FASHIONABLE FANCIES. PRACTICAL ARTICLES AND NEW IDEAS FOR WOMAN AND HOME



TO SALESGIRLS

A pleasant manner is not always the easiest thing to maintain when things go wrong, as things invariably will do at this busy season of the year. Yet the wise salesgirl will make an effort to keep a bright and smiling countenance no matter how harassed she may be feeling. That feeling of worry, by the way, can amount almost to hysteria if not checked in time. If, on the contrary, the "keep-smiling" attitude be maintained, it is quite surprising how soon the outward and visible sign of a sweet, optimistic disposition will breed a genuine cheerfulness in the sensible girl who practices such.

Customers are undeniably influenced by the manner and appearance of the salesgirl who attends to their wants. The bright, energetic girl will succeed where the listless "don't-care" type will fail. This is perfectly natural. The woman shopper tends to be influenced by the smart, alert salesgirl who shows real interest in her probable purchaser. Too many salesgirls stand behind the counter with a "take-it-or-leave-it" air. Their bored manner serves to drive away excellent customers. The wise salesgirl will make her employer's interests identical with her own, and to that end will look after her customers' interests with energy and care. ELLEN ADAIR.

The Wrong Attitude

The girl whose living depends upon her percentage of sales will do well to cultipercentage of sales will do well to culti-vate an obliging disposition. Many girls let a sudden fit of "blues" or a petty an-swer make an enemy of a customer, and then she will lose the commission she would otherwise get. For instance, a few weeks ago a woman went in a large department store and asked to see some labor-saying devices for the labor-saving devices for the

"What kind of a device do you want to see?" asked the salesgiri, staring into

epace.
"I don't know exactly," answered the
woman, "for my kitchen is quite well
stocked with utensils. I want to see something which is new to the public.

"I'm sure I can't tell you if you don't know what you want yourself," answered the salesgirl ungraciously.

A sensible girl would have investigated the kitchenware until she found something new for the woman customer. Surely, this is not hard in a large store where a new device is demonstrated. where a new device is demonstrated every day. The superior attitude which girls affect is quite ludicrous, and, incidentally, unpardonably rude. There is much to be said on both sides, no doubt, but the salesgirl should always show interest in her customer's wants.

Sensible Shoes for the Salesgirl

"My dear, how do you ever stand so long without getting tired? I'm nearly dead at night. I have to go home and go straight to bed. If I'm going out, I'm so miscrably fatigued that my evening is spoiled for me! Honest, this is a dog's

Why, Mary, it's no wonder! Look at "Why, Mary, it's no wonder! Look at those heels! Common sense ought to tell you not to try to stand on them all day. They just bore through your feet like a pair of gimlets. They make your back tired, and your shoulders and all your nerves are on edge, too. The nerves all meet at the spinal column, and it's all thrown out of line by such silly shows."

"What am I to do? I can't afford three or four different pairs of shoes, you know that as well as I do."

"Well, let the one pair be right, then. These anatomic shoes, which fit the foot and allow the toes full play, are fine. You may have a little trouble getting used to them, but, believe me, it's worth it. I'm a regular dancer now. I used to wear high French heels all the time, but they got so painful that I was positively crasy. Now I wear the big shoes all day and can dance all I like at night. It's great, I tell you, even if my feet do look bigger!"

