EVENING LEDGER-PHILADELPHIA, WEDNESDAY, FEBRUARY 2, 1916.

Sugiand where summer dies in a burst

Red Hill, crowned with mountain-ash,

fast firs, the flaunting fire of the brave

maples. Maple House arose before him, its lawn carpeted with dry leaves. From the leaves floated an incense, dusity, pungent. The cool shadows of the great, rambling house beckoned to him. Here is peace, here is reat, they seemed to cry. The memory of home gripped him, held him and soothed him. His head nodded and he slent only to such a such a start for

he slept only to awake with a start, for he had dreamed that he had lost the

CHAPTER XIX.

"Won't you come down to the house?"

CONTINUED TOMORROW.

NEWEST SPRING FAD

Straight, Light Figure, With

Higher Bust Line

'NIPPED-IN WAIST'

of light.

maples.

I listen to you.

department store.



SYNOPSIS

EYNOTELS. BYNOTELS When he new his wife Alls, When he new his wife Alls, the bis old playmatu. Aln Wayne, itring scene following a well-mbuke Gerry desided to take the Allsh Gerry desided to take the the encounters a kirl on a penh-the encounters a kirl on a penh-the mouth of the San Fran-the deside to live with her the mother.

Hiver, and decides to live with her reason mother, the second second second second for her excised himself. First his j. Y. Warne sent the young man because of his profilency. Latter Alix suddenly realized the signifi-of her elopement she jumped of the as it was puilting out of the station, a Alan alone. He went to Africu-builder of bridges. Man efficiency him the appellation. The Percent Alan ancin, away wien

meanwhile, when all a to Gerry' moves to Gerry's old ho where she lives with I All ignorant of the fa the father of a boy back Sees not take Gerry long the system off he hopes will the natural rich

Fither Mathias, in whose parish Mar-

CHAPTER XVII-Continued.

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-K me prim

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35

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Street

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4577

75

.50

RERRY left them to start on the work I of fitting the ponderous sluice-gate of hewn logs that he had prepared for the et hewn logs that he had prepared for the month of the great ditch. It was a tri-umph of ingenuity. He never could have evolved it without the aid of a giant iconwood wormscrew taken from the wreck of a cotton press. The screw was so heavy that he and Bonifacio could be heavy that he and Bonifacio could hardly carry it.

hardly carry R. At the end of three days the great gate was installed. He and Bonifacio toiled like sailors at a capstan. They drove the heavy barrier down into the sand with a last turn of the screw and shut out the river. Margarita came and saw and was pleased.

CHAPTER XVIII.

UNDER the broad dome of a mange tree on the banks of an unnamed U tree on the banks of an unnamed African river Alan Wayne had pitched his camp. The Selwyn tent and the pro-jecting veranda fly were faded and stained. The bobbinst mosquito curtains were creamied with age and service. The camp chairs and a collapsible table, bat-tered but strong, were placed before the tent. Over one of the chairs hung a towel. On the ground squatted a take-down bathtub, half filled with water. In the deep shadow of the tree the pale green rot-proof canvas of the tent, the fy, the chairs and bathtub, gleamed alst white.

On the farther side of the great trunk On the farther side of the great trunk of the tree was the master's kitchen, three stones and a half-circle of forked sticks driven into the ground. On the sticks hung a few pots and pans, a saddle of buck, bits of fat and a disreputable-looking coffee-bag. Between the stones was a bed of coals. Before them crouched a radio stored Zangther.

was a bed of coals. Before them crouched a red-fezzed Zanzibari. From under a second tree, fifty yards away, came the dull, rhythmic pounding of wooden pestles in wooden mortars. The eye could just distinguish the glistening maked torsos of three blacks in motion. They were singing a barbarous chantey. At the weres their arms went up and the At the pauses their arms went up and the The blacks were pounding the Kaffir corn for the men's evening meal.

Down the river and almost out of sight a black, spidery construction reached out over the water-Alan's lat-

est bridge. Men swarmed on it. Six o'clock and there came the trill of a whistle. Suddenly the bridge was cleared. A habble of voices arose. There was a crackling of twigs, a shuffling of feet, here and there a high, excited cry, and then the men papered into comp. A and then the men poured into camp. A din of talk, held in check for hours, arose. Glistening black bodies danced to jerky, fantastic steps. Songs, shouts

and impatient cries to the cooks swelled the medley of sound. Through the camp stole the acrid odor of tolling Africa. stole the aerid odor of tolling Africa. Behind the men marched the foreman, McDougal; behind him came Alan. At sight of him the Zanzibari sprang into action. He poured a tin of hot water into the bath tub and laid out an old flannel suit. Beside the mult he placed clean underwear, fresh socks and, on the ground, a pair of slippers.

