

SUCCESSFUL 'AD' WRITER TELLS M'LISS OF WOMAN'S BIG FIELD

New Jersey Man's New Year Resolution Anent Cosmetics Likely to Pique Many of the Fair Sex

SOMEbody has said that the reason many women do not achieve brilliant success in the business world is because in the main they are afraid to take the big risks, or go after the slim but glittering chances that men have been wont to stake their "all" on in the hope of rich rewards.

Miss M. L. Diehl, one of the live wires in the advertising field in Philadelphia, and president of the Women Writers' Club besides, is one woman who looked ahead, saw a beckoning opportunity, shut her eyes to possible catastrophe and leaped. She landed both feet on the ground and colors flying.

Over the tea cups at luncheon yesterday, Miss Diehl told me how eight years ago, when we didn't know so much about advertising as we think we do now, and when it was a business almost exclusively men's, she felt the woman's touch was needed and determined, as far as she was concerned, to supply it.

"I was teaching school then," she said, "in Allentown. I was about to be rewarded for my efforts with a principalship. I suppose I'd gone almost as high as a woman teacher can go, when I found this advertising business calling me.

"I didn't know whether I was wrecking my future or not, but I decided to give up my teaching and take up advertising. So I went to the largest department store in Allentown, asked them to put me in their advertising department. It never occurred to me to ask for a salary. All I wanted was to be given the opportunity to learn the business and all its ramifications from the ground up.

"Imagine my surprise when I was presented with an envelope at the end of the first week in which there were eight perfectly good dollars. Two years after that I felt that I knew enough about the game to come to Philadelphia. I suppose there were not more than 15 women engaged in department store advertising here today, so you see the field is not yet crowded."

When you consider that, as I remarked in this column several days ago, more than 90 per cent. of the patrons of large department stores are women and that the appeals, therefore, which the "ads" make are aimed at these women, it is not hard to understand why a woman is particularly fitted to present the merits of the merchandise they come to purchase.

And what man, be he ever so clever or ever so effeminate, would be fully capable of doing justice to French lingerie or the latest conceit in corsets?

The Color That Comes and Goes

The New Year's resolution offered to his sex by a New Jersey man, that they one and all "boycott the powdered" and pay serious attention to those women only whose lips, cheeks, eyebrows and hair bear nature's indisputable stamp, is likely to raise (in addition to a howl from those women who believe in the necessity of these first aids) the time-worn question: For whom does a woman "fix up"? For the men? For the women? Or for her personal satisfaction?

The answers to these questions be what they may, the gentleman is not likely to enhance his popularity by the resolution he has offered, for it is a native and unpretentious woman, indeed, who does not have on her dressing table at least one of the many aids with which the beauty doctors have gladdened the market.

I am not drawing these conclusions from my own observations alone, for I spent some minutes today in serious converse with the blonde goddess who directs the fortunes of one of the busiest beauty counters in the city.

"Say," she said to me, confidently, "that's a poor simp who's resolving to 'can' the 'debs' and chickens who are addicted to the whitewash and the pink stuff. I'll bet his own wife's rosy cheeks come out of a jar like this. And any way, we're selling more 'make-up' every year. Not only to the flashy dames, either. The day's gone by when a shiny nose is looked upon as a passport to the higher life."

Piquant words, these, which a stroll along Chestnut street, or any other American thoroughfare where women throng, but emphasizes the truth of. Women who five years ago would have blushed the blush of shame at the thought of simulating the pink glow of health no longer go pale. Like the lady in Sheridan's "School for Scandal," their color comes and goes—"comes on in the morning and goes off at night."

The Fatal "Gift of Gab"

"Talked to death," was the comment of a physician in a Chicago hospital when he heard that 24 of the patients there had died on Christmas.

How few people have mastered the art of hospital visiting! How many have been, if not literally "talked to death," like the Chicago 24, at least talked into a state of utter exhaustion and positive illness!

A trained nurse of many years' experience told me the other day that it is an iron-clad rule of hers never to leave a patient in the hands of visitors, if she can help it.

"It is the common trait of human nature, I've found, to expatiate on one's own ailments. Well women who come to see ill women, instead of being cheerful and optimistic, invariably hark back to the time when they too almost died. They recount their symptoms with gusto and no details are too harrowing to be left untold. If I had my way, visitors would never be permitted, except to patients in the last stages of convalescence."

Pretty drastic that, but not without its grain of common sense.

Impressive Assets

Many a woman who boasts of her lord and master's intellectuality to the neighbors knows in her heart that it consists chiefly in a pair of tortoiseshell spectacles and a bored air.

Skirts Are Short This Winter

"Flesh-colored lustrous shows which way the wind blows," comments the street-corner observer, "now that black stockings are said to be cheaply dyed."

