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 spectacular 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 ficht in Philadelphia, and president of the Women Writers' Club besides, is one woman who ooked 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 Dichl 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 man'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 pat me in their advertising department. It never occurred to me to ask for a salary. All 1 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 same to come to Philadelphia. I suppose there are 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 nimed 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.

capable of doing justice to French lingerie or the latest concelt 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 how) from these 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 naive and unpretentions woman, indeed, who does not have on her dressing table at least one of the many aids with which the beauty doctors have glutted the market.

I am not drawing these conclusions from my own observations alone, for 1 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 plnk stuff. Fil 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 password 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 Chicage 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 aliments. 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 Almost 600 Births There This Year, Says Dr. Alice M. patients in the last stages of convalescence."

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



CLOUDS OF TULLE TOUCHED WITH SILVER

And what man, be he ever so clever or ever so effeminate, would be fully RICKETS, ITS CAUSES, SYMPTOMS, EFFECTS AND SIMPLE CURE

By WILLIAM BRADY, M. D.

in many cases.

wid winters

nuscles are common results of rickets.

QUESTIONS AND ANSWERS

Time and a Woman's Neck

Which School?

assign for his unseemly behavior.

DACHITIS (inflammation of the spine) , preference to he on one side rather than R is the older medical name for rick-Of course, the disease involves all iotac. parts of the body as well as the bones of the spine

In harge 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-advised methods of feeding prevail. Rickets seems particularly common in negro children in America (not in the tropico); we believe the explana-tion for this is the common use of condensed milk in this country for raising negro bables. Most of the body deformi-ties noticed in negroes are attributable to rickets in childhood.

Prevention is summed up in two words -proper feeding and open air. The treatment of rickets demands careful 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 management of the diet by the doctor. Fresh fruit juices and vegetable broths, one-third of the substance of the bone in as well as meat broths, are us health certain medicines will hasten recovery.

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; prob-ably also (2) lack of outdoor air and sun-shing it a breathant tendence transmi-(b) a hereditary fendency transmited chieffy by the mother.

Usually the disease develops in the older part of the year when children are not taken out for the dally airing. Answer-When a woman has a pretty neck doesn't she hide it with ugly furs, unlier collars, etc.? Time just evens the Signs of rickets rarely appear until score, 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 homeopath or an allopath for the treat-mention but a few. flestlessness, head ment of herma? olling, inability to support the bead, rubrolling, inability to support the head, rub-bing off of the hair on back of head, tong as he does good surgery.

WOMAN'S HOSPITAL SUPERINTENDENT ADVOCATE OF "TWILIGHT SLEEP"

Seabrook, and Not a Fatality-\$50,000 Maternity

To Heat the Sickroom

THIS costume of tulle and silver shows a model of rare charm. Exoulatte in its daintiness, the tulle is draped over a white goldenred satin foundation, scalloped at the flounces, with crystal ornaments. A cloud effect of the tulle is used here and there. is used here and there, on the sleeves, corsage, edging the skirt, etc. The belt is novel, being made entirely of thine-siones. From this cas-cades of silver lace fall over the front. These excelled laces are very inetallic laces are very rashionable. A corsage ornament of roses and forget-me-nota is seen at the left side of the hodice, adding a French touch of pink and blue, most effective on the shife. The price of the wown is \$80. forget-me-nots Is neen

nay be obtained by sendmay be obtained by send-ing a stamped, self-ad-dressed envelope to the Editor of the Woman's Page, Eversta Labour, say Chestnit #irect. Please mention the date or which the attick anwhich the article appeared. **Fashions** and **Fads**

Wool embroidery ap sears on neckwear Gold and brown is a

TO MEET HERE IN 1916

Philadelphia One of the Great Cen-

Effects of rickets are constitutional weakness and bony deformities. Pigeon-breast, spinal curvature, how legs, knock-knees, characteristically a forward arching of the ahms, a peculiarly notice-able "square head" due to unusual prom-breast, the feastial cuipeness, swell-Business men declared today that the list of conventions to be held in this city during 1966 showed that Philadelphia was becoming one of the great convention diffes of the United States. Twenty-eight conventions will be held here noxi year. inence of the frontal eminences; swell-Seven of the largest national conventions are avaiting the erection of a convention hall to announce the choice of this city. ings of the wrists and ankles (bony thickening), prominent abdomen pot belly), delayed closure of the fontamelles The conventions to be held here in 1919 spots on the skull, and weak follow

National Conference on Limitgration and Americanization, January 19-20

Pennsylvania State Lumbermen's Anelation, January 28-7 Eastern Retail Implement and Vehicle scalers' Association, January, Morocco Manufacturers' National Asso-

ciation; second Thursday in February, National Wholesale Lumber Dealers' Association, second week in March.