Alan stripped, bathed and dressed. The Zanzibari handed him a cup of hot tea. By the time the tea was drunk the table was freahly laid and Alan ant down o a steaming bowl of broth, and dinner. After dinner McDougal joined him for smoke. For a full half hour they sat wordless. Darkness fell and brought out wordless. Darkness fell and brought out the lights of their fiftury glowing pipes. From the men's camp came a subdued chatter. The men were feeding. As they finished they lit fires—a fire for every little group. The smell of the wood fires triumphed over every other other.

McDougal had met Alan first in a bare room at an African seaport. The room was furnished with a chair and a table. At the table sat Alan, busy with final At the table sat Alan, busy with final estimates and plans for supplies for his little army. The interview was short, McDougal had asked for a job and Alan had answered. "Get out." McDougal had repeated his request and the rest of the story he told the next morning before the Resident Magistrate in the chair and Alan in the dock.

"Aweel, your honor, it was this way: I went into Mr. Wayne's office and asked him for worruk and he said, 'Get out.' I asked him again and he said, 'I'll give you two to get out-One-Two,' and with that he cooms on to the table and dying through the air. I had joest considered that it was best I should let him hit me first since that I might break him with justlee when he struck me face with both fists, and his knee in

the plt of me stummlek. And that's all, your honor, savin' the Kaffir that I woke up to find watering me and a rose

terruption. "Begging your pardon, your honor, there'll be nae settling of this matter out of coort between Mr. Wayne

and mysel'. Aince is enough." Justice and the prisoner in the dock surrendered to laughter. McDougal stood grave and unperturbed.

"What I meant," said the magistrate when he recovered, "is that Mr. Wayne will probably give you a job and call it all 80 unre.

"That's it," said Alan. "I asked Mr. Wayne for worruk and if it's worruk he is giving me I'll nae be denying it is a fair answer," replied Me-Dougal, and forthwith became Ten Percent Wayne's gang-boss and understudy in the art of driving men with both fists and a knee.

McDougal knocked out his third pipe "The Deil of a country is this," he said; "In the seas of it a life-preserver holds you up handy for sharks, and in the river does swimming save your life? Nae. It gives you a meal to the crocs."

he lit his pipe once more and relapsed into silence. McDougal's was a companionable si-

lence. Alan could feel him sitting there in the dark, raw-boned and dour, but ready at the word of command. It was after 8 when Alan called for a light and drew from a worn letter case the correspondence that a runner from the correspondence that a runner from the coast had brought in that day. He glanced over official communications, blue prints and business letters and stuffed them back into the leather case. One fat letter, note-paper size, remained. "McDougal," said Alan, "hush up the canne-tell 'em it's a ciclack."

way back forever. McDought, said Alan, nush up the samp-tell 'em it's 9 o'clock." McDoughl aroae and picking up a big stick strode over toward the men. The stick was so big that he had never had O'NE day as Gerry was pottering about a log bridge he had thrown over his

ditch, a shadow fell across his path and he looked up to find Father Mathias, mule, umbrella and all, looming over him. "I am on the way back," safe the priest, to use it. At the mere sight of it the men desisted from clamor, dance and horse-Alan drew the fat letter from Its Alan drew the lat letter from its en-velope and for the second time read, "Dear Alan: As you see, this is from New York. We came down yesterday. All summer I have been watching for my second self because I'm just about grown up nowand I have stopped to have a chat with said Gerry, "Margarita will give you a warm welcome."

utside, I mean-inside is different some-how-and three days before we left I really caught her looking at me while I was sitting on the old stone bench down the pond. "I jumped up and ran after her all the

Road to where the red now if he low without her and now if here is and up the low Road to where the red cow broke her leg that time and there I lost her. I didn't find her again and had to come away without her and now I feel so queer-sort of half-y, just like you.

"Somehow I can't blame her. She didn't want to leave the Hill in the Gorgeous Month so she just stayed behind. Do you remember-

This is the gorgeous month when leafy fires Mount to the gods in myriad summer pyres ?