The Fatigue of Work

Work in a big store is often very fatiguing. "Tired Girl" writes: "Dear Ellen Adair: I have read your articles and it seems to me that salesgirls ought and it seems to me that salesgirls ought to get half an hour off in the aftermoons for a complete rest. Don't you think that the large department stores should have one big restroom where should have all the should have one big restroom where should have all the should have one big restroom where should have an invalid make her life easier. I wonder if you could give me advice? I am a salesgir earning \$1 a week, and have an invalid make her life easier. I wonder if you could give me advice? I am a salesgir earning \$1 a week, and have an invalid make her life easier. I wonder if you could give me advice? I am a salesgir earning \$1 a week, and have an invalid mother to support. I wonder if you could give me advice? I am a salesgir earning \$1 a week, and have an invalid mother to support. I wonder if you could give me advice? I am a salesgir earning \$1 a week and have an invalid mother to support. Our development of the sales and the she life easier. Our development of the she week and have an invalid mother to support. I wonder if you could give me advice? I am a salesgir earning \$1 a week and have an invalid mother to support. I wonder if you could give me advice? I am a salesgir earning \$1 a week and have an invalid mother to support. I wonder if you could give me advice? I am a salesgir earning \$1 a week and have an invalid mother to support. I week and have an invalid mother to support. I week and have an invalid mother to support. I week and have an invalid mother to support. I week and have an invalid mother to support. I week and have an invalid mother to support. I week and have an invalid mother to support. I week and have an invalid mother to support. I week and have an invalid mother to support. I week and have an invalid mothe

A Difficult Position

Sometimes it is very hard for a salesgirl to know just how to act under trying circumstances. The pretty girl will have many trials in her work that her less attractive sister may be spared. The following letter shows this:

lowing letter shows this:

Dear Ellen Adair-I am a salesgiri, and am very much interested in my work. I have only been in the store for nine months, and am if years of age. The foorwalker is always stopping me in my work, and paying me compliments on my appearance, etc. I dislike him very much, and wish he would leave me alone, but I dare not tell him so. Hold me the other day that I was beautiful and asked me out to dinner. I declined to go, and he gave me a pretty hard time all day in consequence.

UNHAPPY SALESGIRL.

Duty to Her Family

The girl who works has a problem to face in her duty to her family. While the daughter of the house should take her share in expenses, she should under no circumstances become a slave to the family. The following letter dealing with this topic has been received:

this topic has been received:

Dear Ellen Adair-I see that you publish letters from salesgirls, and would like to say that I am worried about money matters. I am in a large department store and earning \$8 a week. My mother makes me give her \$6 a week and in addition to that I have to do housework when I come home at night. We are not really poor, as my father has a fairly good position. I feel that I am being unjustly treated. What should I do?

PERPLEXED.

Thoughtless Customers Customers can be exceedingly trying to the salesgir, and many women are most inconsiderate when shopping. The follow-ing letter has been received:

Dear Ellen Adair—I am a salesgiri, and until I became one I always had a fairly good temper. Now, after four years work in a large department store in this city, my temper has become practically rulned. The customers I have to serve would try the patience of a saint. Women have no consideration for other women. Is it worth my while to be patient with them? Indeed, I have often tried, but customers are so aggravating and inconsiderate.

IMPATIENT SALESGIBLE

Is the Business of

Salesgirl Unladylike? Some foolish girls seem to think that honest work is derogatory to their dig-nity. "Rosalind" writes:

THE HALL-ROOM GIRL

Beauty Chats

The beautiful girl must be almost perfect in every particular, and one of the points which most girls neglect is the hack. The low-cut gown has usually a V-back as well as in front and a fat, ever-developed back will spoil the hand-

to seen-developed back will spoil the handarment contume.

Lillius Russell, the famous beauty,
gives the following hints in one of her
beauty lafter. Bise serve: "Exercise is
trac only thing which will remove the
bing of fat which has accumulated belivered the shoulder-blades. And I mean
regular exercise. There is no use at all
practicing the unresseant of the servdiant F give once a week and once next
when They must be done every day until the sure to effected. This will take
about three months, practicing five mituties a milk diet and frequent massage with
cocca butter. Put hot cloths on the back
to open the pores, rub in the cocca butter and close the pores again with applications of tax or cold water. This will
keep the fatisuing cream incide the skin.