National Flower Show of the Society of America, Florists and Ornamental Horth-culturalists, March 25 to April 2. Theta Chi University-Grand Chapter-

Just why, please, does Time pick on woman's neck? asks a young girl of pril 7-8. Travelers' Protective Association (Penn-

givania Division), April. National Hosiery and Underwear As-ociation, Max. Association of American Directory Pub-

That is the only reason we can hers, June.

United Commercial Travelers' Associa-tion of America, June 8-7-19, Associated Advertising Churs of the Would you suggest an osteopath or a

> essociation of House Organ Editors, June 25 and 20. National Speakers' Congress, July,

Penneylvania Bankers' Association. Junior Order United American Mechan-

Septemb American Hospital Association, Sep-tember 15-16.

American Association of Traveling Passenger Agents, October Pennaylvania Baptist Ministerial Asso-ciation, Clinical Surgeons' Congress of or blank hook suitable for this purpose

Marion Harland's Corner

A. S. and lend him a hand over this on of the crags he must climb in the real up the hill of learning.

An Invalid's Needs

formed so long, suffer for the lack of the common comfort of the brdridden. And is there not somewhere an alarm close that will bring her peace of mind by act-ing as her substitute?

Music for Beginner

Filling a "Hope Chest" "Please allow me to enter your delight-ul helping Corner with a list of favore,

fulfilling the others.' The

I feel that you and your fellow wo of the Corner are certainly fulfiling. Master's bidding. 'Do unto others.'

ing as her substitute?

Wants Abdominal Belt

working my way through the univer-sity," should open the hearts of or junior members to the brave fellow sho indited the above epistic. He would set books which graduates have laid by or packed off to a second hand book vender, where, by the way, they fetch such Bit-fully small sums that one doubts whether it be worth while to send them. Batter a thousand times to get the address of A. S. and lend him a hand over this ma of the crags he must climb in the read 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.

over a broken ieg. The doctor's bill 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 helt of which you speak passed into be hands of an earlier applicant. We 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

An Invalid's Needs "My sister underwent an operation last April and is still poorly. She is much is need of a hot water bottle and an siam clock. She has been wanting an alarm clock for years, losing much needed sieg lest her husband might oversieep and lose his position. The expense of her opera-tion and continued poor health makes it impossible for her to buy these things. Please let us know if you can help her out through your Corner. E.O.R. A latter of unusual interest that are a 'Could any of the Cornerites send me pictures to paste into a child's scrapbook? And, perhaps, some of you have picture books your children have out-grown. My son of two years would enjoy them heartily. I hope this is not too much to ask of you, dear Corner people, my invisible friends. M. S. L." A letter of unusual interest that will en-list the sympathy of compassionale read-ers. For "hot water bottle" read her whiter bag," and do not let the failhtu wife, now disabled from the duty she pr-formed an long, suffer for the lack of the

my invisible friends. At S. L. In this day of profuse illustration your boy should be lavishly supplied with pic-tures as soon as our readers know of your wish. There is nothing better than a pic-ture book to keep a child quiet and happy while the mother is busy with housework and other curves. Cut pictures from the daily rapers and sond to me for the mother's name. Her petition is so modest that one reads smilingly the fear ex-pressed in the gracefol sentence that conpressed in the stateful sentence that con-cludes her note to her "invisible friends."

Request for Silk Pieces

Music for beginner "I read your Corner regularly and see that M. L. R. offers violin and plans music for beginners. I am a great laver of music and cannot afford to take it us I need the aid of some books that are for beginners' use. "ROSE X" "I saw that one of your readers offered uk pieces. My mother is an invalid and slik pieces. Again our juniors are invited to reliave the Corner of this bit of responsibility, for we must in some way provide this wird with the music she longs for and cannot afford to buy. Music lovers know The heat is supplied by two heating they would help her to pass away the hours. Will you please send me the donor's name or send my request to her? what the privation means.

