

WHAT EVERY WOMAN WANTS TO KNOW—THINGS THAT INTEREST MAID AND MATRON

PINCH OF NEED

By C. HOUSTON GOUDISS Food Expert.

The United States has begun in earnest to feed the warring nations of Europe. Last September we sent abroad twice as much wheat and corn, 11 times as much fresh beef, 12 times as much sugar, eight times as much canned goods, 25 times as much oats, eight times as much rice and 10 times as much barley as we exported during September of the preceding year.

If the demand were only temporary, we might regard it as a stroke of good luck. If it were to be a permanent condition, and we had had ample time to prepare for it by increasing our production, it would mean wealth and prosperity for the whole country through the enormous increase of export trade.

But, as the matter stands, it is meeting an emergency abroad at the expense of people at home. Even now, although there is enough of this year's crop to supply the deficiency in France, England and Belgium, and yet leave plenty for home consumption, the effect of this enormous increase in the export of wheat undoubtedly affects our own market prices and is felt seriously by the consumer.

The situation demands serious thought. It does not mean that we are to become the average American consumer whether or not the cataclysm in Europe will be of benefit to our international trade, what does matter is the effect of this enormous increase in the export of wheat on the grocer's bill, to say nothing of the butcher's bill. The larger view shows us that our commerce and manufacturing interests must not be sacrificed when foreign countries are obliged to come to us for products which were formerly sent here from abroad.

Whatever its effect may be, the upheaval is here and we have to face it. There is just one way to do this—through conservation of our food supply. Food reformers and economists have been preaching this for years, showing facts and figures to prove that our careless and wasteful methods of production were bringing us nearer and nearer to the day when we should be able to feed even our own people. But we have grown used to the cry of "Wolf! Wolf!" and have paid little heed.

We Americans are optimistic and chary-going folk. We admit that conservation is all right in its place, but we cannot

bring ourselves to believe that its place is in the home. The day seemed far distant when the food supply furnished by our own soil and our own stock would be sufficient to meet the demands of our rapidly increasing population, and we have cheerfully gone on buying what we could afford, eating what we happened to fancy and throwing away the rest.

Now, with hardly enough warning to enable us to catch our breath, we find ourselves confronted by the near prospect of a struggle with the same problem that for years has been haunting the nations of Europe—an actual scarcity of food. In other words, seeing that no power can stop the export of at least a part of our food supplies, so long as Europe waits them enough to pay high prices for them, it is likely that we shall be forced to mend our extravagant ways and take lessons in economy.

We must learn how to prevent the enormous waste of foodstuffs that has been going on for years. We must learn efficient and economic methods of production to be followed by a plentiful supply. We must try intensive methods of agriculture and to make two blades of grass grow where one grew before. We must learn to use every scrap of every article of food and make it go as far as it will.

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Present Prices of Vegetables

The higher-priced vegetables are to be seen in the market now. Mushrooms sell at 10 to 60 cents a quart. Jerusalem artichokes sell at 10 cents a quart. Broccoli tomatoes sell at 15 cents a pound. California onions sell at 60 cents a dozen. Casaba melons sell at 45 cents a piece. Hubbard squash sell at 25 cents a piece. Eggplant varies in price according to size, beginning at 20 cents.

The Woman Speaker

The woman speaker will always be with us, according to the joke books, but the public speaker is coming into her own with a vengeance. "Free speech" is a good old American slogan and if you look over the programs of a couple of public meetings and note the number of women it becomes a reality.

And why not? A woman does have ideas occasionally, in spite of what the jokebooks say, and the awakening public is just giving her a chance to show them. The shaking graduation oration has been the usual criterion by which the public judges the woman speaker, but, happily, those days are past.

Mrs. Carrie Chapman Catt is one of our finest speakers and has decided ideas on the subject. "Women as speakers compare favorably with men," she says. "Their voices may not carry so well, but they are much more concise. You can call on a woman unexpectedly and she'll make the shortest possible cut to the presentation of her argument. On the whole, I believe that the woman speaker makes the better short speech and the man makes the better long sustained effort."