Letters to the Editor of the Woman's Page

Address all communications to M'LISS, care of the Evening Ledger. Write on one side of the paper only.

Dear M'LISS—(1) Please suggest a few games to be played at an 18th birthday party and say about what times games should commence.

(2) Also kindly advise just how introductions are made by the hostess, as a number of the guests who are coming have never met. Thanking you in advance for an early reply, I am, sincerely yours, K. Girard avenue.

(1) I have an interesting book at my office at 408 Chestnut street which contains any number of amusing games. Most of them are too long to publish in this column, but I shall be most glad to let you consult it if you call.

(2) Wholesale introductions are bad form. Even if your list of guests is a long one introduce each person individually to each other. Always remember to present the man to the woman, never vice versa.

Dear M'LISS—Can you tell me who wrote a book called "Cranford"? It depicts early English life and is something like the "Vicar of Wakefield."

"Cranford" was written by Mrs. Elizabeth Cleghorn Gaskell.

Dear M'LISS—In yesterday's issue of your paper I read a letter from a mother asking for the adoption of her 8 months old baby. I am seriously considering adopting a baby. This letter interests me and I shall send my secretary in tomorrow morning to make further inquiries regarding the matter. G. E. W. I shall be very glad to tell your secretary all that I know of this case.

SEEN IN THE SHOPS



CLOUDS OF TULLE TOUCHED WITH SILVER

THIS costume of tulle and silver shows a model of rare charm. Esqulette in its daintiness, the tulle is draped over a white goldenrod satin foundation, scalloped at the flounces, with crystal ornaments. A cloud effect of the tulle is used here and there, on the sleeves, corsage, and the skirt, etc. The belt is novel, being made entirely of tulle. From this cascade of silver lace fall over the front. These metallic laces are very fashionable. A corsage ornament of roses and forget-me-nots is seen on the left, being made of the tulle, adding a French touch of pink and blue, most effective on the white. The price of the gown is \$30.

Full particulars as to the place where this gown may be purchased may be obtained by sending a stamped, self-addressed envelope to the Editor of the Woman's Page, EVENING LEDGER, 508 Chestnut Street. Please mention the date on which the article appeared.

Fashions and Fads  
Wool embroidery appears on neckwear.  
Gold and brown is a good color combination.

RICKETS, ITS CAUSES, SYMPTOMS, EFFECTS AND SIMPLE CURE

By WILLIAM BRADY, M. D.

RICKETS (inflammation of the spine) is the older medical name for rickets. Of course, the disease involves all parts of the body as well as the bones of the spine.

In large cities the majority of children in the crowded districts show more or less rickets. But the disease occurs very frequently in children of well-to-do families in which ill-directed methods of feeding prevail. Rickets seems particularly common in negro children in America and in the tropics; we believe the explanation for this is the common use of condensed milk in this country for raising negro babies. Most of the body deformities noticed in negroes are attributable to rickets in childhood.

In rickets the bones are deficiently supplied with mineral matter, the per cent. of ash in the bones being often as low as 25 per cent. of the normal (which is about one-third of the substance of the bone in health).

The causes of rickets, as definitely as may be stated, are: (1) improper food, such as condensed milk, malted milk and the various so-called infant foods which are given without fresh cow's milk; (2) lack of outdoor air and sunlight; (3) a hereditary tendency transmitted chiefly by the mother.

Usually the disease develops in the colder part of the year when children are not taken out for the daily airing. Signs of rickets rarely appear until after the age of three months, and in most cases not until the latter part of the first year or the first half of the second year.

Among the suggestive symptoms we can mention but a few. Restlessness, head rolling, inability to support the head, rubbing off of the hair on back of head, etc.

QUESTIONS AND ANSWERS

Time and a Woman's Neck

Just why, please, does Time pick on a woman's neck? asks a young girl of 30-year winters.

Answer—When a woman has a pretty neck doesn't she hide it with ugly fur, neck collars, etc.? Time just even the score. That is the only reason we can assign for his unseasonable behavior.

Which School?

Would you suggest an osteopath or a homeopath or an allopath for the treatment of hernia?

Answer—Any one of these three, so long as he does good surgery.

WOMAN'S HOSPITAL SUPERINTENDENT ADVOCATE OF "TWILIGHT SLEEP"

Almost 600 Births There This Year, Says Dr. Alice M. Seabrook, and Not a Fatality—\$50,000 Maternity Building and Twilight Sleep Department Needed

PHILADELPHIA mothers do not fear the new, the unknown.

The birthrate of the Quaker City and the use of the hospital instead of the home for maternity cases are increasing. These statements are made as a result of a talk with Dr. Alice M. Seabrook, superintendent of the Woman's Hospital of Philadelphia, 217 North College avenue, who says that in 1915, to keep up with the needs of the maternity department of the institution, there should be a special department for twilight sleep patients and a \$50,000 maternity building addition, which will double the present capacity for caring for cases.