English Women Workers
In English Women are employed in
the coal mining industry, mill in the buildline water.

or the hands and forearms back-heeping your erms on a line with doubles, with elbours best, and a palms forward. Now reposit the system to time. Be these slowly and learn how to do it exceedly, her can be done with novacinrable

test forms to the place : Spare

your hands behind your neck and force

log trade, 1176 on the railways, and 7254 s Stand with your fast nearly to-and with the calms of your hands I together above your hand as if

A Woman Mayor Mins Kate York, the first woman Mayor elected for librois, has been encoenfully engaged in the mercantile business at Edingston Mines for the last 20 years.

Correspondence of general interest to regime readure will be printed an title prigs. Such derrespondence altopic to witteend to the Westan's Editor, Evening Ladgar.



A CHARMING LITTLE FROCK SUITABLE FOR VARIOUS

THE COLLEGE GIRLS

DISCUSS CHRISTMAS today and we'll be home for the holidays! You'll just adore Bob. I predict a match Why, I can't imagine where the time has gone! It only seems yesterday that I has gone! It only seems yesterday that I little freshman; the tears which nearly was home for Thanksgiving!" said a came to the surface before had dispretty little sophomore as she looked up appeared.

"Well, my dear, it may seem like yesterday to you, because you're only a But, I tell you, it's worth it! Why, I'd ride 10 days to be with dad and mother and the kids for Christmas day!"

from her books.

"I would, too, if I had any dad and mother and kiddles to spend it with,"

mother and kiddles to spend it with,"

Dear Ellen Adair—Do you think that it is unladylike to be a salesgir! I met a man about two months ago, and he became very much thinkersted in me. I have not yet told much interested in me. I have not yet told wall. "My sister is nice enough, but down, and comes to see me every Saturday evening. I am trying to make up my mind to tell him, but am afraid he will despise me.

Her Invalid Mother

There are many brave unselfish siris who today are working with one idea—to lighten the loads of others. The writer of the following letter is worthy of all praise:

Dear Ellen Adair—I wonder it you could give me advice? I am a salesgir! earning \$I a week, and have an itsuidi mother to support. I would do anything to make her life garser, as ahe surfax a good deal of pain. We arrest earn a shape and in always stay devoted to each other, and I always stay and became and the buildings and the properties as a shape and invalid mother in the upper part, either in this vacation. But what can you do? Christmas is really stated they won't come in?"

"The very much afraid they won't com

"Just think of it, girls; two weeks from | You ought to hear my brother tell yarns!

What are you going to do, Helen?" asked a mischlevous-looking girl who was lounging on the couch with a box of chocolates.

"Don't be silly, dear," said the blushing

few hours from home, but you don't live in Tulsa, Okta. You people don't know what it means to ride two days and a we'll have luncheon with Joe and Billy night to go home for 10 days' vacation. an engagement for every single night! It's so tiring, but that's the worst of know-ing a lot of people. I'm going to the Buscom's dinner at the Ritz and the

Morris' ball. I suppose you read about them in the New York papers."
"Where does the family come in?"
"I'm very much afraid they won't come

Across the Counter

The shops are featuring practical articles as suitable for this season's Christmas giving, and gloves, stockings and handkerchiefs take a prominent place.

In black, white and in colors the \$1 silk stocking makes an acceptable gift.

At \$2 a pair there is a silk clocked.

At \$2 a pair there is a silk clocked.

gloves cost \$1.15 a pair and fur-lined cape and mocha gloves cost \$2.25 a pair.



Something Exceptionally

Good at Every Price

The same critical consideration was given to the selection of patterns and qualities in the modestlypriced lines and those of highest cost.

Superb choice for 35c and 50c each.

The exquisitely hand-embroidered Handkerchiefs were secured by means of very carly orders.

Neckwear

Piquant departures in novelty that are most alluring. The orders given in Paris were luckily all filled:

Vesters, Collars, Guimpes, Bows, Ties, Flowers, Scarfs, And you're sure of something distinctive, whether you pay 25c, or on up to—what you like.