Unable to Buy Clothing

Master's bidding. 'Do unto others. The first thing I do on opening the paper is to turn to the Corner, You are doing a beautiful work, lifting the burden from other shoulders. May God bless you and the wonderful work.' I should like to have the address of the lonely girt who asked for reading matter, also the name of the Uttle lady attending school who desired thibnons for herself and little ma-ter. You will find a self-addressed and stamped envelope for reply, as I know this helps you in your busy life. May I ask a favor? If any of the friends would send me a rew embroidery patterns for Unable to Buy Clothing "We live alone, my mother and I. She is 55 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 any-thing to belp support us." We have added expenses in the winter and are unable to huy the clothing we need. I would ask if any of the kind Cornerites have rem-nauts or other things that would help us to be more comfortable during the coid ask a favor? If any of the friends would send me a rew embroidery patterns for liners, initials, etc., I will gladly accept them. I have spare time, as I am number a woman and expect to be married near year and am filling my hope chest. T am saving every cigar band that I can lay my hands on for the lavalid, who wishes to make dishes of them. Please forgive this long letter as it is my first offense. Please let me be a member of your great circle, as I am almost entirely alone "ESTELLA. W." to be more comfortable during the cold weather? We are both small hope this will find a place in the Corne M. E. H.

"The blue moon" being in its second duarter, and winter in full possession of the earth, I make bold to insert the fore-going lefter just as it came from the dutiful doughter's heart and pen. She belongs to our household of faith and charity, inasmuch as we may be able to ouffen somewhat the hard conta she is reading. "The who needs me is any neighbor" should be stamped non-each opportunity to put into practice the golden rule-the one precept known to man which is without exception.

Embroidery Pattern Wanted

'I am anxious to get a pattern pub-lied last year. It was a fleur de lis lished Inst and was to be used for embroidering a parasol. If any member can send me the pattern I will copy it and toturn it to her and pay postage. "GRACE D."

article in which you are interested. Sena to Marion Harland, Evening Ledger, 608 Chestnut street, Philadelphia. Referred to the sister craftswoman whose fancy work was so captivisted by, the flour de lis that she cut it out and preserved it. If she has no further use for it or can spare it was enough to al-O London town? my London'town? low you to copy it she will probably em-brace the chance of making you happy by securing your address and forwarding I do not know you now at night. When half your lamps are turned low

the pattern to you.

your address.

Where ev'ry window frame is black **Book for Recipes**

And ev'ry neighbor's hall is dim. And all my friends have gone to bed In camer lich to douse the glim.

The very 'buses spectral seem. And folk get in and out like ghosis

And half of them are not alight:

The addresses for which you asked weit to you by mail. We are glad to send then to you and hone by this time you feel you are a member in good and regular stand-ing in the Helping Hand Corner, which

you are kind enough to say you admire

We thank you for your good wishes and

All communications addressed to Min

London Nights

Harland should inclose a stamped, self-

addressed envelope, and a clipping of the

have your name on file.

down

A new device for the deak of shown above, namely the electric heat-

of electric colls covered by a wire screen. This is mounted in the same manner as i electric fan.

The heat is according to the heat units or with one, according to the heat The two-unit model gives off enough heat to warm a fairly-large room and comes in hands when the havaild needs fresh and yet steam heat is undesirable attached, so that the article may be attached, so that the article may be moved as desired. - Popular Science to the shut-in who spends much of the day upon the lounge or propped in the ensy chair. The manufac-ture is an unfalling source of entertain-ture is an unfalling source of entertain-ture is an unfalling source of entertain-ture is an unfalling source of the daughter's

TWENTY-EIGHT CONVENTIONS

on the back, sweating, particularly about the head, odorous urine, absence of nor-mal desire to play, pale and flabby appearance. Such symptoms appear after three or four months of artificial feeding tres for Important Assemblies

Full particulars as to the place where this gown may be purchased

. . .

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 tortoiserimmed spectacles and u bored air.

. . .

Skirts Are Short This Winter

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

. . . 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 umber of the guests who are coming have never met. Thanking you in she would suffer thereby. number of the guests who are coming have never met. Thanking you in advance for an early reply, I am, sincerely yours,

Girard avenue.