"A few hours ago when I was doing my mile on the Avenue I almost got run down and Mam'selle gave me an awful scolding for being so absent-minded. "It was a true word. I was just that -absent-minded-because my mind was off chasing that other half. I could see her so plainly! She had on the cinna-

on linen with the white collar and tabs -but I forget-you don't know it. She was bare-headed and her feet and skirt were wet because it had been drizzing before the sun came out in an evening salute to the flaming trees. I saw her tumble down jumping the stone wall in the bushes at the foot of old Bald Head and then some one picked her up, helped

her over and together they climbed to the top. It was your other half. Have you missed him? I liked the way he treated him. Just like a boy. Somehow he's younger than you and sometimes he laughs right out.

"Then I saw her get home, change her "Then I saw her get home, change her things and—shall I tell you?—fish out the old doll—yes, Hessy. I left her telling Bessy one of those storles you used to call Tales of the Very Real Things That her Very Real Things That Are Not. Remember? And then I came back and there I was on the Avenue with people staring at me more than they ever have before. I suppose it was because I was out of breath with chasing in my mind. Good-by, Alan. Clem." Alan sat in the circle of light from the

hanging lamp and stared into the dark-ness. From the river came the sound of sucking mud, then a heavy tread. A able as ever, with a slight curve notice-monster hippo blundered through the bushes in search of food. On the other effect I spoke of. Corsets are higher than side of the tree trunk the Zanzibari was noring. The fires were burning out at the men's camp. Once more the odor of

It gives you a meal to the crocs." They had lost a black that day. He had slipped from the bridge into the water. He had started to swim to shore and then suddenly disappeared in a swirt. Conversationally, McDougal limited himself to a sentence a day in which he summed up the one event that had struck him as worthy of notice. Having delivered himself of his observation for the night

ing leaves, the black shadows of the swirling river, the black-bronze of the men about him. For an hour he tore himself away from the black world to wander over the beloved hills in New Furthers of the beloved hills in New VIVID CONTRAST IN METHODS OF DEALING WITH DELINQUENT HUSBANDS AND FATHERS Red Hill, crowned with mountain-asn, called to his spirit as a torch in the night to a lost wanderer. The 20 months that had passed since last he saw its budding promise were swept away. He imagined those very budding leaves at the end of their course, the pale amber of the elms, the deep note of the stead-fast first the daughing fire of the brave

While Neglect of Philadelphia's Councils Subjects Families to Privation, Allegheny County Courts Prove Effectiveness of Law of 1913

INSTRUCTIVE FACTS AND FIGURES

This, the second of a scries of articles for the EVENING LEDGER on social reform by Miss Anna B. Burns, describes by word and figure how Alleyheny County has put into beneficial operation the law of 1913, for the support of dependent families of prisoner husbands and fathers, who have failed to sup-port their wives and children, whereas this city has done nothing with the law. She points out what the charitable agencies of this city have learneed facence in the superior in Machene County where the support of regarding the system in operation in Allegheny County, where thousands of dollars have been spent in carrying out the law and where delinquent husbands support their innocent families during their terms of imprisonment. It is es-timated that \$10,000 annually is the amount needed for the enforcement of the act in Philadelphia. The wide experience of Miss Burns in her chosen field makes her peculiarly fitted to write on this subject.

By ANNA B. BURNS

Social Worker and Investigator

While hundreds of Philadelphia fam-upporting husbands and fathers are suf-oring actual privation by reason of Coun-W. A. WAY." cils' failure to make an appropriation whereby the law of 1913 may be enforced. Allegheny County has used the law to good effect in bringing these delinquent husbands and fathers to a sense of their warm welcome." "And you?" said the pricet, smiling. "I?" said Gerry. "I am but a wayfarer. I can only welcome you to my ditch." "What, again?" said the priest as he slid cumbrously off his passive mule. With cassack still looped up about his walkt he cannot be most Gerry. "Lat up responsibilities and in relieving the pov-erty of their wives and children during their imprisonment.

During the two years and a half in which Philadelphia Councils have been making up their minds whether this city can afford to enforce the law, and if so, which department should be intrusted with the funds for carrying out the pro-vialons thereof, Allegheny County has ex-pended thousands of dollars in administering the law.

you worked wit for these payments—what officer pays the money, from what fund, who draws the money and who pays it to the beneficiary? In other words, your technical procedure in making effective this part of the act. "I world also appreciate your judgment as to the effect of the act upon desertion or nonsupport, the number of cases to which it has been applied and the amount of money that has been paid to the families. The act is still in abeyance in Philadelphia: consequently, we are hav-Philadelphia; consequently, we are having a heavy burden to carry and nothing effective is being done to deter husbands and fathers from deserting or failing to upport their families." which could be accurately described as the "small" of her back. The subject of real importance is the style tendencies of

ALLEGHENY COUNTY METHOD.