Because of lack of room, mothers frequently have to be sent to other hospitals. There is a rule at the institution, however, that no woman shall be turned away when her condition is such that she would suffer thereby.

The Woman's Hospital has had almost 600 cases so far this year. In 1914 there were 522. A goodly proportion of these have been twilight babies. Not one twilight baby died. Because of this record other mothers are prone to choose the painless method. Hence the need of the twilight room.

"We are in need of funds to increase the facilities of the maternity department," said Doctor Seabrook. "We not only need a new building, which would double our capacity to care for the mothers and babies, but we need extensive improvements for the architecture of part of our maternity department in that of 40 years ago, and we are in need of modern equipment. We can care for 50 patients at one time now."

The maternity department of the Woman's Hospital is named for Anna E. Broomall, direct descendant of an old Chester family, one of the first women in the country to study obstetrics. She was professor of that subject in the Woman's Hospital in 1878; a student there in 1868-69; assistant physician, 1871-72; physician in clinics, 1875-82; attending

Did You Know That—

If you use straight nails with corks at the ends for hooks upon which to hang your bathroom towels there will be no danger of having them stained with rust?

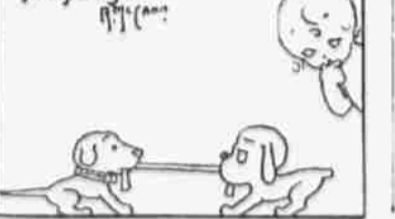
A pinch of washing soda in the water in which the baby's bottle is sterilized will keep it from getting a sour odor?

Plain coal oil is the best thing to use when rubbing down your bathroom tiles, tub, stand, etc. It does not scratch nor eat the white finish off and removes all streaks.

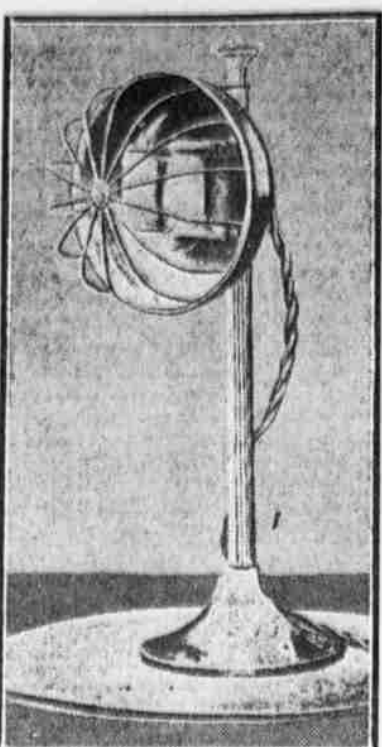
Oil paintings may be made to look like new if rubbed over once in a while with half of a raw potato?

THE CHEERFUL CHERUB

Well, life is all a struggle, but the outlook's not dismaying; A game that isn't hard to win is scarcely worth the playing.



To Heat the Sickroom



A new device for the desk or sickroom is shown above, namely the electric heater. It is a complicated arrangement of electric coils covered by a wire screen. This is mounted in the same manner as an electric fan.

The heat is supplied by two heating units or coils, according to the price. The two-unit model gives off enough heat to warm a fairly-large room and comes in handy when the invalid needs fresh air and yet steam heat is undesirable. A long cord—eight feet in most cases—is attached, so that the article may be moved as desired.—Popular Science Monthly.

TWENTY-EIGHT CONVENTIONS TO MEET HERE IN 1916

Philadelphia One of the Great Centers for Important Assemblies

Business men declared today that the list of conventions to be held in this city during 1916 showed that Philadelphia was becoming one of the great convention cities of the United States. Twenty-eight conventions will be held here next year, the largest national convention is awaiting the erection of a convention hall to accommodate the choice of this city. The conventions to be held here in 1916 follow:

- National Conference on Immigration and Americanization, January 19-20
- Pennsylvania State Lumbermen's Association, January 26-27
- Eastern Retail Implement and Vehicle Dealers' Association, January 26-27
- Morocco Manufacturers' National Association, second Thursday in February
- National Wholesale Lumber Dealers' Association, second week in March
- National Flower Show of the Society of American Florists and Ornamental Horticulturists, March 25 to April 2
- Theta Chi University—Grand Chapter—April 7-8
- Travelers' Protective Association (Pennsylvania Division), April
- National Hosiery and Underwear Association, May
- Association of American Directory Publishers, June
- United Commercial Travelers' Association of America, June 8-10
- Associated Advertising Clubs of the United States, June 10-11
- Association of House Organ Editors, June 25 and 30
- National Speakers' Congress, July
- Empire Bankers' Association, September
- Junior Order United American Mechanics, September
- American Hospital Association, September 15-16
- American Association of Traveling Passenger Agents, October
- Pennsylvania Baptist Ministerial Association, Clinical Surgeons' Congress of North America, both in October
- American Association of Political and Social Science, April
- Zeta Psi Fraternity of North America, latter part of April
- American Pennsylvania State Builders' Association, April
- National Shortland Reporters' Association, latter part of August
- Scotchmen's Division United States Boys' Brigade of America, September or October
- Automobile Show, January 8-15, possibly January 15-22 for auto trucks.
- American Jewish Hospital Society, February 20-1
- National Fraternal Society of the Deaf, June