B-SHEPPARD & SONS 1008 CHESTNUT STREET

Modes of the Hour

It is war, war and rumors of war in the fashion world. Now, in opposition to the military aspect that clothes have assumed, comes the neutrality dress, designed by the Fashion Art League of

America.

It is not so much the style of the dress, although there is something of the grace of another day to these sowns: It is the color scheme, or, to be quite accurate, the absence of color and the combination of black and white that have given the freek its name. frock its name.

Frock its name.

Not merely as an exploitation of fashion was the dress conceived by the Fashion Art League, but as an expression of sympathy for a universal sorrow. The only touch of color permitted is given by a lint all our own, the American Beauty rose.

The frock sketched today carries out the neutrality idea by combining white taffeta with black velvet. The little over facket is one of the prettiest of the pres-ent-day styles and quite deserving of its

popularity.
It can be cut in many ways, with or without a collar and hanging free from tigs shoulders to the waist or hips, or belted in by the girdle in the manner of the likustration.

The underblouse is of the taffeta, but the kimono sieeve, which ends just above the elbow, is prolonged by a chiffon sieeve that is gathered at the elbow and at the wrist, where it is completed by a flaring velvet cuff.

The velvet or satin banding, a feeblen

velvet cuff.

The velvet or satin banding, a fashion much favored, is a valuable asset in creating the shorter silhouette, now found desirable. It lessens the skirt's length of line, not actually, but as far as the eye is concurred, and makes a very attractive trimming, and it would justify itself without any ulterior motive.

The women who make fashions by what Itself without any ulterior motive.

The women who make fashions by what they wear are using the circular skirt, in modified form, for tailored suits, but for house frocks, dance frocks and ball gowns, the skirt in Iters, the tunic skirt and the draped skirt seem to furnish opportunities to the modiste in the management of beautiful materials and artistic combinations.

The modes of the present hour furnish wonderful opportunities for the relivence.

wonderful opportunities for the rejuvens tion of frocks too good to cast aside and too old-fashioned to wear without change. Sometimes a makeshift frock in the

end has more style and greater charm than it had in its days of pristine fresh-ness if a judicious combination of color and material be used. and material be used.

Undoubtedly there is something of the Victorian era in many present-day frocks. It is not so much a harking back as a bringing forward of certain features and converting them to practical use.

The jacket, the under blouse, the full skirt and the velvet banding are all svolutions, but not replicas, of old styles. There is no visible line of demarcation when it comes to age and fashing. No

There is no visible line of demarcation when it comes to age and fashions. No one is eld nowadays who doesn't care to be, and as the number of women who would put themselves in that category is few, there are also very few fashions that are distinctive of age.

To make a mode suit the individual is the thing. To use a model frock is an inspiration and to keep one's personality intact is the fashion gospel preached by those who best understand the subject.

How to Make

An X-Mas Calendar

A good many girls are busy making calendars for the new year. You can get almost every style of calendar at the department, stationery and jewelry stores, but a really nice one is quite expensive—at least for the woman of limited

pensive—at least for the woman of limited means. To make it yourself is the one solution of the problem.

You don't have to be artistic or talented to make a pretty calendar. The so-called Perry pictures—a miniature edition of classical pictures, done in sepia, black and white, gray, etc.—are a great help. Buy a piece of mounting cardboard in dull green, gray, tan or brown, and paste the picture in the upper part, either in the centre or corner, as your fancy dictates. The pictures are 3 cents each, and the mounting boards from 5 cents up, according to size.

A small calendar can be bought at any stationery store, and costs about 10 cents.

NEGLECTED HOME COOKING

By MRS. CHRISTINE FREDERICK

can be used very extensively and that it is possible to steam-cook vegetables, cereals, breads and meats.

