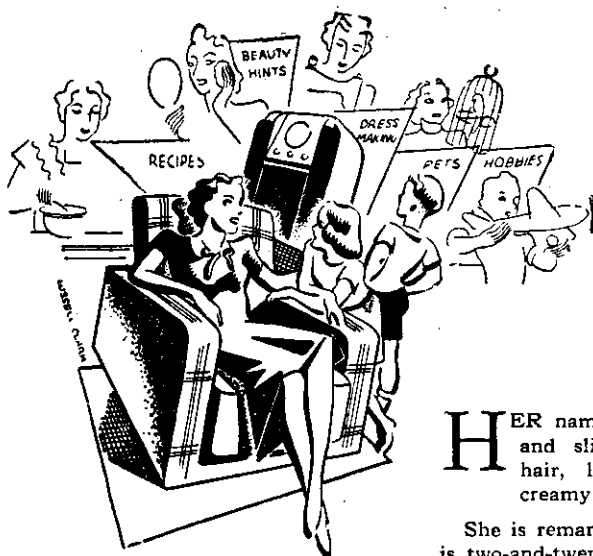
roundings in a way to ginger up a sluggish existence.

We had not learned the value of sunshine, and shuttered our rooms from the radio-active sun. Now it's all different. Cubic space being at a premium, we make a clean sweep of all that obstructs it. We have found solar energy so good that we have enlarged our window space to the extent of building windows across a whole wall, and curtains have diminished because they get in our way and the sun's way too.

#### No More Twiddle-Bits

With the growing noise and chaos of life we have been forced to banish those disturbing cornices and twiddle-bits our aunts so loved: as for our curtains, floor coverings, cushions—let them be as innocent of design as possible, and perish most bric-a-brac and festoons on the cups and jugs. When we consider what we have lived through, we can consider ourselves tough!

(Continued on next page)



## These Should Interest You

Talks prepared by the A.C.E. Home Science Tutorial Section, the University of Otago:

"Home Making: Job, Business or Profession." Monday, July 15, 1YA 3.30 p.m.; 2YA 3.0 p.m.; 3YA 2.30 p.m.

"Meals to Keep the Family Fit." Thursday, July 18, 1YA 3.30 p.m.; 3YA 2.30 p.m.; Friday, July 19, 2YA 3 p.m.

"Comparisons of Food Values." Wednesday, July 17, 4YA 3.15 p.m.

"What, No Car?" Friday, July 19, 4YA 3.15 p.m.

"Odds and Ends": Josephine Clare. Monday, July 15, 3ZR 3 p.m.

## From The ZB Stations

"Andy the 'Yes' Man," at 7.15 p.m. from all ZB stations on Mondays and Wednesdays.

"Thea at the Piano," 12 noon, Mondays to Thursdays inclusive, from 12B.

"They Made These Famous," from 22B on Tuesdays and Thursdays at 3.45 p.m.

"Songs of Yesteryear," 7.45 p.m. Tuesdays and Thursdays from 42B.

"The 'Ask It' Basket," 9.0 p.m. on Thursdays from 32B.

"The Home Nursing Study Circle": By a St. John Ambulance Representative. Tuesday, July 16, 2YA 11.30 a.m.

"Fashions": Ethel Early. Tuesday, July 16, 3YA 11.15 a.m.

"Outdoors in Australia: Australian Animals" (2) Alatheia Solomons, B.Sc. Thursday, July 18, 1YA 11 a.m.

"Bringing Up the Small Child" (1) "Jealousy in the Family": Mrs. Beatrice Beeby. Thursday, July 18, 3YA 11 a.m.

"London for Beginners": Ngaio Marsh. Thursday, July 18, 3YA 7.40 p.m.

"Mary Makes a Career" (4) "Further Plans for the Home." Saturday, July 20, 2YA 10.45 a.m.