To this letter Judge Way replied as follows:

the newest spring corsets, as set forth by one Miss Devinny, a buyer in a big "Sept. 3, 1915. "The Rev. R. M. Little, Philadelphia, Pa. "My dear Mr. Little-Replying to your letter of September 2 regarding the so-called 'workhouse act' in desertion and nonsupport cases, I beg to say that we have no trouble at all in putting this in practical operation. The county operates the workhouse and has provided the man-ager with sufficient funds to make the navments required by the act of Assem-"Yes, the nipped-in waistline is the thing," she declares, coldly and heartlessly, as if the nipping-in process, as gen-erally understood, was a mere detail. Walsts and waistlines are more clearly defined. Not that the wasp waist is here. That will never be the rage. Women have been comfortable too long ager with sufficient funds to make the payments required by the act of Assem-bly. All our orders of court require the money so paid to be turned over to our probation officer, who in turn distributes the funds to the families of the impris-oned men. I have no compiled statistics up to date, but send you a copy of our report for the year 1914, from which you will see the amount of moneys collected through this source during that period. "As a working proposition the effect of this act has been very beneficial. We used to have many men who would obstito be restrained by a mid-Victorian vise. "This is the season of the happy me-dium. The slender figure is as fashion-

Think of it! Thirteen inches of stiff, solid-bound cloth below the walstline. solid-boned cloth below the waistline. Could it be that women are again expected to experience that dull, sickening feeling which accompanies the gently silding motion of a long-hipped corset when one sits not slowly nor too well on a highly polished chair? Consolation is offered in the assurance that most of the newer models will be flexible over the hip-bone, in other words, that the bonings which usually made a suffering martyr of the thin woman will be conspicuously absent this spring. In-serts of rubber are used instead, but the

law providing for the commitment to the worknouse had a good energy (managinal as many men, who would not properly provide for their families, and who would have little regard for the order of the Court, now make every effort to keep out of that institution. In the light of, my experience the last year, I have no measure to observe my culture." while Allegheny County has paid to

* 9

the families of imprisoned non-supporting the families of imprisoned non-supporting men sums amounting to 17495.45 during the year 1914 alone, Philadelphia has not paid one cent to the innocent suffering dependents of its delinquent men in the two and a half years in which the law

workers of Pittsburgh say that the en-forcement of the act has marked a dis-tinct step in advance in Allegheny County in dealing with this perplexing problem of desortion and non-support, and public opinion strongly approves of the working of the act. "It would appear from the experience of

Allegheny County that Philadelphia would need approximately \$10,000 a year for the enforcement of the act."

The House Beautiful

Madras is seen in new and pleasing effects, a fact that is gratifying, for it is predicted this fabric is to have a most conspicuous place as an upholstering and decorating material. Black and white effects, heautiful gold and green, and golds and blues, brown and green, and many other interesting harmonics are to be had in it. In the sunfast madras there is a lovely roseleaf and violet design, odd but rich cublatic patterns on deep blus grounds, and a variety of Chinese patterns, unusually fascinating in mulberry shades, blue, jade and putty colors-these are the rivals of tapestry furniture coverings. A mercerized madras, which comes in only one width and coloring, is of heavy verdure effect—the maple leag and horse chestnut are displayed upon it in graceful intricacies that form a peculiarly charming design.

Florists Delight Crippled Children

A big box of prize carnations and roses was delivered at the Widener Memorial Home for Crippled Children, York road below Olney avenue, today. The fowers were for the crippled children there and came from an exhibition of carnations at the Floriata' Club in Horticultural Hall, held by Philadelnhia floriats last night, The flowers belonged to the exhibit of Mark Mills and W. K. Harris, who after the show packed their prettiest flowers for the crippled children.



PAYMENTS TO FAMILIES. The report of Probation Officer Law-rence M. Fagan, of the Allegheny County

Court, shows the following payments made to the families of deserting or non-sup-

porting men, imprisoned in the county

42

following statement:

"In my report last year (1913, when the law became operative) I stated that the

se, for the 18 months from July,

Men. 1913. Men.