The Beauty of Beads

The smart woman has one bead necklace, at least, to harmonize or contrast with her tailored costume. Beads are very popular just now, and one shop shows a great many black and white effects. The large pearl necklace, common almost to the knees, is being worn. Another is of cut jet, breast-length, with balls of filigree silver of the same size alternating with the pearls.

Graham Bread

Make a light sponge with one cake of yeast, one and one-half pints of lukewarm water and white flour. Let rise overnight and add one-half Graham and one-half white flour to make it stiff enough to knead. Knead well and let rise three to four hours. The Graham flour makes it slower to rise than when all white is used. Knead again and make into loaves and let rise to top of pan. If the pans are well greased with melted fat and the loaf is turned over in this it will not be necessary to grease bread any further. Bake in a slow oven an hour to an hour and a quarter.

The Wealthy Girl

Two girls were walking along Chestnut street the other day, quite oblivious of the shadow behind them, who was listening to their very audible chatter.

"What do you want for Christmas, dear? You know I always believe in giving people what they want, and the best way to find out what they want is to ask. You know mother buys me so many things that I really need very little, but, of course, everybody isn't like that."

"No, indeed," said the other girl, with a quiet smile. "Just here the shadow turned off on another street, wondering at the strange ways of human nature. She noted the stunning velvet suit and lovely fur stole on the first girl, and the simple little serge gown on the second."

"Why one should try to impress one's wealth on any one, to say nothing of a personal friend, is a profound mystery," said the shadow.

You have all met girls like this one. They are usually the outcome of fashionable "finishing schools," where false notions of snobbery and social distinction take the place of sound education. Girls who go to these schools are too frivolous to talk about one's own friends.

This particular girl was sweet and every one liked her. She had dainty, refined ways and every one liked her. She had dainty, refined ways and every one liked her. She had dainty, refined ways and every one liked her.

Cham of the Open Fireplace

The open fireplace is the only romantic thing left in the "efficient" American home. The crackling radiator has unfortunately come to stay, bringing in its wake the innumerable problems of heater man and plumber, coal and ashes, with all their attendant complications.

The glooms' chimneys begin to tell us already of the fireplace's inconveniences. They smoke all over the place, and make everybody cry.

"All I've done is feed the brick. I carry wood until my back is broken."

None of this will happen if you build the fireplace properly. In building a wood fire in an open fireplace, the first thing to do is to shake out a double sheet of newspaper and crush it lightly, leaving the edges loose so it will ignite easily.

The chimney powder, of course, is only a rough, and should be used as such. The Baker powder gave us weird green and orange faces, and the Sile Parisienne took their skin. The result was colored wigs, beards and face powder.

The Queen of Italy. In the April issue of Chambers' Magazine, the Queen of Italy is presented to us as a woman who has done a lot of good work and has a lot of admirers. She is a woman who has done a lot of good work and has a lot of admirers.

The Ice Box

The common ice-box can be made a thing of beauty if properly cared for. There are many little things which others have found helpful in this line.

The ice problem comes first. To have the ice-box completely filled twice a week has been found more practical than buying a little piece daily. The full box retains an even temperature, and food is better preserved.

New boxes are on the market now with facilities for placing long objects, such as tall water jugs upright. The centre shelf is easily removed or transferred, like those of a bookcase, and leaves room for watermelons, large pumpkins, etc.

DR. M. CAREY THOMAS President Bryn Mawr College.



CONSERVATIVE FUR MODELS IN WHITE FOX AND RUSSIAN FITCH

WOMAN OUTSIDE THE HOME

Around the Clubs

In a study of contemporary art, interest attaches to a new periodical, the Chinese Review. There Miss J. Koh-Sing takes a leaf out of Mr. Markins's book and has presented English verses through a Chinese art medium. The Oriental art motive is very strong at present.

Club in London

Club in London, where the most illustrious branches all over Europe, in America and Melbourne, is very astonishing. The London president is Lady Frances Balfour, daughter of the late Duke of Argyll, sister-in-law of Arthur Balfour, and noted as a suffrage leader. The Paris president is another grande dame, the accomplished and versatile Duchess d'Uzes, noted as a sculptor.