(1) I have an interesting book at my office at 608 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." READER.

"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.

MILLIE AND HER MILLIONS

Building and Twilight Sleep Department Needed

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, 2007 North College avenue. who says that in 1916, 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 fre-quently have to be sent to other hos-pitals. There is a rule at the institution,

n she would suffer thereby. The Woman's Hospital has hid almost 00 cases so far this year. In 1914 there were 52t A goodly proportion of these have been twilight bables. Not one twi-light baby died. Because of this record other mothers are prone to choose the painless method. Hence the need of the indicate treem.

paintess method. Hence the need of the willight room. "We are in need of funds to increase the facilities of the insternity depari-ment," said Pootor Scabrook. "We not only need a new building, which would double our capacity to care for the moth-ers and babes, but we need extensive improvements, for the architecture of react of our meternity department is that part of our maternity department is 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 Wom-an'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 1875; a student there in 1868-69 assistant physician, 1871-72; physician in clinics, 1875-82; attending

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(Copyright, 1915.)



Did You Know That—

If you use straight nalls 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 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 stroaks.

Oil paintings may be made to look like new if rubbed over once in a while with half of a raw pointo? THE CHEERFUL CHERUB struggle, but The outlooks not dismaying;

to win is scarcely worth the pleying.

111

clal Science, April.

Zeta Pai Fraternity of North America, latter part of April. Eastern Pennsylvania State Huilders'

association, April. National Shorthand Reporters' Asso-iation, latter part of August. Permsylvania 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, Feb-

National Fraternal Society of the Deaf,

PLANS FOR ART BUILDING GIVE PROMISE OF SUCCESS

Arrangements for Establishment of

Unique Institution Progressing

There is every indication that the plans There is every indication that the plans to erect a new art building in Rittenhouse Square for the proposed Philadelphia Art Alliance will meet with success. Repre-sentatives of musical art and dramatic organizations are highly in favor of such a permanent institution of siz, and an investigation is now being made for the memory of determining whet definite sucpurpose of determining what definite sup-port the project will receive. A site for the proposed building has

already been secured at 1821-25 Walnut street, and plans have been made by Crane & Ferguson, of Boston. The plans provide for a six-story structure, setting back from the street. The building will be fronted with a court designed to give a Shakespearean atmosphere.

a Snakespearcan atmosphere. One of the questions as yet undecided is whether the association is to be purely of a social nature or of a professional one. The following committee is in

Miss Violet Oakley.

Sorth America, both in October. American Academy of Political and So-ial Science, April. or blank book suitable for this purpose he or she will give me. I have a few navels I will give to some one who is novels I will give to the second seco I wolk the squares as in a dream Till roused by running into posts:

The lew vacue prople passing by Into the gloom in shence slide, And, when I board the homeward tram, May I suggest that sometimes an old ledger or expense book, in which while margins are left by rows of figures, may be utilized as a scrap book of the kind you want? In many a household these are hild by as worthless when filled and out of date. In any case it is to the mani-fest advantage of the Corner that Marion is should fill a house with "scale these" Nothing but shadows sit inside.

Faint I discern the house of call Upon the corner of my street. Two cronics stand there at the bar But neither one is standing treat; Sadly at home I light the gas, G, should fill a book with "good things" and hold it in readiness for the calls we are likely to make upon it. Novels of the class you are sure to have on hand Like one back from some place accurat-1 gidn't pull the blind down first. are always more than welcome. We hold -Exchange.

ASK FOR and GET

THE ORIGINAL

MALTED MILK

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 mhor course The German, English and French ror-HORLICK'S respondence course would be helpful and most welcome in my line of study. I will gladly pay postage. A. S." The brief but pregnant clause, "I am Cheap substitutes cost YOU same pro-



IT MIGHT BE TROUBLESOME TO REMEMBER SO MANY ADDRESSES



dent of the Plays and Players, chairman, Mrs. William Yorke Stevenson, presi-dent of the Plays and Players, chairman, Mrs. Leopold Stokowski, Mrs. Cornelius Stevenson, Mrs. Felix E. Schelling and

Well, life is all a Agame that isn't hard

LUWLA DECA