 42
 607.00

 \$17.55
 40
 500.30

 \$17.55
 40
 500.31

 \$13.85
 50
 551.83

 \$17.55
 50
 551.83

 \$13.85
 50
 551.83

 \$17.05
 51
 60.94

 \$13.85
 50
 551.83

 \$170.35
 51
 60.94

 \$20.35
 51
 50.94

 \$20.40
 504.75
 76
 1.090.70



1913, to December, 1914, inclusive: walst, he came to meet Gorry. "Let us sit down on this log," said the priest, "and you can listen to the water while MONEYS RECEIVED FROM SUPERIN-TENDENT OF THE ALLESHEAV COUN-TY WAREHOUSE FOR LAROR OF PRIS-ONERS COMMITTED BY THE COUNTY COURT IN DEFAULT OF BOND WITH COMPARATIVE STATEMENT FOR 1913. January February March

tering the law. On September 2, 1915, R. M. Little, general secretary of the Society for Or-grantzing Charity, wrote to Judge V Illiam A. Way, of the County Court & Alle-gheny County, asking the methods used by that court to enforce the act. In this letter Mr. Little said: "The particular point which I wish to learn is the method you worked out for these payments-what officer nays the money, from what fund. Corsets Show Tendency Toward

Popular superstition has it that every

Fopular superstition has it that every fine the stout persons straps hernelf into her number 46 corset assistance is needed in the form of a puller, pusher and general utility maid, whose chief duty is per-formed by the simple method of placing her foot in the small (if there is such a thing) of the aforesaid stout party's back. The writer will waste no time in pur-suing the very puzzling question of whether or not it is possible for a lady of such dimensions as have been inti-mated to have a portion of her anatomy



GOOD-NIGHT TALKS

Dear Children-You remember I have talked to you about HABIT, and tonight I want to talk to you about CUSTOM.

When you look at your father's coat you will see two or more buttons on the end of the sleeve. Why are they there? They help to rip out one's overcoat, that is true, but they are the survival of an old custom when the knights of old wore gloves which were buttoned to the sleeves.

There is another little thing which has come down to us from the long ago and that is the little saddle on the harness which you see on our horses today. Between the reins on the middle of the horse's back there is a perfect little saddle.

In olden times, a man called a postillion, rode on the front horse of the king's equipage and had, of course, a saddle.

It is very interesting to trace back and see just what started things. Usually it was some need.

Once upon a time a woman took it into her head to work in the rolling mill with her husband. The toil was so hard that she had to give it up and she was so discouraged that she went home and vowed she would never go out again.

While home, the hired girl wished to hang out the clothes and so the woman, seeing how hard the girl had to work with the clothes, made, with her own hands, clothespins. When the neighbors saw the clothespins, they wanted some and so the good woman started making clothespins for the neighborhood and soon had a clothespin factory. She made so much money she was able to buy the foundry where her husband worked.

If you want to make money, find out what the world wants and it will pay you for it.

Notice the ordinary things of life. FARMER SMITH, Children's Editor, EVENING LEDGER.

Our Postoffice Box

How do you do, David Linker? how is the reading progressing? David is very fond of libraries, and ome day we expect him to tell us everything that he has found in them.



BOUCH Ath Street North 41st street, has very nice little white note paper,

and the words that she puts on it are just as nice as the paper. Charles Stein is going to bring a little sunshine into every little friend's life and heart. We are a BIG friend, Charlie, but don't forget us.-

Francis X. O'Brien, Wyndmoor, Pa., sent us a very lovely painting. We think he is a very clever artist have a very beautiful cat?" and would like very much to have him make us a drawing in black ink, so 'where can I get one?" that it may be exhibited in the club BARTWELL.

Mary Zarella, Alter street, writes such interesting letters that we would like to have another one from her real soon.

Margaret Needham, Gloucester City, reads the Rainbow news every night, and we hope she is reading it face."

Morrell Devlin, this very minute, and if she is we Coaldale, Pa., is make a very low bow and wish her a going to organize very pretty good-night, which means a branch of the that the postoffice is going to close club in Coaldale. and that we say good-night to DEAR Good luck to you, EVERYBODY. Morrell, and,

please, a letter The Fuzzy Wuzzy Cat very soon report-"Did Old Lady Fiddlesticks have a dog and not cat?" asked Ethel of Naomi Gleason,

her father one night. "Yes, indeed," said her father, "and she got a cat from the Man in the

Moon. Here is the story: "One night when all was very still and Old Lady Fiddlesticks was busy brushing off the face of the Moon, the

Man in the Moon said to her: " 'Now, that you have such a funnylooking dog, would you not like to

"'Certainly,' said the old | lady,

"Well,' said the Man in the Moon, I fif you be real good and see that my

| face is bright and clean, I will send you down a very beautiful Fuzzy Wuzzy Cat with silver hair and a voice that will sing you to sleep." "'I never heard of a cat that could sing,' said the old lady.