Queen Mary

Queen Mary, says the Queen, has set her face against the wearing of pluffage. So well is this known that the less scrupulous Madame Poincare carefully removed her pluffage plumes during the royal visit to Paris.

Mrs. Newmarch

Mrs. Newmarch, an Englishwoman, has done a great deal to popularize and interpret Russian music to her own countrymen. She has lately published a remarkable book, "The Russian Opera." As Mrs. Newmarch is intimately acquainted with the main critics and composers of the Russian musical renaissance, she is well qualified to do justice to a subject of which the outer world knows very little.

Miss Anna Holman

Miss Anna Holman, who has just passed her juridical examination at the university, is now nominated sworn attorney of the Judge in the district of Holt in Nodden, Norway. The district Judge has to travel the circuits, and they have more work than they themselves can do. They therefore have sworn attorneys, who may take charge for the Judge himself, and may perform all the official duties of the Judge, at the proceedings in the courts of law.

Care of the Chin and Ears

Americans neglect two features, namely, the chin and ears, unless they are so prominent that they can't be overlooked. Several rows of chin will always attract attention, and so will large, outstanding ears.

In her recent card here Valeska Suratt drew much attention to her ears by leaving her face pale and raising the ears a deep crimson. This is the fashion among Parisian women. They also pinch both lobes of the ears frequently, to keep them the proper shape.

Chin bleaching is another favorite. The feet are put into very hot water for 10 or 15 minutes every night. This is to draw the blood down from the reddened nose or chin. The massage with such bleaches as sour milk, fruit juice, cucumber or even bruised lettuce leaves always follows.

The Am Beautiful

The styles for wearing evening dresses, which were shown in the shops early this fall, were well described by the man who called them "pneumonia models." Sleeves are conspicuous by their absence. This brings us to the subject of arms.

Only those who have a firm, white, well-shaped arm are justified in wearing the sleeveless gown. The fully exposed arm is a good asset to every woman, and it would repay you to take the best of care of it.

Useful Hints

Pineapple juice is very soothing to a "roughened" throat. It will even cure some mild cases of sore throat.

Not Too Early to Bespeak Christmas Gifts

Albatross Sacques, in colors, \$3.75. French Flannel Sacques, \$4.00 upward. Silk Sacques, exquisite tints, \$8.00 to \$18.00. Boudoir Negligees, Silk and Albatross, from \$5.50 upward to \$45.

MODES OF THE HOUR

Leniency of Fashion Allows Unlimited Individuality in Selection of Furs This Season.

There are so many furs worn this season, all of them fashionable, that one can make the selection a matter of taste, letting the personal equation enter in, without going amiss in the matter of style.

White fox is an attractive fur and one that is very becoming to girls. In the set illustrated a whole animal is used for the neck piece, head, tail and claws, and another one for the muff, with white velvet at the wrist.

A Female Edison

Did you know that up to a very few years ago we had a "woman Edison"? Her name was Miss Margaret E. Knight, and she was the inventor of 87 separate contrivances.

Your Little Daughter

Are you grating your little daughter's looks? A great many mothers, with the very best intentions in the world, either make their daughters ugly, or worse still, let the girls do it themselves.

Milady's Note Paper

Note paper this season shows an infinite variety. There is a very handsome box made of rose-colored moire silk, filled with the finest white lined paper with a fine gold edge.

La Grecque Corsets

Meet Fashion's demand for the coming season and combine style with comfort. Our corsetieres give expert help in correct fitting.

Van Orden Corset Co.

1204 Chestnut St., Phila.

Love, Hair and Marriage

From the beginning of romantic history down to the present day every story of love has spoken of the maiden's hair as one of her chief charms.

Just Coffee

Distinguished for many years for its fine flavor. Ask for BRADFORD BLEND; increases in popularity daily. Whole, Ground or Pulverized. Every day fresh Roasted.

E. Bradford Clarke Co.

1520 Chestnut Street

Not Too Early to Bespeak Christmas Gifts

Packed, if you like, in a Christmas box with a dainty sachet. Designed and made expressly for us.