Marion Harland's Corner

Wants Abdominal Belt

"I SEE in your 'Corner an offer of an abdominal belt. I am a widow with two boys, one of whom has just gotten over a broken leg is not yet paid. I have been trying to buy a belt, but do not see my way to do it now."

"MRS. J. L." "The belt of which you speak passed into the hands of an earlier applicant. We could have given away six if we had had them. Your request and address are set down hopefully in our books. Should a belt be offered in response to your letter you will be notified by mail and put into correspondence with the generous donor."

Pictures for Scrap Book

"Could any of the Cornettes send me pictures to paste into a child's scrap-book? And, perhaps, some of you have picture books your children have outgrown. My son of two years would enjoy them heartily. I hope this is not too much to ask you, dear Corner people, my invisible friends." M. S. L.

"In this day of profuse illustration your boy should be lavishly supplied with pictures as soon as our readers know of your wish. There is nothing better than a picture with which to keep a child quiet and happy while the mother is busy with housework and other cares. Cut pictures from the daily papers and send to me for the mother's name. Her position is so modest that one reads smilingly the fear expressed in the graceful sentence that concludes her note to her 'invisible friends.'"

Request for Silk Pieces

"I saw that one of your readers offered silk pieces. My mother is an invalid and they would help her to pass away the hours. Will you please send me the donor's name or send my request to her? I am willing to pay for the postage. My mother is an invalid and she needs something to do. We are both small women and I am an unfailing source of entertainment to invalid mothers. Give this one a thought and send for the daughter's address."

Unable to Buy Clothing

"We live alone, my mother and I. She is 88 and I am middle-aged. Our income is small. I do the housekeeping and wait upon mother as she is failing in mind and body. I have to stay with her all the time, and have no time to make anything to help support us. We have added expenses in the winter and are unable to buy the clothing we need. I would ask if any of the kind Cornettes have remnants or other things that would help us to be more comfortable during the cold weather? We are both small women and I hope this will find a place in the Corner."

Embroidery Pattern Wanted

"I am anxious to get a pattern published last year. It was a fleur-de-lis and was to be used for embroidering a parasol. If any member has it, please send the pattern I will copy it and return it to her and pay postage."

Book for Recipes

"I am clipping recipes from the paper and have so many I need a book to paste them in. Perhaps one has a scrap or blank book suitable for this purpose, or she will give me. I have a few novels I will give to some one who is lonely for reading matter."

Studying Foreign Languages

"I am anxious to obtain any books that will aid me in my German and French education. I am working my way through the university and German is my major and French my minor course. The German, English and French correspondence course would be helpful and most welcome in my line of study. I will gladly pay postage. A. S."

ASK FOR and GET HORLICK'S THE ORIGINAL MALTED MILK

Cheap substitutes cost YOU same price

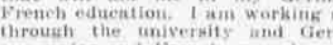
MAN DO

Removes Superfluous Hair The new style dance gowns make preparation necessary.

Beware of Shaving SOLD BY DRUG AND DEPARTMENT STORES

THE CHEERFUL CHERUB

Well, life is all a struggle, but the outlook's not dismaying; A game that isn't hard to win is scarcely worth the playing.



MILLIE AND HER MILLIONS



BY-THE-WAY, MONTY, MR. PLANK, THE ARCHITECT IS COMING HERE TO-NIGHT  
WHAT'S HE COMING HERE FOR, ANGEL?  
I ASKED HIM TO DRAW UP SOME PLANS FOR US  
BUT, GOOD GRACIOUS, MY DEAR, HAVEN'T WE ENOUGH HOUSES?  
MY DEAR MONTY, WE HAVE ONLY TWO HOMES: A SUMMER HOME AND A WINTER HOME.  
AND IT SEEMS TO ME THAT FOR PEOPLE IN OUR POSITION TWO IS HARDLY ENOUGH.  
I GUESS YOU'RE RIGHT. IT'S PRETTY TOUGH ONLY HAVING TWO ROOFS OVER OUR HEADS.  
I HAVE THEREFORE ASKED MR. PLANK TO DRAW PLANS FOR SPRING AND FALL HOUSES.

IT MIGHT BE TROUBLESOME TO REMEMBER SO MANY ADDRESSES