"'That is because you have never lived in the Moon.'

"'How are you going to get the cat down to me?' asked the old lady. "'That should not bother you,' said

the Man in the Moon. 'We slide things, I mean cats and such, down on the rainbow when we want them to get down in a hurry. You look out some night just before you come up here and you will see a Fuzzy Wuzzy Cat coming down to you on the rain-

bow about sundown." "The very next night, when the old lady was feeding her Milk Chocolate Cow a beautiful silvery Fuzzy Wuzzy Cat slid down to her on the rainbow and, holding its tail straight up in the

air said: 'Good evening, my dear Old Lady Fiddlesticks. The man in the Moon sent me down to keep you company and here I am. Only keep your dog away or I might eat him up,' and the Cat laughed so hard it made her fur stand up all over her body.

"'What is your name?' asked the old lady.

"'My name is Pinkey,' said the Cat.

"At this the Milk Chocolate Cow turned round and smiled in the Cat's

Do You Know This? 1. What city in the Middle West has a mill and a walk and a key? (Five credits.)

2. What State in the Northwest is "South"? (Five credits.)

3. Why do birds fly south just be fore winter time? (Five credits.)

> Farmer Smith, Children's Editor, EVENING LEDGER, Philadelphia. I wish to become a member of

your Rainbow Club and agree to DO A LITTLE KINDNESS EACH AND EVERY DAY-SPREAD A LITTLE SUNSHINE ALL ALONG THE WAY.

Address School I attend

all-rubber corset is quite passe. The upright figure, not the spineless "de-butante" slouch, is considered fashionnbla.

ADELE RITCHIE TO WED AGAIN

Actress Will Become Wife of Guy Bates Post, Theatrical Star

It was learned yesterday that Adele e, well known as a musical comedy nd vaudeville actress, was on her way Bates Post, now starring in "Omar, the Tentmaker," In answer to a telegraphic

Tentmaker." In answer to a telegraphic inquiry, the actor wired today to the Evenino Linder as follows: "Toronto, Ont., Feb. 2. "Very happy to confirm report of en-gagement to Miss Ritchle. "GUY BATES POST." Miss Ritchle, who on Monday night was granted a diverce from Charles Nelson Bell, a New York wine agent, in Com-mon Pleas Court No. 1, here, left this city late last night. Her mother, Mrs. J. B. Pults, when seen at her home, said: "Adele has been on the train for several

B. Fulls, when seen at her home, said: "Adele has been on the train for soveral hours and will be on it all day. As to her marrying Mr. Post, who is now in Can-ada, I do not care to discuss the matter. We are not marrying Adele. She is doing that herself."



Highest grade milk carefully i in our special laboratory to normal baby's needs. Fresh 6 os. nursing bottles at 5 cs

to normal baby's needs. Fresh dall G os nursing bottles at 6 cents. Best and Safeti It will help to up huby well Frinted matter with luable hints on feeding mailed free request.

Ask your physician.

Abbatts Aldernoy Dairies BISF & CHESTNUT STS. Phone Baring 200.

The workhouse is not a popular place, and the knowledge that failure to obey the order of the court will certainly re-suit in a term there has unquestionably stimulated a great many men to do what is right. Further than that, we have found the actual effect of a short incar-ceration in the workhouse under this sys-tem very helpful in many cases. We make a practice of keeping track of the men we place there, and as soon as they seem to look at things in a different light we let them out and, if necessary, find employment for them. We have a depart-ment especially detailed for this purpose, and we make every effort to get a man work and put him on his feet and look after him after he leaves the workhouse. We find this greatly appreciated by a large number of people, and a good many families have been re-established by these methods. methods.

The Fashionable Woman

provides a market-a welldefined market-for the firms catering to her needs. Therefore, only skilfullydirected selling effort can be profitable to such merchants.

One concern, situated on Walnut near Broad street, found this out after spending much money on spasmodic advertising.

We advised them to concentrate their publicity on their particular market, and to use distinctive announcements-regularly in papers that cover the city's strongest buying power.

A trial advertising campaign in the Public Ledger and Evening Ledger was the result. It proved a phenomenal success.