"What is the advantage?" The whole object of cooking is to break down either the muscle or cellulose tissues, to

stances.
What is true in cooking a potato is

still more true in cooking other vege-tables and foods. The steam-cooked method permits the maximum swelling of Copyr grains, starch cells, etc., with a mini-

Fashions New and Odd

too. The elaborate drapery and vivid

coloring of the present futuristic age

Furs were just as elaborate then, and much more expensive, as the facilities for making such excellent and varied imita-tions were unheard of in 1859.

My Lady Up-to-Date laughs at the styles of her grandmother. That is, she

"Steam your spinach? Why, I never do that!" exclaimed a homemaker the other day. "And your caimeal, too? What difference does it make?

There is one method of cooking unfortunately neglected in the average home, and that is the method of steaming, or cooking with moisture at a very high temperatura. Indeed, many house-keepers do not know that such a method can be used very extensively and that

ment?
In families with children, especially, the steam-cooking method should be practised daily. All of the watery vegetables which contain so many valuable saits, all of the cereals which are not cooked adequately under inefficient boiling methods should be steam-cooked. This method, contrary to what some may suppose is either the muscle or cellulose tissues, to swell and make edible the starch grains and to render food tender enough to masticate and to give it flavor enough to make it appetizing. Let us compare the bolling versus the steaming methods.

When we place any food, say a potato, into boiling water and let it cook for 10 minutes until tender, we find that the heat of the water has softened the starch grains so that they are more fit for food. At the same time we find that much of the valuable mineral salts have been softened and dissolved by the water, and that when we eat the potato we are not getting all the materials which it originally contained when raw. But if we steam-cook this same potato we find that the steam just as thoroughly cooks the starch grains, but that there is no loss of any of the valuable mineral substances.

What is true in cooking a potato is

> Copyright, 1914, by Mrs. Christine Frederick.

to economical and labor-saving cooking. Why does she blame the high cost of foods and then waste half of them in

A Helpful Conversation

"My dear, what charming white enamel furniture!" said one woman to another the other day, "This is the new French ivory shade, too. It's beautiful, but, however do you keep it clean?"

"Why, that's easy enough to answer," said the model housekeeper. "I take a teaspoonful of sweet oil and add it to a pail of water, then I clean the furniture with a soft cloth dipped in the mixture and a good white soap. This requires a rather large percentage of elbow grease, because white paint shows spots sconer

because white paint shows spots sconer than any other kind, even the Frenck gray. But it's worth it."

"Your mirrors look so bright, too. What do you use, ammonia and water? You must be on the go every minute with mirror doors and a dressing table and a huge bureau besides."

"Not at all!" I have to see them look.

huge bureau besides."
"Not at all! I have to see them look nice. And when they get fly-specked they look dreadful. I have my own remedy for this, and I must say it's a good one. I take a good-sized piece of newspaper and soak it in kerosene oil. Did you ever know, that newspaper is better then. know that newspaper is better than a cloth for enamel bath-tubs or mirrors? For see, it rubs off the dust and does not absorb it. The posith is left quite clear. Then, too, flies hate kerosene, and if any of them are selecting your bedrooms for winter headquarters, all you have to do is to were a cloth with it work. have to do is to wet a cloth with it and leave it in the room for an hour or so. They will all go away."

They will all go away."

"Do you use kerosene to make your cutglass shine so brightly?"

"Of course not, silly! I just added a
little washing blue to a soapy lather and
a drop of ammonia. I scrubbed each
piece very hard, turned it over and allowed it to dry without wiping. If you
have any china with gilt on it, don't add
the ammonia. If your long-necked vases
are ringed with dust inside, cut up a
raw potato and let it stand, with a little
water on it, inside the article. Then the styles of her grandmother. That is, she used to laugh until women reverted to the basque and, some one whispers, the hoopskirt is coming. The tiny little "La Boheme" muff is making its appearance, too. The elaborate drapery and vivid too. The elaborate drapery and vivid to do these things for the satisfaction of knowing that my house looks the best " knowing that my house looks its best.



